



GReaC

Getting Ready for Capital

Project GReaC

Getting Ready for Capital project went through its third implementation period. Project team members contributed on a regular basis to the project implementation in order to ensure common effective coordination of planned activities.

Common among Project Partners (Regional Development Agency in Bielsko Biala - Poland, Meta Group-Italy, Zernike Group-Netherlands, European Business Network-Belgium and Russian Chamber of Commerce and Industry from Bulgaria) allowed in 3rd period for smoothly implementation of project promotion and dissemination activities including: project website modification, preparation of project leaflets in three language versions (English, Polish and Bulgarian) which also is going to be translate into French, GReaC poster elaboration, presentation of project at national & international events. 3rd project period also include common, initial elaboration of one of the most important result in frame of the project called "Transfer Action Plan". The assumptions of this common strategy document were discussed among partners during coordination meeting in Amsterdam, in July 2013.

Partners Coordination meeting

The project coordination meeting was organised on 15th-16th July 2013 hosted by Zernike Group Holding and took place in a conference room of Hotel Schiller in Amsterdam (Netherlands).



The Coordination meeting of the GReaC project focused on the analysis of the evolution in project implementation. GReaC coordinator and partners presented their progress, actively discussing possible modifications and improvements aimed at refining project's effectiveness.

More specifically, GReaC Coordinator, the Regional Development Agency in Bielsko-Biała (ARR SA), which opened the works of this meeting, centred its attention on the analysis of the conformity of partners actions in relation to the financial requirements and deadline to respect during project implementation (Interim Reports, prepayment, etc.).

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EBN, as a Work Package 7 Leader, underlined the importance of project proper visibility at European level and the sustainability of the investment readiness programme after the project ending. In this sense, activities aimed at increasing the level of awareness, dissemination and promotion were similarly presented at the meeting. The related guidelines and actions needed for an effective dissemination and visibility strategy were evidenced in the Project Communication Plan and in the three Regional Dissemination and Valorization Plans. Partners agreed to share all information concerning their organizations activity for advertise GReaC locally as well as at the EU level.



The meeting went on with the intervention of GReaC partners involved in WP3 and representatives of Transferee Countries (Mr. Milan Dobrev from Bulgaria, Mr. Tomasz Świszcz from Poland and Raffaele Buompane from Belgium) which presented the main findings from implemented in 2nd quarter of project implementation, elaborations named *Regional Reports*. Those documents summarize the main findings and present the local situation and the regional needs of would-be and entrepreneurs. The discussion focused on main results an problematic arising from the general overview of these documents (overview of the main policies in the regions, law positively and negatively affecting the development of knowledge based entrepreneurship and the early stage financing system at

regional level, the identification of needs of would-be-entrepreneurs, entrepreneurs, SMEs, concerning training and delivery methods, list of strengths, weaknesses, opportunities and threats for the future development of knowledge based entrepreneurship as well as early stage financing system. What is more an overview of the training offer available at regional level for entrepreneurs and some recommendation on how to shape the regional GReaC programme (IRP customization) were discussed. All partners agreed on the importance of the Regional Scan Reports in order to tailor the project Investment Readiness Programme to the actual needs, adapting the existing training path and teaching material according to the detected necessities. Second part of the meeting dealt mainly with the discussion about the Transfer Action Plan which will present for each transferee country SWOT analysis, profiling of context and needs, transfer strategy and process, which will based at the conclusions from elaborated in WP3 Reports and contains the adaptation of the Investment readiness programme to the actual needs of end users from the benefiting regions. It was particularly highlighted and discussed among partners the importance of role that the regional scan analysis (Regional Reports) covers in the project in order to tailor the programme and to adapt the existing training path and teaching material to the needs.

The meeting was particularly successful in reinforcing GReaC partners international cooperation. While meeting effectively of all projects' goals were discussed, particular predicted obstacles for the GReaC project in maintaining the different deadlines and reaching the planned results have been raised, according to AF and List of results. Next Coordination meeting will be organised in Bulgaria by the Meta Group and Zernike in cooperation with local GReaC partner, Ruse Chamber of Commerce and Industry.

