

# Business of Knowledge and Innovation in the primary and related secondary sector

Bu4Inno  
Thessaloniki,  
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# Business Incubator – Gotse Delchev, Entrepreneurship Promotion Centre



- Bulgarian non-for-profit business support organization in public benefit
- Established in 1999
- Objectives:

## **social and economic development through:**

- entrepreneurship and innovation
- support to potential entrepreneurs, start-ups and SMEs
- knowledge and experience transfer
- cooperation business-education
- partnership and networking



# Business Incubator- Gotse Delchev Strategy for development

- Social and economic development through innovation and entrepreneurship
- Competitive entrepreneurs and SMEs within the region
- Qualified and skillful workforce through Human Resources Development, knowledge share and transfer
- Long-term Positive impact through Cooperation and partnership on
  - Local, regional, national levels
  - Cross – border level
  - EU and International level

# How the Business Incubator - Gotse Delchev helps entrepreneurship:

**It provides** comprehensive business services:

- **Practical innovative training**  
including vocational training
- **Information**
- **Consultancy**
- **Mentorship**
- **Support for access to financing**
- **Development and management of pilot projects**
- **Network of expertise and knowledge**

# BI-GD Projects



**ENTREPRENEURSHIP and  
INNOVATION**



**TOURISM**

**CREATIVITY**



**YOUTH**



# **Bottom up approach**

The best way to develop the cross-border region

Doing something meaningful together

People to People

Actively involve young people

# Bu4Inno in Bulgaria GR-BG INTERREG project

## Workshop Digital marketing



# Bu4Inno in Bulgaria GR-BG INTERREG project

Seminar **Innovation Diversification and Sustainability** of SMEs in agriculture and food sector

