

Interreg
Greece-Bulgaria
European Regional Development Fund



D.5.2.1. – Training Seminars & Workshops

Responsible Beneficiary:

SMALL ENTERPRISES' INSTITUTE OF THE HELLENIC
CONFEDERATION OF PROFESSIONALS CRAFTSMEN
AND MERCHANTS

<https://agrofficiency.eu>

The views expressed in this document do not necessarily reflect the views of the European Union, the participating countries, the Managing Authority, and the Joint Secretariat of the Programme.



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Introduction

As a part of the "AGROFFICIENCY" project, an online Training Seminar was organized on specialized topics related to the making of:

- a) Business Plan,
- b) Marketing Plan, and
- c) Strategy Plan, lasted 40 hours distributed to 12 hours of synchronous and 28 hours of asynchronous distance learning.

This seminar was organized by the Small Business Institute of the General Confederation of Professional Craft Merchants of Greece. (IME GSEVEE), as a partner of the project: "Strengthening Competitiveness and Sustainable Development in the Agri-Food sector through the promotion of the Circular Economy", and with the acronym: "AGROFFICIENCY", in the framework of the INTERREG V-A "Greece-Bulgaria" Cooperation Program 2014-2020".

This online course was offered through the distance (synchronous and asynchronous) training platform of the Lifelong Learning Center of the University of Patras, with the collaboration of IME GSEVEE routing the implementation of this specific action.

Instructional material sample (in Greek)

To Drive μου > AgroEfficiency 5.1 English Deliverables > ΕΛΛΗΝΙΚΑ > ☰

Φάκελος

Συμπληρωματικό Υ...

Άρχεια

8d. Στρατηγικός Σχ...
8c. Πρότυπο Στρατ...
8b. Εμπνευστικό...
8a. Στρατηγικός Σχ...
7f. Ανάλυση ανταγ...
7e. Ανάλυση SWOT...
7d. Προφίλ αγοράς...
7c. Marketing Plan...
7b. Marketing plan...
7a. Σχέδιο Marketi...
6. Εισοδος σε νέες...
5. Αναζήτηση χορηγ...
4. Μέθοδος χορηγ...
3g. BUSINESS PLAN...
3f. Business Plan γ...
3e. BP Οικονομικό...
3d. Business plan...
3c. Business-Plan-ε...
3b. Επιχειρηματι...
3a. Επιχειρηματι...
2. Νεοφυής Επιχερ...
1c. Εισαγωγή - Παρ...
1b. Οδηγός.docx...
1a. Εισαγωγή - εκπ...


The screenshot displays a Moodle LMS interface. On the left is a navigation sidebar with options like 'Active modules', 'Agents', 'Assignments', 'Documents', 'E-books', 'Exercises', 'Forum', 'Links', 'Messages', and 'Inactive modules'. The main content area shows a document repository titled 'AGROEFFICIENCY :TRAINING SEMINARS & COUNSELLING WORKSHOPS Documents'. Below the title, there is a table listing various documents with columns for 'Type', 'First Name', 'Size', 'Date', and 'Action'.

Type	First Name	Size	Date	Action
[-]	Συμπληρωματικό Υλικό		2023-02-28 15:59:25	[+]
[D]	1a. Εισαγωγή - εκπαιδευτικές οδηγίες.docx	17.89 KB	2023-02-16 10:25:00	[+]
[D]	1b. Οδηγίες.docx	12.42 KB	2023-02-16 10:24:18	[+]
[D]	1c. Εισαγωγή - Παρουσίαση στόχων και περιεχομένου.pptx	184.61 KB	2023-03-06 09:36:18	[+]
[D]	2. Νεοσύμφιλ Επιχειρηματικότητα.pptx	239.92 KB	2023-03-06 09:36:04	[+]
[D]	3a. Επιχειρηματικό σχέδιο.pptx	183.75 KB	2023-03-06 09:35:52	[+]
[D]	3b. Επιχειρηματικός σχεδιασμός.docx	32.71 KB	2023-02-23 13:20:44	[+]
[D]	3c. Business Plan-ερωτηματολόγιο.docx	38.92 KB	2023-02-22 18:03:16	[+]
[D]	3d. Business plan - Πρότυπο επιχειρηματικού μοντέλου.docx	73.44 KB	2023-02-23 13:20:40	[+]
[D]	3e. BP Ουλοποίηση "Πατρουνός".docx	57.62 KB	2023-02-21 14:03:56	[+]
[D]	3f. Business Plan εργασία-γίνους.docx	64.45 KB	2023-02-21 14:03:56	[+]
[D]	3g. BUSINESS PLAN_γίνους.xlsx	37.75 KB	2023-02-21 14:03:56	[+]
[D]	4. Μέθοδοι χρηματοδότησης για νέους επενδυτές.pptx	601.32 KB	2023-03-06 09:38:12	[+]
[D]	5. Αναζήτηση χρηματοδότησης.pptx	1.31 MB	2023-03-06 09:38:06	[+]
[D]	6. Είσοδος σε νέες αγορές.pptx	884.77 KB	2023-03-06 09:37:54	[+]
[D]	7a. Σχέδιο Marketing.pptx	200.06 KB	2023-03-06 09:37:44	[+]
[D]	7b. Marketing plan-Όλα τα βασικά ερωτήματα.docx	14.93 KB	2023-03-21 14:03:56	[+]
[D]	7c. Marketing Plan-Ελληνικά.docx	114.18 KB	2023-02-21 14:03:56	[+]
[D]	7d. Προφίλ αγοραστών.pptx	3.1 MB	2023-03-06 09:37:24	[+]
[D]	7e. Ανάλυση SWOT.pptx	1.04 MB	2023-03-06 09:37:36	[+]
[D]	7f. Ανάλυση ανταγωνισμού.xlsx	911.15 KB	2023-02-22 07:53:26	[+]
[D]	8a. Στρατηγικός Σχεδιασμός.pptx	2.72 MB	2023-03-06 09:38:28	[+]
[D]	8b. Ερωτηματολόγιο Στρατηγικού Σχεδιασμού.docx	15.42 KB	2023-02-21 09:24:36	[+]
[D]	8c. Πρότυπο Στρατηγικού Σχεδιασμού.docx	10.42 KB	2023-02-20 20:21:40	[+]
[D]	8d. Στρατηγικός Σχεδιασμός - υπόδειγμα.docx	15.54 KB	2023-02-20 20:18:00	[+]

