

**«INNOVATIVE BUSINESS INFORMATION AND SUPPORT SERVICES FOR YOUNG ENTREPRENEURS  
IN HERBS PRODUCTION AND ECO-TOURISM»**

**Communication & Dissemination**

**Del. 2.1.1**

**(Website)**

**Responsible beneficiary:**

**ZDRAVETS ASSOCIATION**

Project website:

<https://floreo-gr-bg.eu/>

*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".*

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## Executive Summary

The Project with the acronym “FLOREO” aims to increase motivation, knowledge and skills of entrepreneurs, to innovate, create and take risks in starting business, as well as will facilitate the business of existing SMEs in the cross-border region. It will launch new paths for startups and organize support actions for existing enterprises with special focus on herb production and ecotourism.

# 1. Introduction

## 1.1. About the Project

FLOREO's **main objective** is to increase motivation, knowledge and skills of entrepreneurs, to innovate, create and take risks in starting business, as well as will facilitate the business of existing SMEs in the cross-border region. It will launch new paths for startups and organize support actions for existing enterprises with special focus on herb production and ecotourism. This will take place through joint actions for establishment of an appropriate business infrastructure and information center, both to serve the cross-border area after rehabilitation and equipping of a degraded plot and rented covered premises. Here, future entrepreneurs can develop and test their business ideas in a simulative and real environment, use business support services, related to the growing and offering unique herbs and flowers, which are to be found only in the GR-BG cross-border region as well as develop and test ideas in alternative tourism such as herbal and eco-tourism packages.

A cross-border portfolio of skilled and experienced trainers and mentors will be created. Large communication and awareness raising campaign will support further dissemination of results.

The highest project added-value will be the better geographic concentration of resources, and the intangible benefits from the CB cooperation - exchange of good practice, capacity building, joint strategies, as well as gaining respect and trust between the partners and access to wider networks of cooperation.

Special benefits and price discount scheme for using the FLOREO business support and information services will be provided for the participants after project end.

FLOREO contributes to achievement of specific objectives of macroregional (Black Sea, Mediterranean and Danube), national and regional strategies by jointly promoting business and entrepreneurship and increasing cross-border trade opportunities and modernization in the agricultural and connected sectors.

The FLOREO project is jointly developed by the ZDRAVETS ASSOCIATION - Bulgaria, Trigrad village, (Lead Beneficiary), Hellenic Development City Network (D.E.P.AN. – City Network) - (PB2) and CLUSTER VARNA BUSINESS CONSULT (PB3) - Bulgaria, Varna.

## 1.2. Project's partnership and duration

Project partnership consists of 3 project partners (PPs):

<i>Name</i>	<i>Role</i>	<i>Country</i>
ZDRAVETS ASSOCIATION	Lead Beneficiary	Bulgaria
HELLENIC DEVELOPMENT CITY NETWORK	Partner Beneficiary 2	Bulgaria
CLUSTER VARNA BUSINESS CONSULT	Partner Beneficiary 3	Greece

**Table 1. Partnership.**

The Project duration is 29,61 months, from April 2021 until September 2023.

“FLOREO” Project has a total budget of 507.553,00 € and is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.

## 2. Communication- FLOREO Project website

According to the guides uploaded under the section of the Documents for Project Implementation in the official website of the Programme ([https://old-2014-2020.greece-bulgaria.eu/com/17 Documents-for-project-implementation](https://old-2014-2020.greece-bulgaria.eu/com/17_Documents-for-project-implementation) ) each Beneficiary and all together as a partnership should follow proper Communication and Dissemination Activities within their Projects to maximize their impact with all the relevant stakeholders.

Communication activities should be properly planned for all the Projects. Communication should focus on highlighting the role of the EU as Beneficiary and on the achievements and impact of the actions taken. Administrative or procedural actions are not considered as communication activities. In order to maximize the impact of communication activities, the following should be taken into account:

- Activities need to be timely.
- Information used must be accurate.
- The right audience(s) should be targeted.
- Messages should be interesting for the targeted audience(s).
- Activities should be appropriate in terms of resources spent and expected impact.


## 2.1. Project's website in English


Relevant Project Information created, translated and uploaded on Project's dedicated website through the responsible Communication Manager of the Project on behalf of PB3.


