



**DIALOG**  
Interreg Europe



European Union  
European Regional  
Development Fund

# **DIALOG**

## **Dialog for Innovation And Local Growth**

**STEPS TAKEN IN THE REGION OF VRATSA**

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## Action plan: **What we have done?**

**Implementation of Public meetings between Managing authorities, regional authorities and business - on 12.12.2022, the team of CCI-Vratsa held First public meeting-discussion between the Managing Authority of the Programme "Competitiveness and Innovations in Enterprises" 2021-2027, Regional Authorities, Business Support Organizations and Business Representatives from Northwest Bulgaria.**





## Action plan: **What we have done?**

### Public discussions with local business and entrepreneurs concerning information and content of digital platform:

- on 15.12.2022, the team of CCI-Vratsa represented the activities of the Action plan on a meeting-discussion with District Info centre and local business;
- on 31.01.2023, the team of CCI-Vratsa organized a public discussion with local business and entrepreneurs concerning content of the digital platform.

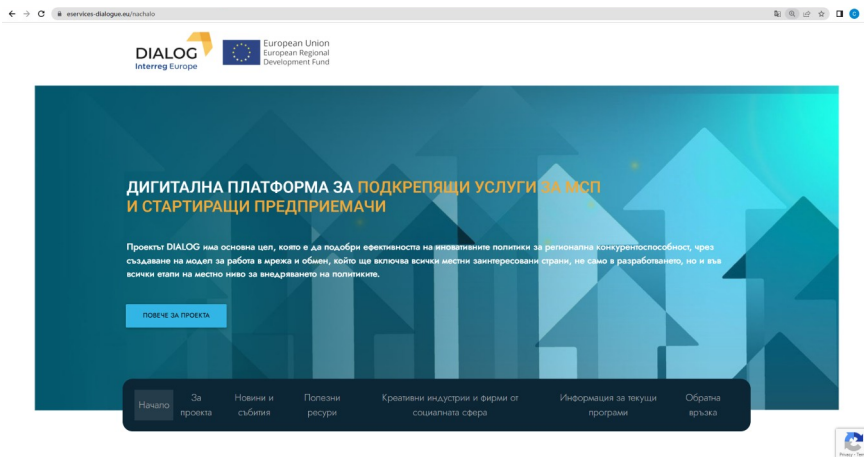




## Action plan: What we have done?

# Digital platform for supporting services for start-ups and SMEs

<https://eservices-dialogue.eu/nachalo>





## Action plan: **What we have done?**

**Implementation of Public meetings between Managing authorities, regional authorities and business - on 30.05.2023, the team of CCI Vratsa held Second public meeting-discussion between the Regional Authorities, Business Support Organizations and Business Representatives from Northwest Bulgaria.**





# Action plan: **Involved stakeholders**

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Ministry of Innovation and Growth, Managing Authority: role of managing authority which exercises competences related to the improved governance of policy instrument; participation in Public meetings between Managing authorities, regional authorities and business.
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Ministry of Regional Development and Public Works: functions of dissemination and support.
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Organizations in support of business (thematic experts from Chambers of Commerce and Industry): participation in public consultations; dissemination and technical diffusion.
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District authorities from Northwestern part of Bulgaria: supporting policy bodies and functions of dissemination, participation in public consultations.
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Regional Development Council - North-West Planning Region: participation in public consultations, disseminating information and raising awareness for Digital Platform.
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Municipalities from Vratsa region: participation in public consultations and supporting role.
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Regional Employment Agencies: participation in public consultations and supporting role; competences in the field of employment.
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Bulgarian Academy of Science: providers of know-how and formative actions; participation in public consultations.
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Other organizations related to the operational program and relevant policies

DIGITAL  
PLATFORM





## Action plan: **Next steps**

- ✓ **Direct marketing actions for Digital platform promotion;**
- ✓ **Media campaign;**
- ✓ **More available services for start-ups and SMEs;**
- ✓ **Improvement of the entrepreneurial culture in the regions of Northwestern Bulgaria.**



**ACHIEVEMENT**



**IMPROVEMENT**



**INTERVENTION**



**COMPETENCE**



# Thank you for your attention!

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