

Interreg

Greece-Bulgaria Co-Working

European Regional Development Fund



It all starts with an idea!

R E S U L T B O O K L E T



Co-Working – The Project

CO-WORKING project envisages a set of innovative actions by creating two pre-incubating supporting mechanisms which aim to accelerate early-stage teams to validate the potential of an innovative business idea under real conditions before taking business risk.

CO-WORKING developed two co-working spaces, one in Greece and one in Bulgaria, providing the equipment and infrastructure to support people with innovative ideas, helping them mature towards their integration with the business world. The two co-working spaces are able to fully support teams by providing them a modern working environment with all the flexibility needed to adapt to different and changing requirements.

Both these spaces will offer the potential for cross border interaction between the teams hosted – promoting synergies.





The Project Beneficiaries

Alexander Innovation Zone SA (Head Partner)

The Head Partner of CO-WORKING is the Alexander Innovation Zone SA, the entity that has undertaken the management and development of the Innovation Zone of Thessaloniki. The role of AZK is to strengthen and promote innovation in the wider area of Thessaloniki, with emphasis on purposes of public interest. The Alexander Innovation Zone SA has the necessary experience, know-how and capacity in the planning, management and coordination of EU-funded projects as it has participated in many EU-funded projects under INTERREG.



Special Account for Research Funds of the Aristotle University of Thessaloniki

The Special Account for Research Funds (SARF) is the university body created to meet the specific needs of the research activity of the Aristotle University of Thessaloniki. More specifically SARF facilitates the distinction between teaching work and the allocation of external funding for the management of research and research-related activities. It boasts experienced researchers and academics, experts in economics, development, business etc. The staff of the department has participated in several EU-funded projects such as INTERREG A, B, and C, ESPON, INTERACT, FP, HORIZON etc.



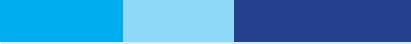
University of National and World Economy

The University of National and World Economy, is one of the oldest, most prestigious and largest economic universities in Southeastern Europe, a pioneer in Bulgarian higher education. In 2006 UNWE received the highest institutional rating among all Bulgarian universities by the National Agency for the Evaluation and Accreditation. The University is the absolute leader in the professional fields of Economics, Management and Administration in Bulgaria.



National Company Industrial Zones PLC

The NATIONAL COMPANY INDUSTRIAL ZONE PLC, is a company under the guidance of the Ministry of Economy of Bulgaria, which designs, develops and manages industrial and free zones, assisting investors in the implementation of projects. The company assists investors in the implementation of projects in economic zones with developed infrastructure, first class locations and transport links and manages 11 industrial zones across the country with a total area of over 7.4 million square meters.



Project area of Implementation

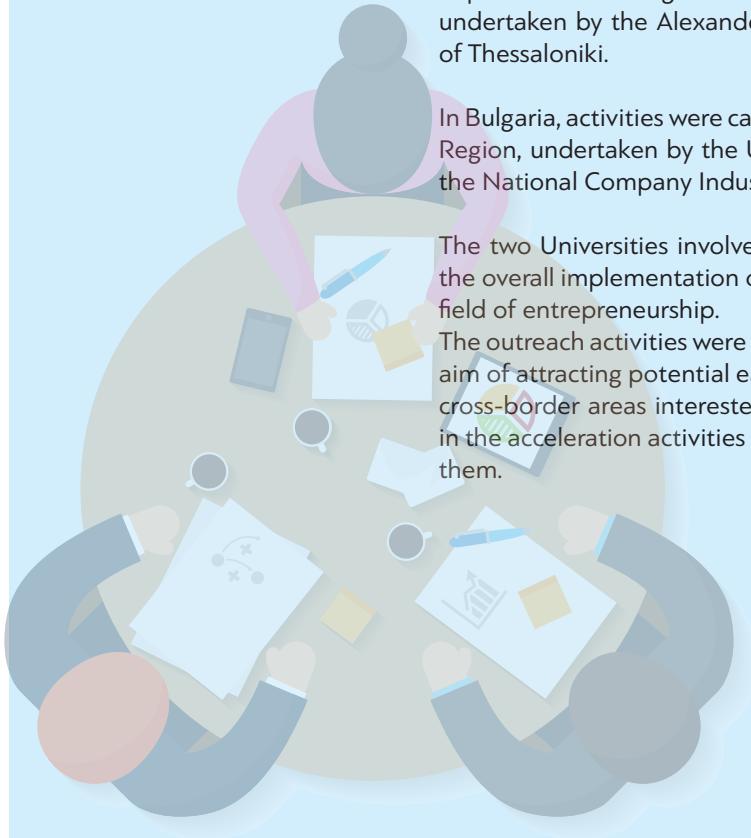
The geographical area of intervention of the project covered a large part of the border between Greece and Bulgaria with a direct focus on the areas of NUTS III of Thessaloniki, Haskovo and their surrounding areas.

