



ΕΠΙΤΡΟΠΗ ΕΡΕΥΝΩΝ
ΑΡΙΣΤΟΤΕΛΕΙΟΥ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΘΕΣΣΑΛΟΝΙΚΗΣ



Treteknisk 



«Establishment of a Supporting Mechanism for the Development and Promotion of Social Entrepreneurship in Mountainous Areas»

«NORSK TRETEKNISK INSTITUTE MEETING»

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OSLO NORWAY





The project at a glance



“Diversity, inequalities and social inclusion”, of the EEA FM
2009-2014 (European Economic Area Financial Mechanism)
Programme Area: GR07 - Academic Research



The EEA Grants 2009 - 2014 represent the financial contribution of three donor countries Norway, Iceland and Liechtenstein, in order to reduce the economic and social disparities in the European countries and to strengthen bilateral relations with beneficiary countries. In the period 2009-2014 the EEA Grants provide funding of 993 million € to support 86 programmes in 16 countries in Europe

H General Secretariat for Research and Technology - Programme Operator, getting **EAA GRANT 2.996.311 €**. Total funding

«*Establishment of a Supporting Mechanism for the Development and Promotion of Social Entrepreneurship in Mountainous Areas- AITHIKOS*»

► **BUDGET: 198.000€ DURATION: 1 έτος START: 10 -9-2015 END: 9-9-2016**



Project's partners



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Project's partners





Department of Forestry and Natural Environment - Aristotle University of Thessaloniki

- ▶ The coordinating organization is the Department of Forestry and Natural Environment of the Aristotle University of Thessaloniki (www.for.auth.gr).
- ▶ It is one of the oldest Higher Education Institutes in Greece, established in 1917 and belongs to the biggest Higher Education Institute in Greece and to the 1st in ranking among 23 Greek Universities, according to international ranking lists.
- ▶ Thus, it concentrates a fundamental knowledge and experience in scientific research and excellence, regarding its scientific fields, mainly in forest management and protection, forest engineering and sustainable development.



Department of Forestry and Natural Environment - Aristotle University of Thessaloniki

- ▶ It is separated in 5 main sectors, including 19 fully equipped and operating Laboratories, 1 informatics hub and its own scientific fully informed, Library.
- ▶ The Department is established in Thessaloniki - Northern Greece, at building capacities of more than 3.000 m² in an area of 14.000m² at two points in Thessaloniki.
- ▶ According to the latest Report of the Department's External Evaluation, (http://qa.auth.gr/documents/modip/Exoteriki_Axiologisi.pdf) the Department holds the first position in building facilities in Europe among the total of Higher Education Institutes.



Department of Forestry and Natural Environment - Aristotle University of Thessaloniki

Harvesting and Technology of Forest Products

Laboratory of Forest Utilization

Laboratory of Forest Technology

Range science - Wildlife and Fresh water fisheries

Laboratory of Range Management

Laboratory of Rangeland Ecology

Laboratory of Wildlife and Freshwater Fisheries

Wild Life Museum - Aquarium

Forest and Water engineering

Laboratory of Mountainous Water Management and Control

Laboratory of Mechanical Science and Topography

Technical Drawing Study



Department of Forestry and Natural Environment - Aristotle University of Thessaloniki

Planning and Development of Natural resources

Laboratory of Forest Biometry

Laboratory of Forest Management and Remote-Sensing

Laboratory of Forest Economics

Laboratory of Forest Policy

Forest production - Forest protection and Natural Environment

Laboratory of Forest Botany - Geobotany

Laboratory of Forest Genetics & Forest Tree Improvement

Laboratory of Silviculture

Laboratory of Forest Protection

Laboratory of Forest Soil Science

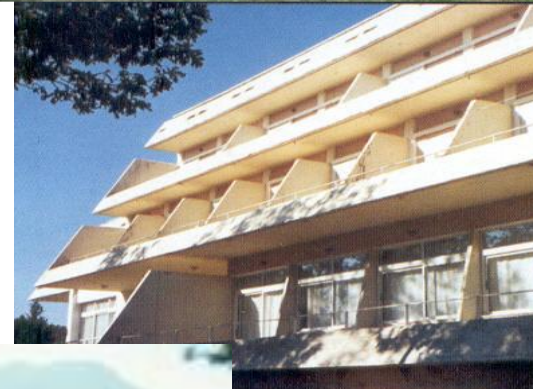
Laboratory of Forest Informatics





Department of Forestry and Natural Environment - Aristotle University of Thessaloniki

- ▶ For the purposes of practical training and research, the Department features excellent facilities and installations for teaching, research and accommodation for students and personnel at
- ▶ the two University Forests of Pertouli of Trikala District with an area of about 3.300 ha (where also the proposal is addressing to), on the Pindos mountain range, and
- ▶ Taxiarchis of Chalkidiki District with an area about 5.800 ha, on Mt. Cholomon.