<https://floreo-gr-bg.eu/>


**Interreg**  
Greece-Bulgaria  
FLOREO

HOME THE PROJECT FOR ENTREPRENEURS NEWS CONTACTS

**Mursalski tea**  
  
(Isabrella scardica) – also known as Piri tea, Albanian tea, Triglad tea.

**Rhodope herbalea**  
  
(Haberlea rhodopensis) – Rhodope herbalea is an endemic species, i.e. it is not found anywhere else on the planet.

**Primula veris**  
  
also called cowslip, common cowslip, or cowslip primrose.

**Crane's-bill**  
  
named by our people "Zobovica" by the word of the most precious gift – health.

**ABOUT THE PROJECT FLOREO**

The 24 months long project FLOREO will provide for raising motivation, knowledge and skills of entrepreneurs, to innovate, create and take risks in starting business, as well as will facilitate the business of existing SMEs in the cross-border region. It will launch new paths for startups and organize support actions for existing enterprises with special focus on herb production and ecotourism. This will take place through joint actions for establishment of an appropriate business infrastructure and information center, both to serve the cross-border area after



FLOREO Project is funded under 6th CALL FOR PROJECT PROPOSALS – COOPERATION PROGRAMME  
INTERREG V-A GREECE-BULGARIA 2014-2020

Duration of the project: 24 months.

Start date: 13.04.2021

End date: 13.04.2023



Priority axis 1 – “A Competitive and Innovative Cross-Border Area”

Thematic objective: 03 – Enhancing the competitiveness of small and medium-sized enterprises and the agricultural (for EAFRD), fisheries and aquacultures (for EMFF) sectors.

Investment priority: Encouraging entrepreneurship, in particular by facilitating the economic exploitation of new ideas and encouraging the creation of new companies.

Specific aim: 1- Improving entrepreneurial support systems for SMEs

**Project summary:** The FLOREO project will increase the motivation, knowledge and skills of entrepreneurs to innovate, create and take risks when starting a business and will facilitate the business activities of existing SMEs in the cross-border region. It will open new possibilities for start-ups and organize actions to support existing businesses with a special focus on herbal production and ecotourism. This will be achieved through joint actions to create an appropriate business infrastructure and information center, both for servicing the cross-border region after rehabilitation and for equipping an unusable plot of land and rented indoor premises. There, future entrepreneurs can develop and test their business ideas in a simulated and real environment, use business support services related to the cultivation and supply of unique herbs and flowers that can be found only in the cross-border region of Greece – Bulgaria, and develop and test ideas in the field of alternative tourism, such as herbal packages and ecotourism packages.

A cross-border portfolio of qualified and experienced trainers and mentors will be created. The broad communication and awareness-raising campaign will help to further disseminate the results.

Quantitative results from the implementation of the project shall include business forums and forums for presenting the results of the project to local authorities and representatives of local and regional economic development, business training for start-ups in the production of herbs and ecotourism, simulation models. Entrepreneurs under the FLOREO project will be permanently provided with: Meeting rooms, Consultations and assistance – workshops, seminars, etc. depending on the needs, Access to computer equipment and Internet, access to



## FOR ENTREPRENEURS



✦ Programme „Competitiveness and Innovation in Enterprises for the period 2021-2027” (CIE 2021-2027)

✦ Operational Programme “Human Resources Development 2021-2027”

✦ Norwegian Financial Mechanism 2014-2021

✦ Programme “Rural Development 2021-2027”

✦ European grant programs to address the economic consequences of Covid -19

✦ Which settlements are included in the list of rural areas in the Republic of Bulgaria?