More specifically, as far as the Greek territory is concerned, the activities were implemented throughout the area of the Regional Units of Thessaloniki, undertaken by the Alexander Innovation Zone and the Aristotle University of Thessaloniki.

In Bulgaria, activities were carried out throughout the territory of the Haskovo Region, undertaken by the University of National and World Economy and the National Company Industrial Zone PLC.

The two Universities involved in the project provided scientific support for the overall implementation of the project and covered research needs in the field of entrepreneurship.

The outreach activities were carried out along the cross-border areas with the aim of attracting potential early-stage groups as well other stakeholders and cross-border areas interested in exploiting project results and participating in the acceleration activities in the pre-incubation stage so as to benefit from them.



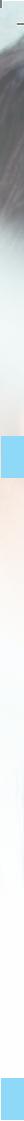


Project Key Activities:

- The installation and equipped of two pre-incubation structured co-working spaces
- The development of a pre-incubation strategy in the c-b area based on consultation and empirical fieldwork
- The development of a Business Idea Diagnosis Tool
- The development of a pre-incubation Tool-Kit and Modules
- The organization of Bootcamp learning weeks
- The launching of a holistic acceleration mechanism, involving training, coaching and mentoring
- The consultation with key stakeholders, policy recommendation and capitalization
- The establishment of a mobile Mentor's network and advisory unit



Project Key Deliverables:

- Communication mix-tools & website
 - Communication Campaigns
 - Consultation & survey on c-b Preincubation Strategy
 - Consultations with key stakeholders & lessons learnt
 - Action Plan on c-b Pre-incubation Strategy
 - Demo days – Meetups
 - Business Idea Diagnosis Tool
 - Bootcamp & Lean Startup
 - Bootcamp & Business Model Canvas
 - Bootcamp & Assumption Validation
 - Bootcamp & Pitching
 - Bootcamp & Interim Evaluation
 - Masterclass Training Activities
 - Masterclass Coaching Activities
 - Mentor's Network Support
- 

A photograph of three business professionals (two men and one woman) in a meeting, looking at a laptop. The image is overlaid with a semi-transparent white box containing text. The background is a light blue and white color scheme.

Publicity Results:

- (1) Communication Strategy Plan
- (500) Result Booklet
- (1) Website
- (4) Social Pages
- (1250) Factsheets
- (5) Banners
- (1000) Leaflets
- (1) Business Simulation Pre-incubating Platform
- (1) Mail-based campaign
- (500) Brochures
- (12) Entries in Newspapers
- (7) Entries in TV
- (5) Info Days
- (1) Final Conference

Strategy Results:

- (1) Action Plan on c-b Pre-incubation Strategy
- (2) Co-Working equipped spaces
- (1) Pre-incubation Tool-Kit & Modules
- (1) Business Idea Diagnosis Tool
- (1) Policy action plan and capitalization

Training Results:

- (4) Bootcamp & Lean Startup (130 participants)
- (4) Bootcamp & Business Model Canvas (130 part.)
- (4) Bootcamp & Assumption Validation (130 part.)
- (4) Bootcamp & Pitching (130 part.)
- (4) Bootcamp & Interim Evaluation (130 part.)
- (8) Cycles Training (45 part.)
- (8) Cycles Coaching (45 part.)
- (8) Cycles Mentoring Masterclass Activities (60 part.)
- (4) Consultations with key stakeholders (73 part.)
- (2) Business missions (62 part.)
- (43) Trainees created their own business plan

Target groups – Audience:

- Potential entrepreneurs
- Participants in Demo days and Meetups
- Young scientists
- Local companies
- Policy makers & experts
- People with promising business ideas
- Teams with business ideas
- Potential entrepreneurs who want to develop their own business activity
- EU institutions, national institutions, regional and local institutions
- Policy makers, local authorities & education institutions
- General public
- SMEs & staff members