The idea...

- Systematic development of the Social Economy sector, focusing on the mountainous areas of Greece. Social Economy sector can provide important solutions for creating job opportunities and promoting social cohesion, which is threatened due to the adverse economic environment, by contributing to the preservation of the natural environment and the cultural heritage
- According to the Strategic Plan regarding the Development of the Social Entrepreneurship Sector of the Ministry of Labor, Social Security and Welfare (2013), the successful development of the Social Economy requires an approach that relies primarily on the local social dynamics and mechanisms which will play the central role for the manifestation of this dynamic.
- Local dynamics can arise efficiently by utilizing the European experience in the field of Social Economy and encouraging transnational cooperation initiatives.



The idea...

- ▶ Social Economy is inspired by common values and mainly by the fact that the participants are not aiming to profit, but the profits are reinvested for the benefit of the enterprise and the society.
- ▶ Social Entrepreneurship is an emerging alternative form of entrepreneurship based on the Social Economy. Recently, a new legal form of entrepreneurship, the Social Cooperative Enterprise (SCE), has been instituted in Greece (Law 4019/2011) by setting the operating framework for these types of enterprises.
- ▶ Profit of this new form of entrepreneurship comes from the activities that serve the social welfare.

The idea...

- ▶ emphasis on young unemployed people of mountainous areas.
- ▶ appropriate economic frameworks and mechanisms for providing adequate incentives to mountain communities need to be established
- ▶ Economic growth and equity in mountains are prerequisites for job creation and treatment of isolation.
- ▶ innovative entrepreneurial schemes for the population of these regions, based to their tangible and intangible needs, such as social entrepreneurship, giving simultaneously the opportunity for job creation, social cohesion and mitigation of isolation



The idea...

- ▶ many opportunities are presented including the increased demand for recreational activities, for quality food products or for renewable energy sources etc.
- ▶ significant inflows of new residents from younger people who are looking for new job opportunities mainly in the primary sector, as a result of the economic crisis and the unemployment
- ▶ mobilization of local resources so as to enhance the competitive advantage, local entrepreneurship and innovation,
- ▶ cooperation networks and support mechanisms are absent.



RESEARCH/ SCIENTIFIC OBJECTIVES

- ▶ scientific research on rural entrepreneurship is considered to be relatively poor
- ▶ The research proposal will specialize this mechanism of developing, implementing and promoting this new form of entrepreneurship for the mountainous populations in Greece
- ▶ unique feature of collaborative research effort for Greece, which focuses to the specific social groups.
- ▶ activate entrepreneurial and other types of dynamics in the area, under the context of a pilot planning of Social Entrepreneurship according to actual and tacit needs of the local population
- ▶ cultivation of the social entrepreneurial culture and the acquisition of knowledge and skills of the target group and the participants in general, which will contribute towards an upwards social mobility.

RESEARCH/ SCIENTIFIC OBJECTIVES

- ▶ multidisciplinary approach will be recommended, with emphasis on the target group needs, the adoption of best practices and knowledge that have been developed in Norway, Greece and internationally and finally, the adjustment of the mechanism to the specificities of the mountainous populations and of the related economic activities, by proposing an integrated support mechanism
- ▶ directions for similar research studies and to create a framework for the development and promotion of Social Entrepreneurship in several social groups and areas.
- ▶ innovative solutions for the most pressing social problems of mountainous areas, such as the unemployment and the creation of job opportunities, the mitigation of the social exclusion, social and income inequalities



RESEARCH/ SCIENTIFIC OBJECTIVES

- ▶ creation of knowledge and entrepreneurship hives
- ▶ ensure the sustainability of R&D activities in the field of Social Entrepreneurship in the area.
- ▶ socialization of knowledge and know how
- ▶ cultivation of social entrepreneurial culture and acquirement of skills in specific fields (production of forest goods, agro tourism, wood products, food and dietary products, livestock production, cultural heritage, etc.)