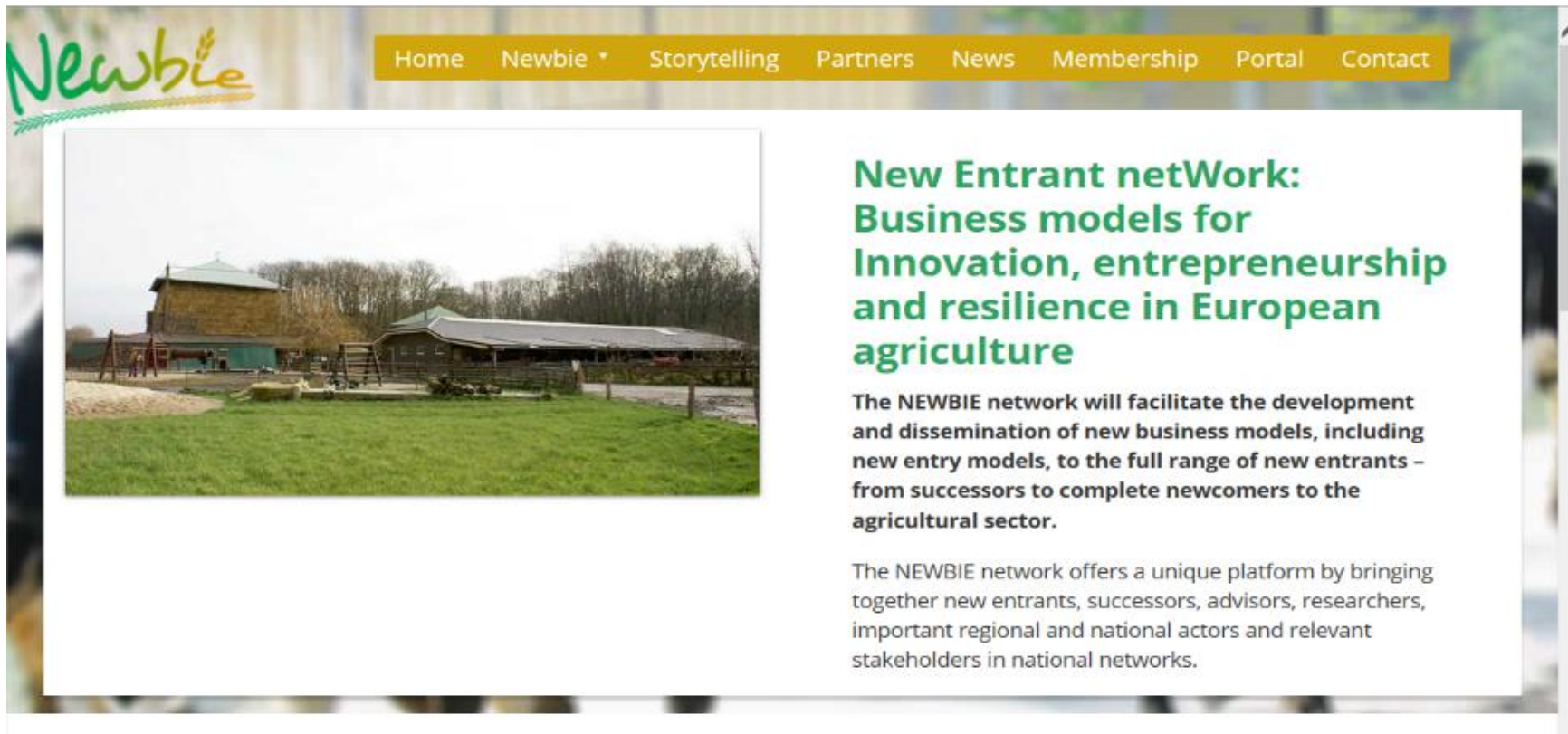




# Business Incubator – Gotse Delchev, Entrepreneurship Promotion Centre and Youth



# H2020 project Newbie Network



Home Newbie \* Storytelling Partners News Membership Portal Contact

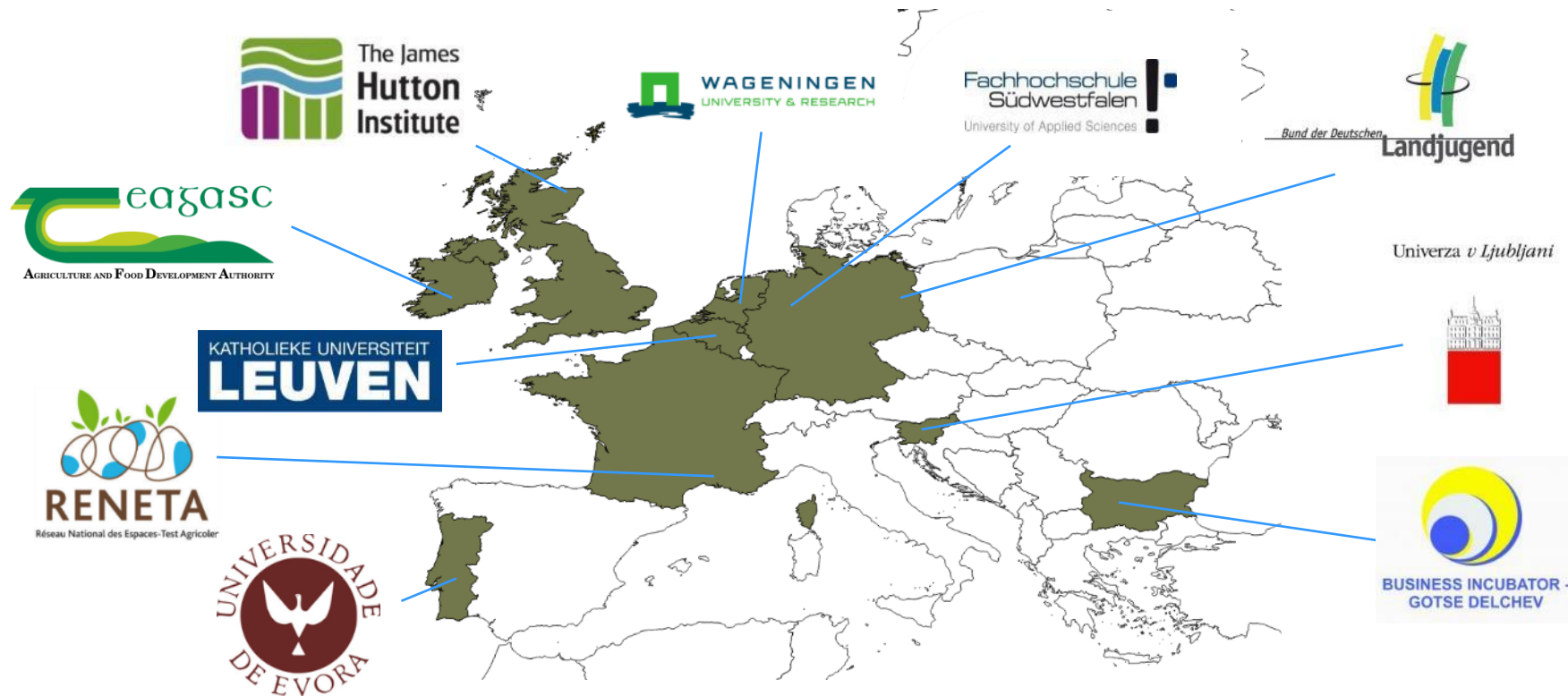
## New Entrant netWork: Business models for Innovation, entrepreneurship and resilience in European agriculture