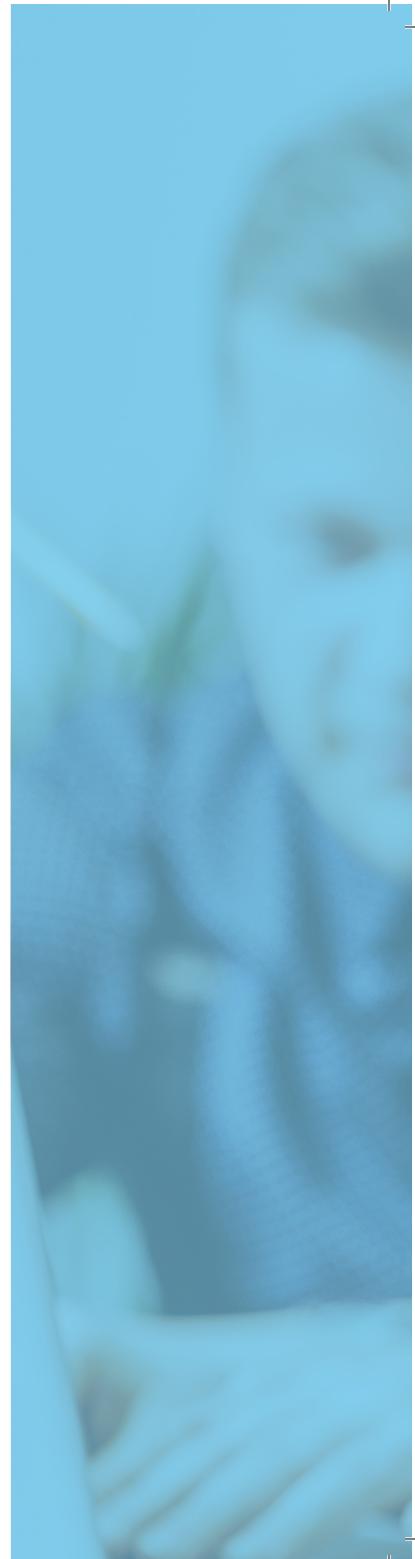


Sustainability Results:

- All deliverables can be immediately utilized and put into practice towards added value and profitable actions for the involved bodies.
- The printed and digital materials that will be produced (publications, leaflets, videos), will be available beyond the 24 months of the project's duration and through internet for individual users.
- The development of a sound network among the involved regions will continue cooperating after the CO-WORKING completion.
- The studies that will be developed through the project are a scientific stock for the entire region and will be available in educational institutions, research institutes and individual researchers and scientists.
- All project Beneficiaries will be involved in the development of best practices and will therefore have an added incentive to widen the project's implementation when opportunity presents itself.
- The knowledge networking platforms will continue to constitute a stable & permanent basis for information & awareness-raising in the long term, as they will bring significant benefits to stakeholders.
- From a financial point of view, no additional funding will be necessary in the long term.
- Needed human resources will be covered by existing executives of the participating partners.

- The innovative technological approach of the project will assist in the continuous dissemination of results.
- The partners have committed to contribute to the project's functioning and promotion and to cooperate with other legal entities for its optimum use in the future.
- The partners will inform all involved stakeholders about the expected outcomes, so that the best possible cooperation can be achieved after the conclusion of the project.
- Further, during the closing meeting, a declaration will be signed by all partners and by other stakeholders of the c-b project area, to mobilize their future cooperation. The declaration will contain regular annual meetings amongst the partners and other interesting bodies.
- It is obvious that at the end of the project, the anticipated results will continue to be real, effective, and positive for sustainable economic development for the c-b economy and the social cohesion of the c-b areas. All the above, will give the requested added value and the durability of project's achievements.

The project aims to ensure a long-term Sustainability and Impact by creating a permanent network that will enlarge progressively the number of stakeholders involved and those interested in expanding its actions.





Interreg Greece-Bulgaria Co-Working

European Regional Development Fund



www.coworking-grbg.com

The Project Beneficiaries

Alexander Innovation Zone SA (Lead Beneficiary)

Special Account for Research Funds of the Aristotle University of Thessaloniki

University Of National and World Economy

National Company Industrial Zones PLC

The contents of this publication are sole responsibility of the Alexander Innovation Zone SA and can in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority, and the Joint Secretariat.



The project is co-financed by the European Regional Development Fund (ERDF) and the national funds of the countries participating in the Cooperation Programme INTERREG VA "Greece-Bulgaria 2014-2020".