ПРОГРАМА ЗА  
РАЗВИТИЕ НА  
СЕЛСКИТЕ РАЙОНИ

*Herbal production*

## News



### FLOREO final conference during the HELEXPO in Thessaloniki

NEWS

Extremely successful implementation of our final conference on the 16th of September during HELEXPO. The final FLOREO conference was held at the premises of our Greek

[Read more >](#)



### Final conference of the FLOREO project

NEWS

Discussing cross border future during HELEXPO. The final conference of the project FLOREO took place at what is 17 of the GREEK REGIONS pavilion at HELEXPO on

[Read more >](#)



### The FLOREO project at CLUSTERS MEET REGIONS initiative

NEWS

The FLOREO project was presented during a high-level event in Burgas, Bulgaria, themed "Boosting the tourism sector in Europe through digital tools and innovation". The event

[Read more >](#)



### INVITATION FINAL CONFERENCE of the FLOREO PROJECT

NEWS

As a Project beneficiary of the project entitled "INNOVATIVE BUSINESS INFORMATION SERVICES TO SUPPORT YOUNG ENTREPRENEURS IN THE PRODUCTION OF BULLETPINS AND ECOTOURISMY FLOREO, financed under

[Read more >](#)



### Herb quest: Cultivating Nature's Bounty

NEWS

Here is the story of Emilia and Kalyopi, who participated in the FLOREO Project and presented their entrepreneurial ideas on the SCENE. Once upon a time

[Read more >](#)



### Testimonials from the Greek trainer

#### Maria Goumara

NEWS

What was my experience from the FLOREO project? I enjoyed the work in FLOREO very much. It was a demanding but very rewarding experience. 31.07.2025

[Read more >](#)



### Reflections from Cluster Varna Business Consult on their participation in the FLOREO project

NEWS



### FLOREO PRESS RELEASE 31.07.2025

NEWS

On Friday, 28th July 2025, CEBAN organized the second intensive International Event, for FLOREO "Innovative Business Information and support services for young entrepreneurs in herbs



### INVITATION 28.07.2025

NEWS

CEBAN, Network of Cities organizes an informative event for the presentation of the project "Innovative Business Information and Support Services for Young entrepreneurs in herbs"

## 2.2. Project's website in Bulgarian

Interreg  
Greece-Bulgaria  
FLOREO

НАЧАЛО ЗА ПРОЕКТА ЗА ПРЕДПРИЕМАЧИ НОВИНИ - КОНТАКТИ

Мурсалски чай

Известен е още и като  
Гуляволист чай,  
Далиборчай,  
Трицветен чай.

Силуврак

Силувракът е  
ендемичен вид, не се  
гледва никъде другаде  
по света.

Иглука

Това е т. нар. лечебно  
целик, или *Phyteba  
wick*, извисява и блато  
пурпурен.

Здравец

Получи от народна на  
име ставата, а не за  
наблизения дър -  
древен.

Събития

No event found

Биологичното разнообразие на територията на нашата страна е забележителен природен феномен. Разнообразието релеф, геология, специфичните микроклиматични условия и хилядолетната човешка дейност определят



Проект „ФЛОРЕО“ се осъществява чрез финансиране по ШЕСТА ПОКАНА ЗА ПРЕДСТАВЯНЕ НА ПРЕДЛОЖЕНИЯ ПО „ПРОГРАМА ЗА СЪТРУДНИЧЕСТВО ИНТЕРРЕГ V-A: ГЪРЦИЯ – БЪЛГАРИЯ 2014-2020“ Продължителност на проекта: 24 месеца.

Начална дата: 13.04.2023г.

Крайна дата: 13.04.2023г.



Приоритетна ос: 1- **Конкуренция и иновативна трансгранична зона**  
Тематична ос: 03 – **Повишаване на конкурентоспособността на малките и средните предприятия и на селскостопанския сектор (за ЕЗФРСР), и на сектора на рибарството и аквакултурите (за ЕФМДР)**



Инвестиционен приоритет: 3а. **Насърчаване на предприемачеството, по-специално чрез улесняване на икономическата експлоатация на нови идеи и насърчаване на създаването на нови фирми.**  
Специфична ос: 1- **Подобряване на предприемаческите системи за подпомагане на МСП**

**Кратко резюме на проекта:** Проект FLOREO ще осигури повишаване на мотивацията, знанията и уменията на предприемачите за иновации, създаване и поемане на рискове при започване на бизнес и ще улесни стопанската дейност на съществуващите МСП в трансграничния регион. Той ще открие нови пътища пред стартиращите компании и ще организира действия за подкрепа на съществуващи предприятия със специален фокус върху производството на билки и екотуризма. Това ще се осъществи чрез съвместни действия за създаване на поддържаща бизнес инфраструктура и информационен център, който да обслужва в трансграничния регион след реабилитацията, така и за оборудване на изключваен парцел и наети закрити помещения. Тук бъдещите предприемачи могат да разработват и тестват своите бизнес идеи в симулативна и реална среда, да използват услуги за подкрепа на бизнеса, свързани с отглеждането и предлагането на уникални билки и цветя, които могат да бъдат намерени само в трансграничния регион **Гърция – България**, и да разработват и тестват идеи в областта на алтернативния туризъм като билкови пакети и пакети за екотуризъм.

