



# SinCE-AFC

Interreg Europe



European Union  
European Regional  
Development Fund

## “Exchange of experience: online project activities”

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# Online Study Visit in the Region of Central Macedonia

## ✓ Virtual study visit approach - how it was selected and designed

- Our main goal was to present and organize an online event **as similar as possible to the Study Visit.**
- The **agenda of the online Study Visit had almost the same structure. Only in 2 hours duration!** Short presentations with the classic type of ppt slides.
- **Create a video of the SMEs identified as good practices in our Region** with interviews, photos and, spots. Enriched with visual material, no extensive text.
- Ask partners & their stakeholders to **send their Qs.**

# Online Study Visit in the Region of Central Macedonia

## ✓ How did it work in practice

- What makes these events interesting is the opportunity offered to participants and stakeholders to **discuss**, exchange knowledge and experiences, and also have a very clear view of **the presenting themes**.
- **Stakeholders Q&As.**

# Online Study Visit in the Region of Central Macedonia

## ✓ Main challenges

- The initial idea was to **replace the study visit with an on-spot video and interviews**. But due to Covid-19 restrictions, the creation of a video by that concept was just not possible. So, the alternative solution was to organize online interviews with the SMEs and use spots and other material they provided.
- Producing a **video** demands a lot of resources.
- **Keep always the audience engaged and active!** The **online events should be quite short** in time compared to the physical ones.

# Online Study Visit in the Region of Central Macedonia

## ✓ Lessons learned

- **Study Visits maybe cannot be replaced by Online Events**
- **Identify the SMEs** that can meet your criteria for an online event.
- **Highlight to the SMEs the importance of their participation** in providing and sharing all the needed information with the participants.
- **Spend!**
- Use “friendly users” platforms.
- Switch **from presentation to videos constantly**. Use as many videos as you can...
- Send **Contact Details & recorded material** to the interested parties.
- Send **REMINDERS!**

# Online Study Visit in the Region of Central Macedonia

## Screenshot of the video RCM

The screenshot displays a Zoom meeting interface. On the left, a video player shows a scenic view of a coastline with mountains and a bay. The video title is "HALKIDIKI CENTRAL MACEDONIA | GREECE". On the right, a participants list is visible, showing 41 participants. The participant "Lamprini Tsoli" is highlighted with a yellow border. The list includes names like Project4\_Olina, Nikos - PROJECT4 (Host), Aleksandra Zlateva, Alexandru Serban, Alicja Nowak UMWW, Angelos Zamanis-Agrovision, Anthoula Nikopoulou, AOA Arges, Árpád Katonka, ASTERIA BOURA, Christos Karkanias, CHRYSANTHI KISKINI, Cnsiliul Judetean Giurgiu, Davide Catellani, Dinu Madalina, Elena Bakoglidou, and Eleni Karagiannidou.

Zoom Meeting  
Recording

Participants (41)

Find a participant

Project4\_Olina (Co-host, me)

Nikos - PROJECT4 (Host)

