

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

# PORTFOLIA OF ATTRACTED 35 PARTICIPANTS AND 12 TRAINERS/MENTORS; MEETING PROTOCOLS DEL. 3.1.1, 3.2.1,3.3.1 (Preparation & Recruitment Activities)

**Responsible beneficiary:**

**Zdravetz Assosiation**

**HELLENIC DEVELOPMENT CITY NETWORK**

**Cluster Varna Business Consult**

**Project website:**

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

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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".*

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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.

This deliverable is carried out by the partners Zdravetz Association, DEPAN and Cluster Varna Business Consult within the framework of the project “Innovative Business Information and Support Services for Young Entrepreneurs in Herbs Production and Eco-Tourism” with the acronym “FLOREO”, that is funded under Priority Axis 1. - A Competitive and Innovative Cross-Border Area of the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014-2020”.

The present Deliverable aims to assist the Project partners with the Preparation & Recruitment Activities of the “FLOREO” Project.

# 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	Greece
CLUSTER VARNA BUSINESS CONSULT	Partner Beneficiary 3	Bulgaria

**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. Preparation and Recruitment activities

According to the Project and the Work Package (WP 3) entitled “Preparation & recruitment of participants” the aim was to prepare and recruit the Greek beneficiaries to be part of the envisaged activities within the “FLOREO” Project.

More specifically the envisaged activities were included under the following Deliverable:

- D.3.1.1 /Portfolia of attracted 35 participants and 12 trainers/mentors; meeting protocols
- D.3.2.1 /Portfolia of attracted 35 participants and 12 trainers/mentors; meeting protocols
- D.3.3.1 /Portfolia of attracted 35 participants and 12 trainers/mentors; meeting protocols

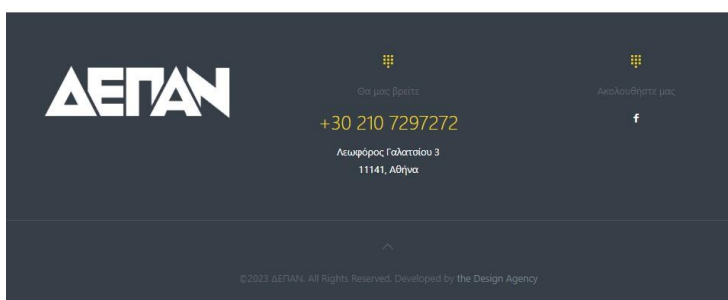
Having in mind the relevant activities that DEPAN is involved, EGRITOS supported DEPAN and collaborated successfully under the Work Package (WP3) within “FLOREO” Project entitled “Preparation & recruitment of participants”. Zdravtetz association involved Agricultural University and Cluster Varna Business Consult involved external expert as well as own expert .

### 3. Preparations and recruitment activities

According to the actual Project implementation so far and the available information nearly by the end of September the following can be recorded. The Report describes the work done from the subcontractors of Zdravetz association and DEPAN and experts representing Cluster Varna Business Consult for the proper implementation (financial and administrative support etc) of the related activities within the Work Package (WP3) “Preparation & recruitment of participants”.

The following supporting activities took place with the collaboration of DEPAN.

For the preparations and recruitment activities DEPAN was assisted by EGRITOS team to create an online invitation for participation to the Project where all potential Greek beneficiaries could register themselves for the upcoming activities within the “FLOREO” Project.



**Contact Information**

ΦΟΡΜΑ ΣΥΜΜΕΤΟΧΗΣ INTERREG FLOREO

Εναλλαγή λογαριασμού Εκ νέου υποβολή για αποθήκευση

\* Υποδεικνύει απαιτούμενη ερώτηση

Διεύθυνση ηλεκτρονικού ταχυδρομείου \*

Η διεύθυνσή σας ηλεκτρονικού ταχυδρομεί...

ⓘ Αυτή η ερώτηση είναι υποχρεωτική

**Interreg** **EUROPEAN UNION**

**Greece-Bulgaria**

**FLOREO**

European Regional Development Fund

*The Project 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.*

**Υποβολή**

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The period for submitting an application was open until the 5<sup>th</sup> of July and the interest was very high.

EGRITOS team supported the direct communication with them to clarify any issues with their participation on the upcoming activities. Due to the time shortage of the planned activities most of them were not able to attend. The final Greek beneficiaries were 22. Moreover, the team assisted in the procedure of creating the portfolio of both beneficiaries and the mentor/trainers from the Greek side. Finally, they assisted to create the portfolio of the beneficiaries and the that of the mentors/trainers.