Ще бъде създаден трансграничен портфейл от квалифицирани и опитни обучители и ментори. Широката комуникационна кампания и кампания за повишаване на осведомеността ще подпомогне по-нататъшното разпространение на резултатите. Количествените резултати при изпълнение на проекта включват бизнес форуми и форуми за представяне на резултатите от

## ЗА ПРЕДПРИЕМАЧИ



✦ Програма „Конкурентоспособност и иновации в предприятията за периода 2021-2027 г. (ПКИП 2021-2027 г.)

✦ Оперативна програма за развитие на човешките ресурси за периода 2021-2027

✦ Норвежки финансов механизъм 2014-2021

✦ Програма за развитие на селските райони (ПРСР 2021-2027)

✦ Европейски програми за безвъзмездна финансова помощ за преодоляване на икономическите последици от Covid-19

✦ Кои населени места влизат в списъка на селските райони в Р България?



*Билкопроизводство*

## 2.3. Project's website in Greek

**Interreg**  
Greece-Bulgaria  
FLOREO

ΑΡΧΙΚΗ ΣΕΛΙΔΑ ΣΧΕΤΙΚΑ ΜΕ ΤΟ ΈΡΓΟ ΕΠΙΧΕΙΡΗΜΑΤΕΣ ΕΙΔΗΣΕΙΣ - ΕΠΛΗΡΕΣ

**Mursal tsoti**  
Επίσης γνωστό ως Ριζή τσιλι Αιθιοπική τσιλι Τρογκράντ τσιλι

**Silivryak**  
Το Silivryak τσιλι είναι ενθιασκό, θηλασθή δεν βρέσκεται πια στον κόσμο στην Ελλάδα.

**Ηράνθεμο**  
Πρόκειται για πρόθεμο για περσικά ή Ριζή τσιλι, επίσης γνωστή ως Ριζή τσιλι.

**Geranium**  
Έλαβε από τους ανθρώπους με το πιο πλούσιο όνομα για το πιο πολυτιμο όνομα - τσιλι τσιλι.

**Εκδηλώσεις**  
No event found!

**Η βιολογική ποικιλομορφία στο έδαφος της χώρας μας είναι ένα αξιοσημείωτο φυσικό φαινόμενο. Η διαφορετική ανακούφιση, η γεωλογία, οι ειδικές μικροκλιματικές συνθήκες και η χιλιετή ανθρώπινη δραστηριότητα καθορίζουν την πλούσια ποικιλία**



Το Έργο «ΦΛΟΡΕΟ (FLOREO)» υλοποιείται μέσω χρηματοδότησης στο πλαίσιο της εν λόγω ΕΚΤΗΣ ΠΡΟΣΚΛΗΣΗΣ ΠΡΟΤΑΣΕΩΝ στο πλαίσιο του «ΠΡΟΓΡΑΜΜΑΤΟΣ ΣΥΝΕΡΓΑΣΙΑΣ INTERREG V-A: ΕΛΛΑΔΑ – ΒΟΥΛΓΑΡΙΑ 2014-2020»

Διάρκεια έργου: 24 μήνες

Ημερομηνία έναρξης: 13.04.2021

Ημερομηνία λήξης: 13.04.2023



Χώρας προτεραιότητας 1- Ανταγωνιστική και καινοτόμος δασυνορική περιοχή.

Βασικός στόχος 03 - Αύξηση της ανταγωνιστικότητας των μικρομεσαίων επιχειρήσεων και του γεωργικού τομέα (για το Ευρωπαϊκό Γεωργικό Ταμείο Αγροτικής Ανάπτυξης) και του τομέα της αλιείας και της υδατοκαλλιέργειας (για το Ευρωπαϊκό Ταμείο Ναυτιλίας και Αλιείας).