Aleksandra Zlateva

Alexandru Serban

Alicja Nowak UMWW

Angelos Zamanis-Agrovision

Anthoula Nikopoulou

AOA Arges

Árpád Katonka

ASTERIA BOURA

Christos Karkanias

CHRYSANTHI KISKINI

Cnsiliul Judetean Giurgiu

Davide Catellani

Dinu Madalina

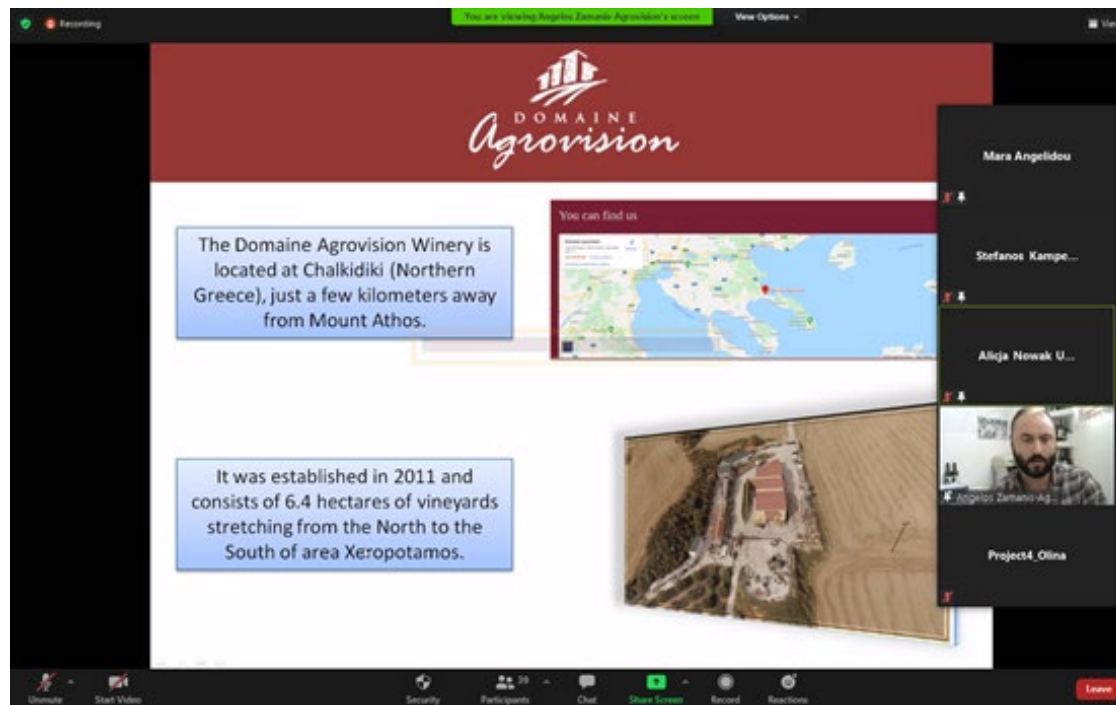
Elena Bakoglidou

Eleni Karagiannidou

Invite Mute All

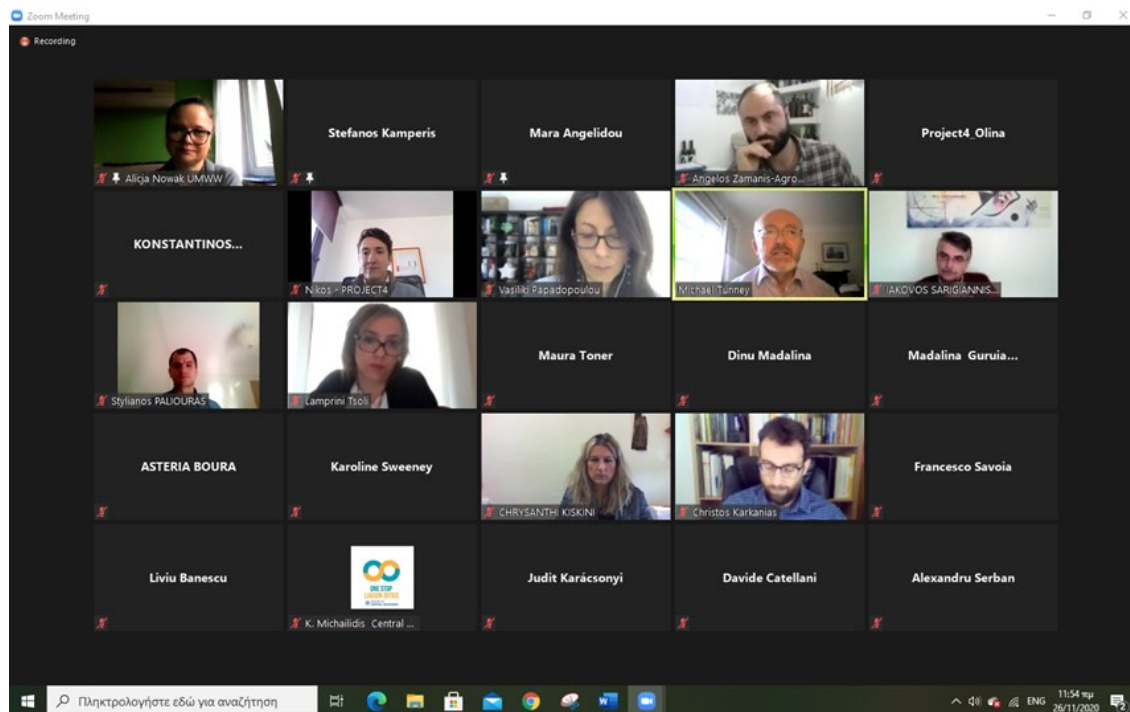
# Online Study Visit in the Region of Central Macedonia

## Screenshot of the stakeholder's presentation



# Online Study Visit in the Region of Central Macedonia

## Screenshot of the Q&A part







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# Thank you!

[Lamprini A. Tsoli \(linkedin\)](#)