Bulgarian team of mentors were recruited after the open procedure organized by Zdravetz association . Cluster Varna Business Consult used their own expert with relevant experience as well as has recruited external expert experienced in business development, entrepreneurship trainings and financing.



Following communication channels were used :

1. SECONDARY AND HIGHER EDUCATIONAL INSTITUTIONS
2. Regional Chamber of Commerce – Smolyan
3. Center for Promotion and Assistance of Entrepreneurship Business Center – Devin
4. Smolyan Chamber of Commerce and Industry
5. Union of Bulgarian organizations for social activities, employment and entrepreneurship
6. LOCAL INITIATIVE FISHING GROUP HIGH WESTERN RHODOPES BATAK-DEVIN-DOSPAT
7. LOCAL INIATIVE GROUP – PRESPA - BANITE , LAKI , CHEPELARE
8. Local Facebook Groups
9. Instagramm
10. Local municipalities
11. REGIONAL INFORMATION CENTER – SMOLYAN
12. Local NGOs

### 3.1. Portfolio of Trainers/mentors

#### **IORDANOU KONSTANTINOS,**

MBA degree from Kingston University. He has a long-standing experience in the conduction and implementation of numerous EU and National Funded projects. His expertise on private incentives and public investments, as well as strategic planning, was applied in his occupation as a Business Consultant and Manager of Regional Development Departments in a number of important Greek Consulting Companies. For the period 1997-98, he was a special consultant to the General Secretary of Central Macedonia Region. Since 2013, he has been the single partner and CEO of Epsilon Development Consultants which mainly supports Municipalities, Chambers, Development Agencies and other public bodies on organizational issues and funding of local development projects. CEO of Epsilon Development Consultants.

Coordinator and Assistant manager in 34 European Projects since 2001. Horizon, Interreg, Erasmus, Black Sea, Phare, Tacis.

#### **GOUNARA MARIA**

BA with Honours in Marketing from Ulster University, UK. She is also a certified Project Manager in Greek and European projects. She has a wide experience in the drafting of Business Plans for SMEs as well as the design and management of EU Projects, especially projects of cross- border cooperation. For the period 2006-2010, Ms Gounara was the secretary of the Mayor of Eleftherio-Kordelio as well as the responsible for the application of ISO EN ISO 9001: 2008 in the Municipality. Since, 2013 she has been a member of Epsilon Development Consultants and manager of EU Projects Department. Her main expertise is the design and implementation of networking activities for the transfer of innovation, such as Living Labs, as well as projects for the increase of extroversion and competitiveness for SMEs. EU Projects Dept, Epsilon Development Consultants

Assistant coordinator and Auditor in 27 European projects since 2005.

Erasmus, Erasmus plus, Interreg, Adrion, Black Sea.

## **VOURDOUNA PACHALINA – LIA**

Master of Business Administration, Master of Business Administration (MBA) Banking & Finance, Accounting, Managerial Economics, Communication Skills, American College of Thessaloniki (ACT)

Degree in Economics, Majoring in Business Economics, Business Economics, Accounting, Business Administration, Strategic Management, Marketing, Advertising, Economics and Political Sciences of the Aristotle University of Thessaloniki (A.P.Th.)

Greek, English, Certificate of Proficiency, University of Michigan, French, Delf 6 2nd Degree

Financial Management Transactions and monitoring bank accounts. Planning and execution of supplier and payments. Mail monitoring Central Secretariat Support of Technical Director, Personnel Department HR. Seminars "Balancing Entries" by Forum Training & Consulting Ltd, "Young Entrepreneurship, The Idea Can't Wait", "Business Management & General Accounting Fasma by Singular", "Modern Public Relations in Practice" by the Center for Public & International Relations Greece

Participation in European Projects,

- Interreg V-A Projects TOURISM & ECOLOGY 2018 /Gr-Bg Educator in Marketing for New Entrepreneurs
- ERASMUS plus SPORTS European Projects / Trainer
- No Violence In Sports / Quality Manager for Greek Partner
- SAFER INTERNET for Children / Assistant Education Manager / Translator

## **VRAVOSINOS STEFANOS**

Mechanical Engineer T.E. – Accountant

Graduated TEI of West Macedonia, S.T.E.F. School, Department of Mechanical Engineering. Holder of 2nd Class Finance & Accounting Practice License, Chamber of Commerce of Greece.

Consulting services to new & existing businesses related to their organization and operation based on new market data.

As a mechanical engineer has been involved in the study, construction of hydraulic projects (central heating, photovoltaics). Very good knowledge of English (oral - written), Very good knowledge of PC operation (ECDL level) as well as very good knowledge of most accounting applications and certain business applications (ERP).