Study area





The research team...





WORKING PACKAGES/ACTIVITIES/DELIVERABLES

W.P.1 : Mapping of the entrepreneurial and other dynamics

- ▶ Identification of the potential areas of entrepreneurship and diversification, based on comparative advantages and peculiarities regarding forest, agricultural, ranching, tourism, products and services and culture in the region.
- ▶ Identification of those factors that promote entrepreneurship based on the above fields
- ▶ Identification of the main problems hindering the development of entrepreneurship (cost, lack of structures and infrastructures, funding, collaborative culture, information dissemination, etc.) and highlight the target group needs to tackle unemployment and exclusion.
- ▶ Delimitation of the direct and general business environment for social enterprises that could be developed in the region.

Activities

A.1.1) Mapping of economic activities existing in the area, in different sectors and industries, A.1.2) Research regarding identifying the factors that promote and hinder entrepreneurship, A.1.3) Feasibility study concerning the development of specific forms of Social Entrepreneurship

Deliverables

- ▶ Report on the entrepreneurial and other dynamics in the region
- ▶ Study on identifying the factors that promote or impede the development of entrepreneurship
- ▶ Feasibility study for the development of specific forms of Social Entrepreneurship



Aithikos

WORKING PACKAGES/ACTIVITIES/DELIVERABLES

► W.P. 2 Market research on social entrepreneurship

- Leverage of the social needs of the target group
- Identifying markets for mountainous niche products
- Creation of added value for products and services that could be developed, based on the needs identified
- Create the opportunity for local culture commercialization through the ability to create a discernible regional identity for local products and services (certification, traditional production methods, etc.) (Mountainous Social Entrepreneurship Brand Name).
- Create the basis for efficient marketing proposals to the target group and the social enterprises that could be developed
- Inform and motivate local people and other groups in the region to create local partnerships, of cooperative nature

Activities

A.2.1) Implementation of a market research on the types of products and services of the Social Entrepreneurship in area. A.2.2) Marketing Plan of the social economy in the region.

Deliverables

- Market research study for Social Entrepreneurship in the area
- Social economy Marketing Plan



WORKING PACKAGES/ACTIVITIES/DELIVERABLES

► W.P.3 Training/consulting on Social Entrepreneurship

- The development of social entrepreneurship culture and skills acquisition by the participants
- Achievement of Social mobility for the local people and especially for the target group (from unemployment to employment opportunities).
- Provision of consultancy and training services
- Transfer of knowledge and Knowhow from abroad and knowledge sharing among stakeholders
- Development of intellectual capital and think tanks for Social Economy in the area
- Emergence of new innovative products and services of added value
- Communication of strategies, procedures and methods for the development of Social Entrepreneurship in the region with extroversion development
- Enable participants to develop knowledge along with skills of the key issues of Social Entrepreneurship through the participation in the training process

Activities

A. 3.1) Trainees and Trainers selection. A. 3.2) Training A. 3.3) Presentation, evaluation and interpretative analysis of selected case studies of Social Entrepreneurship from Greece and Norway. A. 3.4) Monitoring and evaluation.

Deliverables:

- Training Material
- Case studies - Case studies' analysis.
- Records - Training evaluation report



WORKING PACKAGES/ACTIVITIES/DELIVERABLES

W.P.4 Networking - bilateral relations

- ▶ Build trust and cooperation among stakeholders and attracting new participants
- ▶ Develop synergies and further strengthening of the collective entrepreneurial spirit and culture
- ▶ Strengthen and expand dynamic alliances of mountainous regions stakeholders, to lead and undertake the process of sustainable development
- ▶ Information dissemination among the stakeholders regarding social entrepreneurship and economy
- ▶ Ensure participatory and the combinational support provided by the mechanism
- ▶ Develop R&D cooperation among both countries
- ▶ Exchange of knowhow and create cross country innovation diffusion networks in specific sectors

Activities

- A. 4.1) A 2 day-conference in the region A. 4.2) B2B and B2C meetings. A.4.3) Mapping and strengthening of the social capital in the region A. 4.4) Creation of a continuous forum for Social Economy in the area A. 4.5) Bilateral relations

