

BALKANET

**“Balkan Network of Ideas for Sustainable
Innovation in the Agri-food Sector” -
improvement of the innovation potential
of Small and medium enterprises
in the agri-food sector**

**Innovation Forum
18 November 2020**

The project "BALKANET" was jointly implemented by six partners of three Balkan – Mediterranean countries (Greece, Albania, Bulgaria) and focused to the improvement of the agro-food SME's innovation capacity. The overall objectives of BALKANET were to create a pilot transnational network in order to favour the innovation changing processes, to promote applied research and support to agro-food SMEs' adjustment capacity, to facilitate the public/private demand and supply of research and innovative business models, towards a sustainable growth of the agro-food sector in BM area.

BALKANET AGRO FOOD FESTIVALS



VRATSA, BULGARIA
September 2018



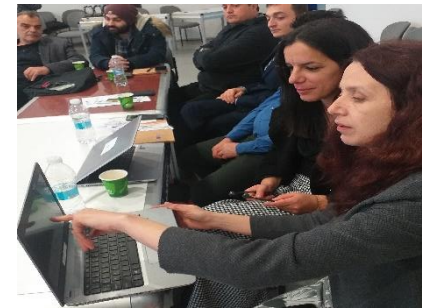
TIRANA, ALBANIA
November 2019



PYRGOS, GREECE
July 2020



**BEST PRACTICES FIELD VISIT
AND SHARING MEETINGS**
International Agricultural Exhibition
AGRA 2020



Project Website:
<https://www.balkanet.eu/>

Network of businesses
agri-food sector



Balkan ideas network
for sustainable innovations
in the agro-food sector

The "BALKANET - Balkan ideas network for sustainable innovations in the agro-food sector" is jointly implemented by six partners of three Balkan – Mediterranean countries (Greece, Albania, Bulgaria) and focuses to the improvement of the agro food SME's innovation capacity, facing some common challenges in the specific Balkan – Mediterranean area. The overall objectives of BALKANET is to create a pilot transnational network in order to favour the innovation changing processes, to promote applied research and support to agro-food SMEs' adjustment capacity, to facilitate the public/private demand and supply of research and innovative business models, towards a sustainable growth of the agro-food sector in the Balkan – Mediterranean partners (BMP) area.

Aims of the Project

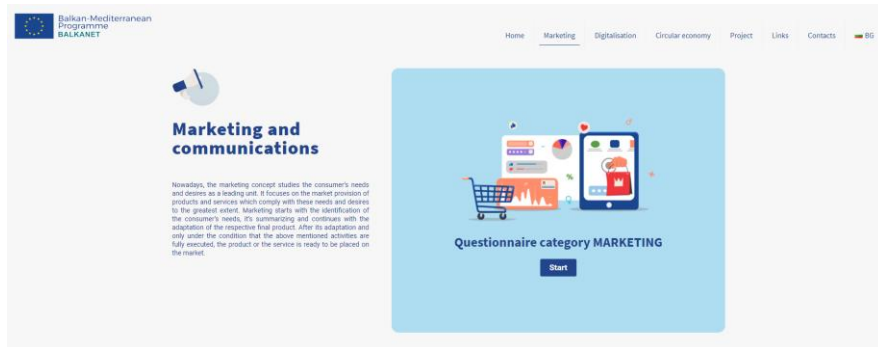
- Identifying, analyzing and sharing of the existing agro-food best practices and innovative business models valorization in the BMP area
- Establishing a Transnational Cooperation Network between public/private research centers and local enterprises in order to improve agro-food SME's efficiency and adjustment capacity, with particular reference to the improvement of young innovators skills and business competences.
- Raising awareness, transferring knowledge and fostering common understanding about the importance of sustainable business innovations in the agro-food sector of BMP area.



The objective of the platform is to provide web-based services in the area of Marketing, Digitalization and Circular economy, to Small and medium enterprises in the agrifood sector. It provides useful links regarding national authorities, companies, educational institutes and institutions and organizations, which support innovations and sustainable development in the agri-food sector.



