

UNIVERSITY OF
WESTERN MACEDONIA

*3RD SESSION: EUROPEAN
TERRITORIAL COOPERATION
PROGRAMMES (INTERREG) DESIGN
IN THE BALKANS AND S.E. EUROPE
IN THE PROGRAMMING PERIOD
2021-2027 & CAPITALIZATION OF
GOOD PRACTICES*

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THE MAIN QUESTIONS

- How do we capitalize on the results of previous INTERREG programmes
- How do we elaborate axes and actions in the new programming period based on the past “INTERREG” experience
- How do we facilitate the exchange of experience and knowledge across Regional Programmes and Interreg Programmes.



TWO EXAMPLES

- **Example 1**

Corporate Acceleration for existing ventures – ACCEL

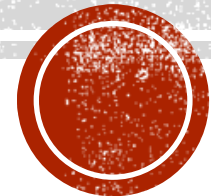
- **Example 2**

**Creating Employment Opportunities of Young Graduates in the CB Area -
YOUTH**



Example 1 Corporate Acceleration for existing ventures -

ACCEL
*Project Co-funded by the European Union and national
funds of the participating countries*



■ **What is it?**

A fast-pace project of intra-entrepreneurial development of new products or improvement of existing ones.

■ **To whom it is addressed to?**

- Existing businesses located in the region, involved in the regional entrepreneurial activities (furs industry, tourism, agriculture, etc)
- Potential investors that wish to engage themselves in new entrepreneurial activities in the region.
 - New university graduates and scientists planning to start entrepreneurial activities in the region or enhance their professional competences



▪ **Results**

- “Personalized” mentoring, focused on their future business plans, personal needs and capacities
- Complete business plans including all technical, financial, communication details, specifically designed to be fitted to the specific regional characteristics –
- Uncover new ways of accessing financial resources and networking with potential investors
- Improving and enhancing new graduates’ scientific and professional capabilities, specifically directed to practical information on how to design and complete a product from scratch
- Obtaining a new level of networking, setting a basis for permanent employment / cooperation with the
innovating enterprise and other potential employers /



▪ **Future project developments**

- The participating teams and the new scientists can reach higher numbers (up to 300), in order to achieve a wider effect for the region
- In order to do so, 5 to 10 world-class mentors can train 20 to 50 local mentors who will in turn train the participating teams
- The existing business plans from the first stage of the project to be transformed to completed products, ready for sale.
- Door-to-door investigation and interviews from local entrepreneurs and business-owners can take place in order to prepare an even more
a mentoring of the 2nd stage, specifically
ed to fulfill the region's needs.



▪ **Future project developments**

- The transition to the post-lignite economy for the region of Western Macedonia as well as other participating regions can be heavily benefited by transforming the local economy to sustainable, high-tech environmental-friendly activities.
- New entrepreneurial partnerships can be achieved by including businesses from other regions, in order to combine the local business expertise and develop highly advanced products.
- The personalized mentoring will concern different areas of entrepreneurship and expertise. Sustainable development can be achieved if the participating enterprises switch their activities to more sustainable and promising areas, taking into consideration the local economy needs, the new market needs, and the environmental-friendly tendencies.



Example 2
Creating Employment Opportunities of
Young Graduates in the CB Area
EMPLOYOUTH

*Project co-funded by the European Union and national
funds of the participating countries*



MAIN IDEA

- EMPLOYOUTH project aims to implement a comprehensive package of actions that will have as final result ***the entering to employment of highly educated people*** and ***the emergence of prospects based on competitiveness, productivity and innovation.***
- The intervention includes a holistic package of measures which will utilize the valuable human capital of the two countries in the labor market with ultimate objective of **enhancing qualified personnel, improving the competitiveness of the two economies and strengthening cohesion in the border region.**



PROJECT OBJECTIVES

- ✚ Creation of a dynamic entrepreneurship culture
- ✚ Investment on human capital as one of the most valuable resources of the cross-border area for promoting economic activities
- ✚ Development of entrepreneurship and conditions facilitating job creation
- ✚ Enhancement of skills and boost of human potential

✚ BY



OPERATION OF START-UP ACCELERATORS

MENTORING PROGRAMME FRAMEWORK

TRAINING PROGRAMME FRAMEWORK



RESULTS

- ✚ Build on existing potential of the region
- ✚ Focus on educated youth to create jobs
- ✚ Limit the brain drain phenomena the two countries are facing
- ✚ Enhance the attractiveness of the region for young



NEXT STEPS

- ✚ Continuation of startup accelerators
- ✚ Development of a mentoring network for future mentoring activities
- ✚ Next level of ideas guiding to further develop their business idea and launch a business for more than half of the participants



POSSIBLE ANSWERS

Based on the two examples

- Draw related actions in the 2021-2027 WM ROP
 - Innovations Coupons valued in Cross Border Regions
 - Cross Border Clusters
 - Summer Schools
 - Cross Border Technology and Business Audits





THANK YOU

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