### Participation in European Projects

- Interreg V-A Projects TOURISM & ECOLOGY 2018
- Gr-Bg Application of financial data for new entrepreneurs
- ERASMUS plus SPORTS European Projects
- Peace and Sports / Assistant Finance Project Coordinator
- SAFER INTERNET for Children
- Advertising in Social Media and National Media Ass. Coordinator

### **IATRIDIS NIKOLAOS**

Degree of the Technological Educational Institute of Serres, Department of Organization and Business Administration. Internship at the staff department of the University of Macedonia.

Wholesale Sales Network Development Manager in four SA companies in Greece, Home Material, Cosmetics, Food & Kitchen appliances and Teenager Clothing.

Insurance consultant at Ethniki Insurance Co. Northern Greece Team Coordinator of National Insurance Company. Works Studies Publications "Marketing in Professional Sports"

English, Very Good Knowledge: Certificate of Lower in English

Experience user of Windows, Word, Excel, Access, Internet, and Power Point

### Participation in European Projects

- Interreg V-A Projects TOURISM & ECOLOGY 2018
- Gr-Bg Educator in Marketing for New Entrepreneurs
- ERASMUS plus SPORTS European Projects
- No Violence In Sports / Assistant Project Manager
- SAFER INTERNET for Children, Assistant Finance Manager / Volunteer trainer

HAIK TAKVOR GARABEDYAN

EDUCATION

Master Degree in Finance

EXPERIENCE

Consultant

Expert in project Agrof-MM (2015-2018) is funded under Erasmus +, KA 2 with the aim to improve the knowledge and competencies of farmers, future farmers and agro-forestry professionals in the chain: growing forest tree species outside forest ecosystems; efficient use of land for agro-forestry and agricultural production; interaction of agricultural crops - tree species; biodiversity and environmental protection; impact of climate change on agro-forestry. The geographic scope of the project includes Mediterranean and mountainous areas in southern Europe.

TEODOR NIKOLAEV RADEV

EDUCATION

Master Degree in Economics

EXPERIENCE

Consultant

Expert in project AgriEco which aims to build competitive knowledge-based youth milieu for developing agri-entrepreneurial potential and creativity competencies; to develop knowledge and skills to stimulate ecoinnovations as prioritized by the principles of the circular economy. Recognizing the developmental characteristics and mechanisms of the agri-market and labor environment, policy and economic conditions and factors, AgriEco accumulates, assess and adapts proper initiatives in agri-entrepreneurship within the country-partners and shall enable sharing and development of innovative new tools, approaches and delivery methods in the field. AgriEco has set the ground for a skilled and adaptable workforce with high-level qualifications and practically-based orientation; fostering the relationship between universities, business, NGOs, youth organizations and stimulating them for a wider participation in the practical realization of the HE students

PETAR BORISOV BORISOV

EDUCATION

Master Degree in Economics

EXPERIENCE

Consultant

Expert in project AgriEco which aims to build competitive knowledge-based youth milieu for developing agri-entrepreneurial potential and creativity competencies; to develop knowledge and skills to stimulate ecoinnovations as prioritized by the principles of the circular economy. Recognizing the developmental characteristics and mechanisms of the agri-market and labor environment, policy and economic conditions and factors, AgriEco accumulates, assess and adapts proper initiatives in agri-entrepreneurship within the country-partners and shall enable sharing and development of innovative new tools, approaches and delivery methods in the field. AgriEco has set the ground for a skilled and adaptable workforce with high-level qualifications and practically-based orientation; fostering the relationship between universities, business, NGOs, youth organizations and stimulating them for a wider participation in the practical realization of the HE students

VLADISLAV HARALAMPIEV POPOV

EDUCATION

Master Degree in Ecology

EXPERIENCE

Consultant

Expert in project Herbal Protection (2013-2016), funded under FP7-PEOPLE-2012-IRSES, targeted at the use of natural compounds in herbs as universal protectors or mitigators against the toxicity of some deleterious agents such as mycotoxins and / or radiation. Such protective effects have been observed for naturally occurring dietary ingredients, mainly containing flavonoids. Some herbs from South Africa and India have been studied for their biological activity and protective effects using various cell lines or animal models.

IVANKA PETROVA POPOVA

EDUCATION

Master Degree in Economics

EXPERIENCE

Consultant

Expert in project the project “Cooperative business and innovative rural development: Synergy between academia and business partners (C-BIRD)” (2014-2018), supported by FP7-PEOPLE2013-IAPP Marie Curie, Industry-Academia Partnerships and Pathways (IAPP). C-BIRD aims to promote the better understanding of sustainable rural development across Europe by supporting the knowledge and practice as a pro-active collaborative response to the emerging economic, social and environmental challenges.