MARKETING AND COMMUNICATIONS:



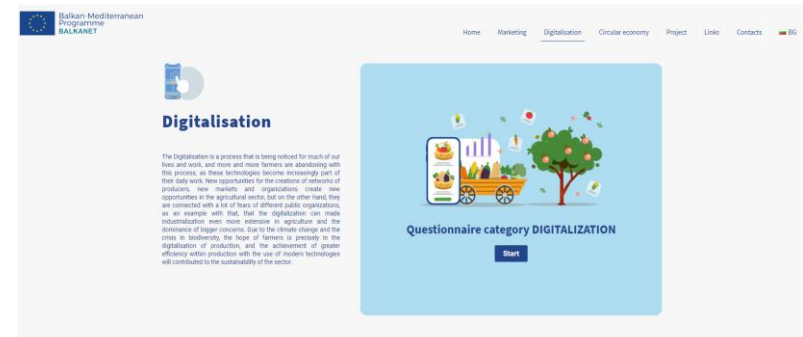
Marketing and communications

Nevertheless, the marketing concept studies the consumer's needs and desires as a leading end. It focuses on the market process of products and services which comply with these needs and desires to the greatest extent. Marketing starts with the identification of the consumer's needs, it's summarizing and continues with the adaptation of the respective final product. After its adaptation and only under the condition that the above mentioned activities are fully executed, the product or the service is ready to be placed on the market.

Questionnaire category MARKETING

Start

DIGITALISATION:



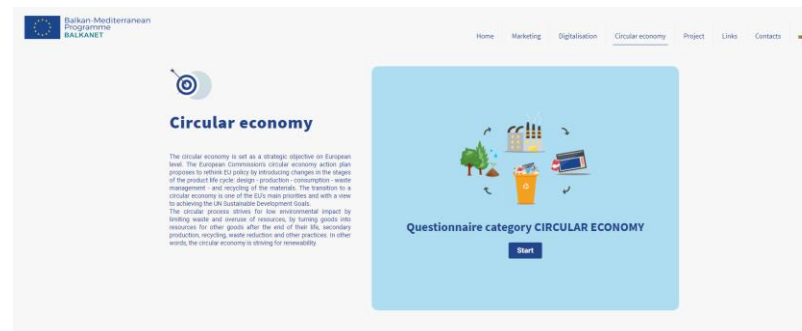
Digitalisation

The Digitalisation is a process that is being noticed for much of our lives and work, and more and more farmers are abandoning with this process, as these technologies become increasingly part of their daily work. New opportunities for the creation of networks of producers, new markets and organizations create new opportunities in the agricultural sector. But on the other hand, they are connected with a lot of fears of different public organizations, for an example with that, that the digitalisation can make industrialization even more extensive in agriculture and the dominance of larger concerns. Due to the climate change and the crisis in biodiversity, the hope of farmers is precisely in the digitalization of production and the achievement of greater efficiency within production with the use of modern technologies will contribute to the sustainability of the sector.

Questionnaire category DIGITALIZATION

Start

CIRCULAR ECONOMY:



Circular economy

The circular economy is set as a strategic objective on European level. The European Commission's circular economy action plan proposes to achieve CE policy by introducing changes in the stages of the product life cycle: design - production - consumption - waste management - and recycling of the materials. The transition to a circular economy is one of the EU's main priorities and with a view to achieving the 16 Sustainable Development Goals.

The circular process strives for low environmental impact by limiting waste and reuse of resources, by turning goods into resources for other goods after the end of their life, secondary production, upgrading, reuse, reduction and other practices. In other words, the circular economy is striving for immortality.

Questionnaire category CIRCULAR ECONOMY

Start

Entrepreneurship Guide

<https://e-services.balkanet.eu/wp-content/uploads/2020/08/Entrepreneurship-Guid%D0%B5-EN-4.3-10.6.20.pdf>

1. Entrepreneurship in Bulgaria
2. Practical steps for starting entrepreneurs
3. Registration of a company in Bulgaria
4. Relations between employees, customers and partners
5. Taxes and payments
6. Administration and relations with State Authorities
7. Online business
8. Business abroad
9. Business protection and Important business laws
10. Business Financing and Financing entrepreneurship
11. Networks and Networking, etc.



COMMUNICATION AND MARKETING ROADMAP TOOL FOR NEW, INNOVATIVE SMES IN THE AGRICULTURAL AND FOOD SECTOR

https://e-services.balkanet.eu/wp-content/uploads/2020/07/Marketingcommunication_roadmap_SMEs_agrifood_EN_final.pdf

1. **MARKETING COMMUNICATION ROADMAP**
2. **PHASES AND THE ACTIVITIES OF THE MARKETING COMMUNICATIONS ROADMAP**
3. **CASE STUDY**



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