The NEWBIE network will facilitate the development and dissemination of new business models, including new entry models, to the full range of new entrants – from successors to complete newcomers to the agricultural sector.

The NEWBIE network offers a unique platform by bringing together new entrants, successors, advisors, researchers, important regional and national actors and relevant stakeholders in national networks.

- [www.newbie-academy.eu](http://www.newbie-academy.eu)

# Newbie Project Partners

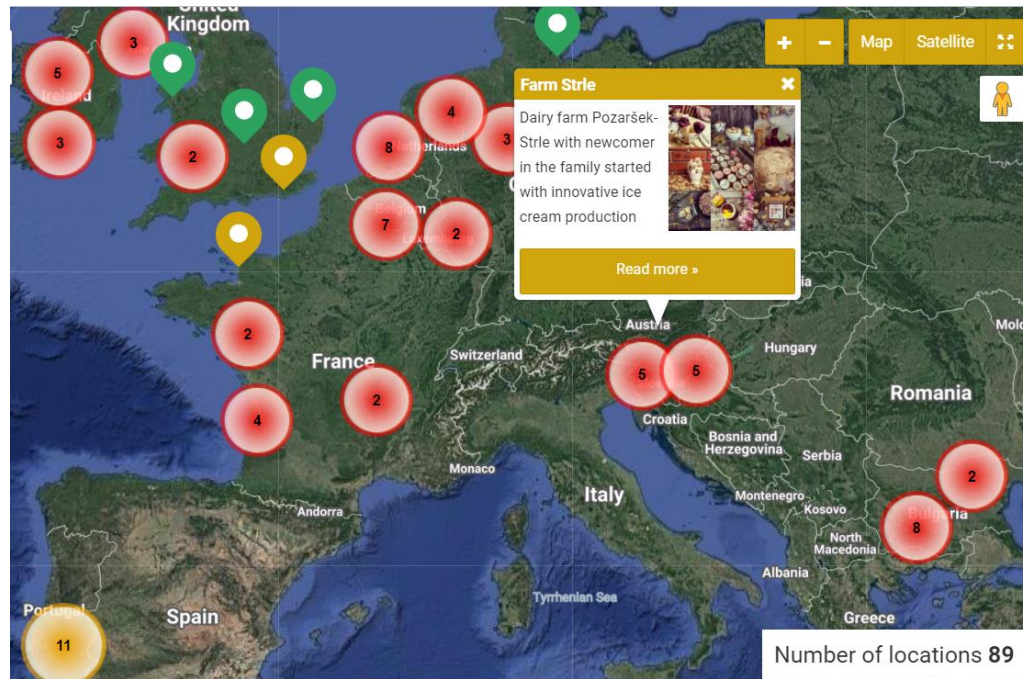


- **H2020 Thematic network** stimulating innovation and entrepreneurship in European agriculture through support of new entrants in developing (new) sustainable farms