Deliverables

- ▶ 2 day conference material, Reports και work documents for B2B και B2C meetings
- ▶ Study on the social capital, Operation Minutes of the forum



WORKING PACKAGES/ACTIVITIES/DELIVERABLES

W.P. 5 Design and development of incubator and one-stop-shop services structure

- ▶ Identify resources and infrastructure for the developing services (facilities, equipment, operation procedures, cost, etc.).
- ▶ Define strategic focus of Social Entrepreneurship in the area by categorizing activities, businesses, markets and competition. This categorization will be the basis for the information and services that will be provided by these structures
- ▶ Intensive and quick - on the job - training for the personnel of the Municipality of Pyli for supporting the structures.
- ▶ Interconnection plan with other municipal services and beyond, in order to assist the Social Entrepreneurship (licensing organizations, investment control bodies, aid agencies, extroversion organizations etc.).
- ▶ Development of a - step by step- procedure for start-ups on social entrepreneurship in the area, from idea genesis to the seed stage.

Activities

A. 5.1) Designing and drafting of a comprehensive business plan for the development of incubator and one stop service structures. A. 5.2) Intensive and quick-on the job-training for the Pyli's personnel that participate in the project team. A. 5.3) Development of an operation manual for the providing incubator and one-stop services.

Deliverables

- ▶ Business plan for incubator and one stop shop structure development
- ▶ On the job training guide for incubator managers
- ▶ Step by step regulation for the operation and provision of incubator services



WORKING PACKAGES/ACTIVITIES/DELIVERABLES

W.P. 6: Publicity

- ▶ Design and development of a data bank (website) with the support of the municipality that will be the digital communication, information and networking hub for the target group and in general in the region.
- ▶ Registration and organization of all information resulting from the proposed project
- ▶ Creation of a data bank in the form of an Open Access archive material for the training of the target group in different fields, along with other educational activities / training/information and knowledge exchange
- ▶ Creation of a knowledge bank in the form of providing business consulting and networking services
- ▶ Promotion of social entrepreneurship's success stories, innovations and social businesses' development in general.

Activities

A.6.1) Information - briefing of the target group and stakeholders in the region A. 6.2) Development and Management of a data and knowledge bank on Pyli's website A. 6.3) Configuration of the content and capabilities of the archive based on the categorization of knowledge. A.6.5) Publications in conferences.

Deliverables

- ▶ Aithikos data bank archive (website)
- ▶ Archive's use and operation tool kit
- ▶ Conferences material
- ▶ Project's video, Papers in international conferences

Project's budget

B2.1 TABLE OF WORKING PACKAGES

S/N	Title	cost (€)	Inception	End
			(month)	(month)
WP1.	Mapping of the entrepreneurial and other dynamics	19.940	1 st	3 rd
WP 2.	Market research on social entrepreneurship	23.020	3 rd	6 th
WP 3.	Training/consulting on Social Entrepreneurship	63.551	7 th	8 th
WP 4.	Networking – Bilateral Relations	40.485	8 th	11 th
WP 5.	Design and development of incubator and one-stop-shop services structure	20.195	11 th	12 th
WP 6.	Publicity	17.855	4 th	12 th
TOTAL AMOUNTS		185.046€		
INDIRECT COSTS		12.954 €		
GRANT TOTAL		198.000 €		



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ΤΟ ΠΡΟΓΡΑΜΜΑ

BUSINESS INCUBATOR

ΕΝΗΜΕΡΩΣΗ

FORUM

ΕΠΙΚΟΙΝΩΝΙΑ



Δημιουργία Μηχανισμού Υποστήριξης για την Ανάπτυξη
και Προώθηση της Κοινωνικής Επιχειρηματικότητας σε
Πληθυσμούς των Ορεινών Περιοχών
ΠΡΟΓΡΑΜΜΑ ΑΙΘΗΚΟΣ



Aithikos Project

<http://aithikos-eeagrants.teilar.gr/>



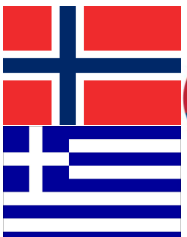
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THANK YOU FOR YOUR ATTENTION!



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