HRISTINA GEORGIEVA YANCHEVA

EDUCATION

Master Degree in Agronomy

EXPERIENCE

Consultant

Expert in project the project “Cooperative business and innovative rural development: Synergy between academia and business partners (C-BIRD)” (2014-2018), supported by FP7-PEOPLE2013-IAPP Marie Curie, Industry-Academia Partnerships and Pathways (IAPP). C-BIRD aims to promote the better understanding of sustainable rural development across Europe by supporting the knowledge and practice as a pro-active collaborative response to the emerging economic, social and environmental challenges.

KANCHO YAKIMOV DIMITROV

EDUCATION

Master Degree in Banking

Master Degree in Finance

EXPERIENCE

Chief Economist Navigation Maritime Bulgare

Manager in Bulgarian American Credit Bank  
Consultant

Expert Business Development in BG161PO003-2-4.02-0013-C0001 "Increasing the competitiveness of companies by introducing innovative business consulting services", OP "Development of the competitiveness of the Bulgarian economy" 2007-2013. Within the framework of the project, a number of events were held for owners and managers of SMEs, an Entrepreneur's Handbook was prepared. The aim of the project is to increase the competitiveness of SMEs and stimulate entrepreneurship. Duration of the project: 18 months.

Expert Business Development in project BG05M9OP001-1.023-0100 "Me, an entrepreneur?" financed by Development of Human resources 2014-2020 Within the project, training is provided to 80 persons with the aim of acquiring knowledge in the field of entrepreneurship, business knowledge for developing a business idea and business plan, acquiring knowledge for managing an independent business activity. Each of the candidate entrepreneurs is provided with consulting services for the preparation of an independent business activity, as they will be consulted on the development and assessment of the viability of the business idea, consultations and mentoring for the preparation of the management of the business activity and guidance on applying for financing the activity.

MILENA VALENTINOVA PETROVA

#### EDUCATION

Master Degree in Accounting and Audit  
Master Degree in Finance

#### EXPERIENCE

An accountant. Running an accounting company for more than 20 years

Consultant

Expert in Varna Court

Finance Consultant

Mentor of young people

Expert Business Development in project BG05M9OP001-1.023-0100 "Me, an entrepreneur?" financed by Development of Human resources 2014-2020 Within the project, training is provided to 80 persons with the aim of acquiring knowledge in the field of entrepreneurship, business knowledge for developing a business idea and business plan, acquiring knowledge for managing an independent business activity. Each of the candidate entrepreneurs is provided with consulting services for the preparation of an independent business activity, as they will be consulted on the development and assessment of the viability of the business idea, consultations and mentoring for the preparation of the management of the business activity and guidance on applying for financing the activity. 24 months

Expert in project BG05M9OP001-2.010 "Business in high heels" financed by Development of Human resources 2014-2020 . Mentoring women in starting business.



### 3.2. Portfolia of participants

No	Name / Surname
1	CHRISA DRAGOTENLI
2	SARAILIDIS DIMITRIS
3	SEBASLIAN VASILIKI
4	APOSTOLIDIS ALEXANDROS
5	SEVASLIAN DIMITRA
6	PAPATHANASIOU ARGIRIS
7	FOUNDPOULOS AGGELOS
8	ZERBAS ATHANASIOS
9	PAPAMAVROUDI MARIA
10	DERAVAKIS STAVROS
11	KARAGIORGOS MANOLIS
12	LFAZANIDIS IOANNIS
13	PERDIKI SOTIRIA
14	PAPADOPOULOS ATHANASIOS
15	MISCHOPOULOS APOSTOLOS
16	PAPAGIANNIDIS THEODOROS
17	HELEN KOSMIDOU
18	IORDANOU ANNA MARIA
19	MAKRI DIMITRA
20	BAKALOPOULOU OURANIA
21	STEFANIDIS DIMITRIS
22	MARTHAKI MARIA

#### Bulgarian participants

	Име, фамилия/First name, Family name
1	Suren Gelgelyan
2	Atanas Paporizov
3	Garabed Boiadjian
4	Plamena Panova
5	Nashan Derkalistinian
6	Elisaveta Peeva

7	Kaloan Belev
8	Kristian Kirkov
9	Vartan Garabedian
10	Emilia Dimitrova
11	Nikolina Georgieva
12	Stamen Geshev
13	Ivelina Sirkova
14	Angel Manolov
15	Yordanka Sinabova
16	Maria Delcheva

Diagnostic card for entrepreneurs potential was prepared for each participant .