- How?
  - Developing a European network of new entrants (newcomers and successors) and relevant stakeholders  
<http://www.newbie-academy.eu/membership/>
  - Collect the state of the art, including barriers, bottlenecks, solutions and inspiration
  - Facilitate the development & dissemination of new business models
  - Develop new tools in co-creation with relevant stakeholders
  - Active dissemination of this (new) knowledge and practice

# Case studies: Good practice storytelling



## Farm Strle



Dairy farm Pozaršek-Strle with newcomer in the family started with innovative ice cream production

**Entry Model:** Married on dairy farm

**Business model:** Added value to dairy products - niche market

### Short description:

At Pozaršek-Strle farm, located on the outskirts of Ljubljana, several generations are involved in the milk processing in various dairy products. Špela, who is married to this farm, has started with ice cream.

### Start of the farm:

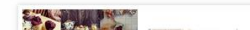
For many decades, several generations are involved in dairy production at Pozaršek-Strle farm. Špela had married on the farm and started with own product (ice cream) which was very successful.

### Main motivations:

- Špela has always seen herself to be her own boss and work on her own ideas and beliefs, therefore she and her husband decided to take over a farm.
- Due to the desire to create, add value to the raw material and produce something new, she started with ice cream.

### Key success factors:

- Searching for a niche market, innovative products.
- Tradition and well-known farm with existing selling channels.



# Case studies: movies



Via website / storytelling or [Newbie.eu](https://www.newbie.eu) - YouTube

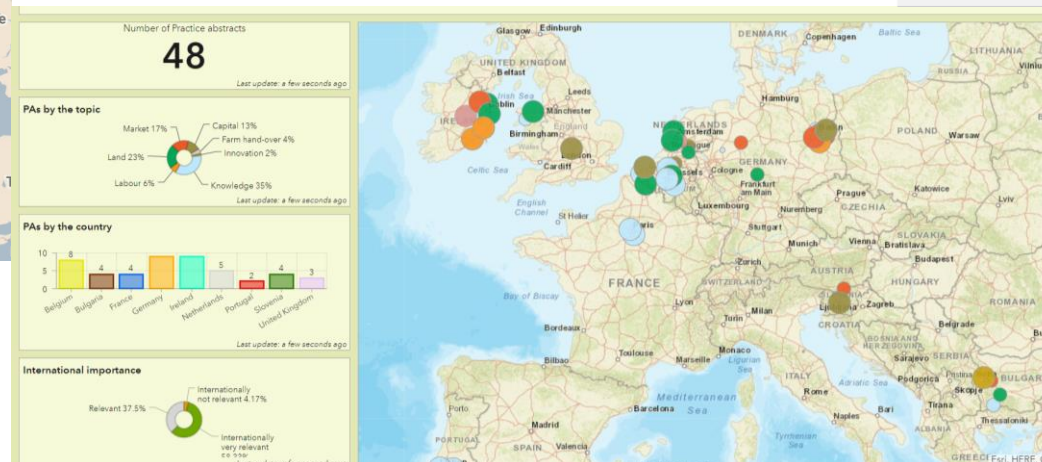
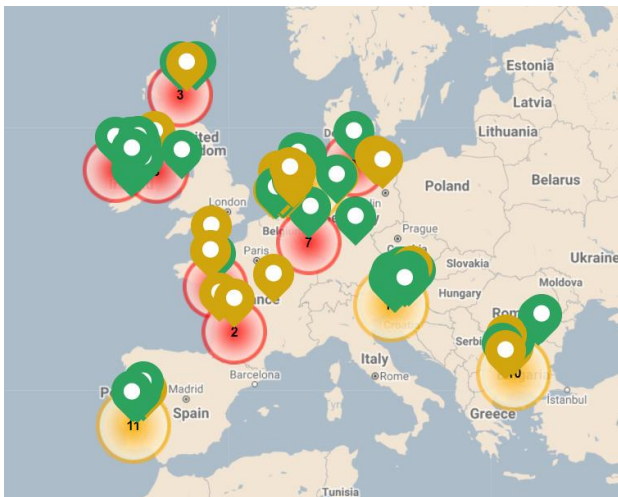
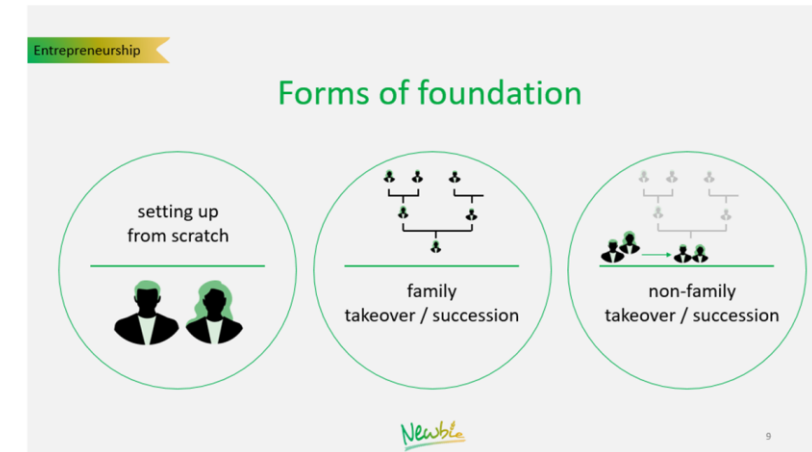
The screenshot shows a YouTube channel page for 'Newbie'. The browser address bar displays 'youtube.com/channel/UCLMxm12dGFJuNdYtYzrWNeg/videos'. The YouTube interface includes a search bar, navigation tabs (HOME, VIDEOS, PLAYLISTS, CHANNELS, ABOUT), and a grid of 18 video thumbnails. Each video card shows a thumbnail, title, view count, and upload date.