Επενδυτική προτεραιότητα 3α. Ενθάρρυνση της επιχειρηματικότητας, ιδίως διευκολύνοντας την οικονομική ανεξαρτησία νέων ιδεών και ενθαρρύνοντας τη δημιουργία νέων επιχειρήσεων.

Ειδικός στόχος 1- Βελτίωση των ουστηρότων επιχειρηματικών υποστηρίξεων των μικρών και μεσίων επιχειρήσεων (ΜΜΕ).

**Σύντομη περίληψη του έργου:** Το έργο «ΦΛΟΡΕΟ (FLOREO)» θα αυξήσει το κίνητρο, τις γνώσεις και τις δεξιότητες των επιχειρηματιών για καινοτομία, δημιουργία και ανάσχεση κινδύνων κατά την έναρξη μιας επιχείρησης και θα διευκολύνει την οικονομική δραστηριότητα των υφιστάμενων μικρών και μεσίων επιχειρήσεων (ΜΜΕ) στη δασυνορική περιοχή. Θα ανιχνεύσει νέους δρόμους για νεοσύστατες επιχειρήσεις και θα οργανώσει δράσεις για την υποστήριξη υφιστάμενων επιχειρήσεων με ιδιαίτερη έμφαση στην παραγωγή βοτάνων και τον οικοτουρισμό. Αυτό θα γίνει μέσω κοινών δράσεων για τη δημιουργία κατάλληλης επιχειρηματικής υποδομής και κέντρου πληροφοριών, τόσο για την εξυπηρέτηση της δασυνορικής περιοχής μετά την αποκατάσταση όσο και για τον εξοπλισμό ενός άρρηκτου οικιστικού και ανακατασκευασμένου εσωτερικών χώρων. Εδώ, οι μελλοντικοί επιχειρηματίες μπορούν να αναπτύξουν και να δοκιμάσουν τις επιχειρηματικές τους ιδέες σε προσομοιωμένο και πραγματικό περιβάλλον, να χρησιμοποιούν υπηρεσίες υποστήριξης επιχειρήσεων, που σχετίζονται με την καλλιέργεια και την προμήθεια μοναδικών βοτάνων και λουλουδιών, που μπορούν να βρεθούν μόνο στη δασυνορική περιοχή της **Ελλάδας – Βουλγαρίας** και να αναπτύξουν και να δοκιμάσουν ιδέες στον τομέα του εναλλακτικού τουρισμού, όπως πακέτα βοτάνων και πακέτα οικοτουρισμού.

Θα δημιουργηθεί ένα δασυνορικό γεωγραφικό εκπαιδευμένων και έμπειρων εκπαιδευτών και συμβούλων. Η ευρεία εκστρατεία επικοινωνίας και ευαισθητοποίησης θα βοηθήσει στην περαιτέρω διάδοση των αποτελεσμάτων.

## ΓΙΑ ΤΟΥΣ ΕΠΙΧΕΙΡΗΜΑΤΙΕΣ



✦ Το Πρόγραμμα Ανταγωνιστικότητας και Καινοτομίας στις Επιχειρήσεις (ΠΑΚΕ) για την περίοδο 2021-2027 (ΠΑΚΕ 2021-2027).

✦ Επιχειρησιακό Πρόγραμμα Ανάπτυξης Ανθρώπινου Δυναμικού για την περίοδο 2021-2027

✦ Νορβηγικός Χρηματοδοτικός Μηχανισμός 2014-2021

✦ Πρόγραμμα αγροτικής ανάπτυξης (ΠΑΑ 2021-2027)

✦ Ευρωπαϊκά προγράμματα επανόρθωσης για να ξεπεραστούν οι οικονομικές συνέπειες του Covid-19

✦ Ποιοι οικισμοί περιλαμβάνονται στον κατάλογο των αγροτικών περιοχών στη Δημοκρατία της Βουλγαρίας;



Παραγωγή βοτάνων



### **3. Conclusions**

The Communication Manager of the project collaborated successfully with the website developer in preparation of the website tree- architecture. Preparation of the content for the website - according to the Information and Publicity Guidebook for Project Beneficiaries.