



# ***AGRO-START* - Transnational network for SME support in the animal breeding and horticulture sector**

**Fourth coordination and planning meeting**

26th – 27th of February, 2014 –

Bucharest, Romania

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## Opening Speeches

- **Mr. Niculae STEFAN – President of Agrostar**
- **Mr. Horatiu RAICU – General Secretary of Agrostar**
- **Aurelia ROSU – Project Manager**

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## **Agrostar Project Team**

**Aurelia ROSU – Project Manager**

**Cristina COJOCARU – Financial Manager**

**Horatiu RAICU – Communication and PR Coordinator**

**Flavia SPIRIDON – Asistent Project Manager**

**Technical Experts**

**Sorin GRIGORESCU – Expert Animal Breeding Sector**

**Adrian Mihai ROSU – Expert Horticulture Sector**

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## Progress Reports

### The 1st progress report

- Total amount of eligible expenditure approved by JTS was 24783,91 EUR
- We have made the transfer to the partners, except one PP2 - Centre for Research and Technology - Thessaly - Institute of Technology and Management of Agricultural Ecosystems – contact person Mr. Thomas Bartzanas

### The 2nd progress report

- Was approved by JTS in December, in total amount of 76.948,07 EUR
- The payment was not yet made to the LP
- The expenditures of some PPs were not included in the report, therefore they will be included in the 3rd progress report.

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## Progress Reports

### The 3rd progress report

- I have asked the progress report from the partners – up to the moment I have received only 4 answers
- There is a problem related to the 3rd progress report mentioned by PP4 – Bulgaria Economic Forum
- Other PPs that have something to mention regarding the progress report and validation of expenditures.

### VERY IMPORTANT!

- The level of expenditures reported within our project is very low.
- In the next period the LP will request the help of the partners in order to make realistically assess of the budget execution
- **We need to spend at least 75% of the overall project budget, if not, the reimbursements may be asked back**

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## Progress Reports

### The 3rd progress report

- Discussions about the progress reports, status, questions – please ask Ms. Ene anything you need to know

### **VERY IMPORTANT!**

- The level of expenditures reported within our project is very low.
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## Project activities

### Project Plan up to November 2014

- Establish the 5th coordination meeting in June 2014 - set dates, place
- Discussion about the closing meeting in Macedonia – set dates, place, planification activities to be performed
- Sending to the partners the final form of the intermediate evaluation report
- Finalizing the SEE Service Protocol
- Elaboration and publishing of the Good Practice Guide
- Elaboration of the auto-diagnostic tool
- Elaboration of the e-learning course
- Elaboration of the e-learning platform – already done
- Elaboration of the SEE kit for entrepreneurs
- Launch SEE virtual fair

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## 2nd day of the Conference

### Topics to discuss:

- **Good Practices Manual**
- **SEE Support Service Protocol**
- **Planning WP5**
- **Planning WP6**
- **Horizon 2020 call for proposal**

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## **WP5 Increasing SMEs awareness of innovation and technology in order to approach better roads to market opportunities**

### **Activity 5.1. Diagnostic and assessment of SMEs in the horticulture and animal breeding sector (01/12/2013 - 15/02/2014)**

The common diagnostic methodology will be developed by CERTH and will take into consideration two aspects:

- **Market opportunities:** detection of the market in which the SME is already selling its products, detection of new possible markets, measure and means for effective product promotion,
- **Innovation and technology diagnostic:** detecting innovation opportunities in relation to operational and product process innovation as well as technological innovation.

Also, the methodology will be based on prior findings of the thematic workshops of component 3.

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## **WP5 - Activity 5.2. Elaboration and organisation of an e-learning course for entrepreneurs (16/02/2014 - 30/04/2014 )**

### **Elaboration of a short briefing report**

- CERTH will elaborate a short briefing report on how to carry out the proposed diagnostic and assessment following a common approach that will take into account common challenges to the SEE area as well as geographic specific ones.
- Following these briefing instructions, each project partner will train 2 innovation actors that will carry out the diagnostic.
- Each project partner will diagnose at least 5 SMEs and each diagnostic will be accompanied by a recommendation report.
- The diagnostic will be translated to all project partner`s languages and made available on the project`s website

## **WP5 - Activity 5.2. Elaboration and organisation of an e-learning course for entrepreneurs (16/02/2014 - 30/04/2014 )**

### **Auto-diagnostic tool**

- Will be elaborated by SERDA and will be based on the Diagnostic methodology
- The tool is an online tool that will be made available on the AGRO-START website in English and all partners language
- Auto-diagnostic tool offer a simpler version of the common diagnostic that has the final purpose to motivate SMEs to contact their corresponding business support services in order to provide them a more detailed diagnostic and assessment.
- Depending on the autodiagnostic results, the tool will automatically assign one of 3 different Auto-Diagnostic Recommendations Guides that will also be available both in English and all partners languages

## **WP5 - Activity 5.2. Elaboration and organisation of an e-learning course for entrepreneurs (16/02/2014 - 30/04/2014 )**

- Based on the commonly detected training needs during the diagnostic, the university UNIMOL will develop an e-learning course that will provide entrepreneurs with the necessary knowledge to undertake an innovative and successful entrepreneurs initiative
- The e-learning course will apply a common approach (several models that will be the same for all partner countries) that provides know-how to entrepreneurs in order to best exploit the possibilities that the SEE economic area offers.
- The e-learning course will at least include the following contents: Entrepreneurship in the SEE area, Awareness raising for innovation and technology, strategies for better market access, elaboration of internationalisation strategies and detection of new market opportunities.

## **WP5 - Activity 5.2. Elaboration and organisation of an e-learning course for entrepreneurs (16/02/2014 - 30/04/2014 )**

- The e-learning platform is ready and implemented on the project website
- The e-learning course will be made available on the AGRO-START website and will be translated to English and all project partners languages
- Each project partner will select 20 participants for the course (selection criteria will be commonly agreed on by all partners).
- After the course is finished, the contents will be made available on the AGRO-START website in pdf format in order to make it possible for more SMEs to benefit from it and increase the impact of the projects results

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## Communication activities for the next period

### The technical assistance provided through AGRO-START website

LP: 01/07/2013 – 12/08/2013

ADR SE: 13/08/2013 – 24/09/2013

CERETH: 25/09/2013 – 06/11/2013

BSC SME: 07/11/2013 – 19/12/2013

BEF: 20/12/2013 – 31/01/2014

KGZS: 01/02/2014 – 15/03/2014

CONF AGRICOLTURA PUGLIA: 06/03/2014 – 28/04/2014

ERFC: 29/04/2014 – 10/06/2014

UNIMOL: 11/06/2014 – 23/07/2014

MOLISE REGION: 24/07/2014 – 04/09/2014

CBPD: 05/09/2014 – 17/10/2014

FFRM: 18/10/2014 – 30/11/2014

The requests for technical assistance received through our website will be sent to the partners according to the schedule

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***Thank you!***  
***Q&A!***

Aurelia Rosu  
Project Manager

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