Partners Transfer Action Plan

Project aims at development of knowledge transfer strategy based on existing practices owned by META Group for supporting would-be-entrepreneurs in the transferee countries, in developing the proper understanding of the private equity market and the business/communication skills needed for effectively present their business proposition to investors, increasing their chances to access early stage capitals. Third period of project implementation include common cooperation among partners in order to elaborate one of the most important project result, the "Transfer Action Plan". Based at the Regional Reports (results of the previous WP) Regional Development



Agency in cooperation with others partners and external expert, described and elaborated initial version of strategy and process for knowledge transfer (so called Action Plan), which takes into account comments and adjustment of investment readiness training program to the recommendations include in the Regional Reports. Initial version, achieved in 3rd period, shows the regional context and needs of transferee countries. LP (RDA BB) provided initial content of Transfer Action Plan (TAP) to all GReaC partners, in order to tailor the training programme to their regions, e.g.:

- a) the scope of the regional programme and specific learning objectives,
- b) the profiling of the target group selected,
- c) the course contents outline and duration
- d) the delivery methods
- e) the assessment methods

In nearest future, all Partners will evaluate and submit joint action plan that will be used by all to deliver investment readiness program in each region via pilot actions. Accepted Transfer Plan, describing the strategy and methodology, will be the basis to determine a set of training tools for trainers responsible for the implementation of the investment readiness in the regions, so called "Training Toolkit", which is going to be created, translated into transferee courtiers' languages and presented at the planned meeting in Bulgaria on March 2014.

Project website and project visibility tools

During the third period of implementation of GReaC, WP3 leader and all project partners agreed on the first conceptual lines of the project website. After a series of propositions by the design and creative provider, a final decision was reached and the first version of the GReaC website, in three different languages, was presented on-line. All partners have been requested to contribute with contents, translations and additional material related to their own specific actions.



At the same time, WP3 leader, in cooperation with the project coordinator and all project partners created the first drafts of the project's leaflet, to be translated in three languages, the GReaC poster and suggested the design of a project roll-up, all these to be used as visibility tools during dissemination events and partners' own corporate activities.

A final version of all these dissemination instruments will be agreed in the next period of project implementation and the related printing of all of them will be executed. Also the Facebook account is considered in order to promote future project activities.

What is more, project information's are also available at the ADAM and EVE, European project database for Lifelong Learning Programme projects. [Visit here:](#)



GReaC spreading

During the third period of project implementation the presence of project partners as organisers of guests to a series of events was exploited to improve project's visibility and better disseminate its results.

Even if the 3rd phase of project implementation corresponded most entirely with the summer holiday period in which the organisations of main events is slowed down, partners found opportunities for promoting the visibility of GReaC. In particular, the project was presented and advertised during the following international occasions:

- 16th TCI Annual Global Conference : "Designing the Future - Innovation through Strategic Partnerships", Kolding (DK), from 3rd to 6th September 2013

- “Rencontres Internationales du Havre (France) : Symposium 2013 - CO2 spare for or spend for?”, from 12th to 13th September 2013
- INTRASME Smart Mobility Market Opportunities Workshop: “How will smart mobility transform our cities and transport?” 25th September 2013
- Voglia d'Impresa 2013, Turin (Italy), from 30th to 1st September 2013

Planned events with GReaC participation:

- Getting Ready for Capital at Conference “Danube Innovation Partnership”, 29th October 2013, Bucharest, Romania
- Getting Ready for Capital at Conference “linking research and innovation capacity of the Slovak & Polish co-operation”, 23rd October 2013, Beskid Technology Incubator Bielsko-Biala, Poland
- Creativity Camp Umbria: LA FASE FINALE, Umbria, Italy, 25-27th October 2013

The feedback obtained, measured in terms of attention and questions for more specifications on project action collected at the end of each events was quite high and promising in view of further promotion of project action during future events.

On the base of the feedback informally collected during all these meeting, GReaC project appears to be of particular interest for many EU stakeholders engaged in supporting new entrepreneurs and start-ups.