Video Title	Duration	Views	Upload Date
Falkland Kitchen Farm – From Seed to Plate	4:27	42 views	1 month ago
Berwick Wood Produce market garden in...	5:50	186 views	1 month ago
Grow Up Salicornia & Salifaktur : Salt plant...	5:22	119 views	1 month ago
Ferme de la Touche: cut flowers by young farmer...	6:37	13 views	1 month ago
Champignonnière de Dijon: Luc and Blandine Lecherf...	5:02	9 views	1 month ago
Portnellan family farm: Organic beef and...	5:33	67 views	1 month ago
Darach Croft: Scottish social croft by farmers Sarah and...	6:05	56 views	1 month ago
Lindenhof Gelsenkirchen: Community-supported...	7:33	130 views	1 month ago
Franken GeNuss: A German Newbie story	6:03	41 views	1 month ago
Tilen Soklič - Kmetija Pr' Andreco	3:54	137 views	2 months ago
Young farmer Bistra Poukliiska started a small...	6:31	574 views	2 months ago
Tomaž Habjan - Eko kmetija Habjan	9:01	40 views	2 months ago
Farmer stories NL: Eytemaheert	5:17	36 views	3 months ago
New farmer Asen Terziev produces berries and herb...	4:16	85 views	3 months ago
Domen Virant - Kmetija Pri Ropot	7:02	95 views	3 months ago
Small scale pig farm L'art du cochon by French farmer...	6:28	78 views	3 months ago
Ferme du petit verpillon by young farmer Dimitri...	5:03	27 views	3 months ago
Kmetijski krožek za otroke / Agriculture course for...	6:53	75 views	3 months ago

# Newbie toolkit

- Will bring all relevant material together in 1 accessible tool
  - Info for new entrants and other stakeholders
  - Inspiration (case studies)
  - Pedagogical materials

## Pedagogical materials



# SEED BG – MK CBC project

## Social Entrepreneurship Ecosystem Development

- Involving stakeholders and Capacity building
- Social Innovation hub
- Training:
  - Soft skills and business skills
  - Business idea generation and assessment
  - Social business idea shaping and development
- Advising and Mentoring



- Cross-border boot camp
- First Cross-Border BG-MK Social Entrepreneurial ideas Marketplace

### Partners:

- Foundation for Development of Small and Medium Enterprises - Strumica
- Business Incubator - Gotse Delchev, project author





# A driver of the process

BI-GD as a driver of the process in cooperative authority / support organizations

Our experience:

- Social economy and entrepreneurship conc
- Know-how
- Multilevel approach to involve stakeholders
- International cooperation
- Balanced social impact and business approach



# Services provided

## Training:

- Soft skills and business skills
- Business idea generation and assessment
- Social business idea shaping and development

## Advising

## Mentoring is vital

## Internship in success enterprises and organizations (Erasmus+)

## Social Entrepreneurial ideas Marketplace



# Social Entrepreneurship Training platforms

## SUYSE: Starting Up Young Social Entrepreneurs

### Making Projects

In the frames of a social entrepreneurship the idea development is a complex process, comprising of research and analysis of opportunities, needs, competitors, risks, entrepreneurial characteristics and resources, which involves recognition of the social environment and more than any other the social idea seeks to create value and positive change in the community.



#### Module contents

1. What is a social enterprise?
2. What is a social entrepreneur?
3. What is social innovation?
4. How does a social enterprise differ from a normal private business?
5. How is a social enterprise governed?
6. How is a social enterprise managed?
7. How is a social enterprise funded?
8. Signposting to further learning and support

Introduction

Lesson 1 – Current

Lesson 2 – Current

Lesson 1 – Extended

### SEED Курс по социално предприемачество - Българска версия

Начало > SEED001

Хора  
Участници

Дейности  
Задания  
Ресурси  
Форуми

Search Forums  
Go  
Advanced search ?

Администриране  
Редактиране  
настройки  
Assign roles  
Оценки  
Групи  
Архив  
Възстановяване  
Import  
Reset  
Reports  
Въпроси  
Файлове  
Profile

Категории курсове  
Курсове по програма "Аз мога"  
Обща част  
Фермер  
SEED - Социално предприемачество

#### Преглед на темите



Този курс е част от проект **Развитие на екосистема за социално предприемачество – SEED**, съюз чрез програма Интеррег-ИПА CCI No 2014TC1615CB006.



Курсът е организиран в 5 модула. Всеки от тях включва:

- презентация - съдържа основния учебен материал
- пример от практиката (case study) - свързан с темата на модула
- задание - екипна задача за затвърждаване на наученото.

След като се подготвите с презентацията и примера от практиката, направете заданието и прикачете го в частта **Задание Модул** за пр

Ако имате въпроси по материалите и заданието, свържете се с вашия ментор чрез e-mail: [bl\\_gd@abi.bg](mailto:bl_gd@abi.bg)

Идените трябва да се разработват от екипи от не повече от 2 участника. Към всяко задание **изпращайте имената на участниците** в еки

Новинарски форуми

#### 1 Модул 1 - Въведение в Социалното предприемачество

В този начален модул ще се запознаете с концепцията за социално предприемачество, социалния предприемач, социални иновации и др.

Модул 1 - Въведение в социалното предприемачество

Пример за социално предприемачество

Задание1

## SEED: Social Enterprise Ecosystem Development

## SUYSE project

- **Training modules developed**
- **Selected and trained 20 young people from the target groups: unemployed, high school and university students and NEETs**



# Creative Entrepreneurship Network

- INTERREG IPA CBC BG-MK project
- Capacity building for **creative entrepreneurs** for creative products and services
- **Creative Forum** in Strumica
- **Creative Fair** in Gotse Delchev
- Exhibition "**Creativity and Entrepreneurship**" in Strumitsa
- 6 mobile creative ateliers: video, music, fashion, masks, creative products of natural material and recycling



# Creative Exhibition, Strumica



# Creative Exhibition, Strumica





# Innovation Centre for Young People - ICY

- CBC BG-MK project
- Access to ICT and technology for unemployed and disadvantaged young people
- 3-day Innovation workshop Gevgelija  
20 BG and 20 Mk youths
- 4-day Innovation camp for 20 BG and  
20 MK youths to develop their ideas
- Mentorship



# Innovation Workshop



# Cross-Border Innovation Workshop - ICY

Business ideas generation, assessment, presentations



Thank you for your attention!

**Rositsa Djambazova,**

Director

**Business Incubator – Gotse Delchev**

Bulgaria

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