Instructional material sample (in English)

The screenshot shows a Moodle LMS interface displaying a grid of instructional materials. The page title is 'To Drive μου > AgroEfficiency 5.1 English Deliverables > ENGLISH'. The grid contains various documents, including:

- Additional resource...
- 9. Questions.docx
- 8d. Strategic Planni...
- 8c. Strategic Plan T...
- 8b. Strategic Planni...
- 8a. Strategic Planni...
- 7f. Competitive Anal...
- 7e. SWOT Analysis...
- 7d. Buyer Persona's...
- 7c. Marketing Plan T...
- 7b. Marketing Plan ...
- 7a. Introduction to ...
- 6. New Market(s) En...
- 5. Preparation of pr...
- 4. Funding methods...
- 3e. FRESCO-produ...
- 3d. Business planni...
- 3c. Business plan ...
- 3b. Business-Plan...
- 3a. Business plan...
- 2. Start up Entrepre...
- 1c. Introduction - pr...
- 1b. Instructions.docx
- 1a. Introduction - pr...



Search...

- Active modules
- Agenda
- Announcements
- Assignments
- Documents**
- E-Book
- Exercises
- Forum
- Links
- Messages
- Inactive modules

Portfolio / AGROFFICIENCY :TRAINING SEMINARS & COUNSELLING W... / Documents

AGROFFICIENCY :TRAINING SEMINARS & COUNSELLING WORKSHOPS Documents

Root directory » ENGLISH

Type	First Name	Size	Date	
	1a. Introduction - presentation of aims and content - training instructions.docx	16.18 KB	2023-02-09 15:24:35	
	1b. Instructions.docx	12.25 KB	2023-02-09 15:24:41	
	1c. Introduction - presentation of aims and content.pptx	180.92 KB	2023-03-06 09:44:42	
	2. Start up Entrepreneurship and Innovation.pptx	229.21 KB	2023-03-06 09:44:32	
	3a. Business plan.pptx	177.36 KB	2023-03-06 09:44:24	
	3b. Business-Plan-Questionnaire help file to business plan.docx	38.92 KB	2023-02-09 15:25:14	
	3c. Business plan - Business model Template.docx	68.27 KB	2023-02-09 15:25:20	
	3d. Business planning.docx	31.09 KB	2023-02-09 15:25:27	
	3e. FRESKO-produce_farm_business_plan.docx	619.18 KB	2023-02-09 15:25:33	
	4. Funding methods for new investors and preparation of new investors ideas.pptx	2.89 MB	2023-03-06 09:44:16	
	5. Preparation of proposals to find funding.pptx	2.12 MB	2023-03-06 09:44:04	
	6. New Market(s) Entry.pptx	771.05 KB	2023-03-06 09:43:58	
	7a. Introduction to Marketing Planning.pptx	195.5 KB	2023-03-06 09:43:48	
	7b. Marketing Plan Questionnaire Outline.docx	27.36 KB	2023-02-09 15:26:04	
	7c. Marketing Plan Template.docx	149.83 KB	2023-02-09 15:26:11	
	7d. Buyer Person's.pptx	3.1 MB	2023-03-06 09:43:40	
	7e. SWOT Analysis.pptx	376.25 KB	2023-03-06 09:43:18	
	7f. Competitive Analysis.xlsx	910.68 KB	2023-02-09 15:26:31	
	8a. Strategic Planning.pptx	4.91 MB	2023-03-06 09:43:32	
	8b. Strategic Planning Questionnaire.docx	16.15 KB	2023-02-09 15:26:43	
	8c. Strategic Plan Template.docx	21.86 KB	2023-02-09 15:26:49	
	8d. Strategic Planning.docx	26.07 KB	2023-02-09 15:26:54	
	Additional resources_ business plan- marketing plan- strategic plan.docx	13.09 KB	2023-02-09 15:26:59	

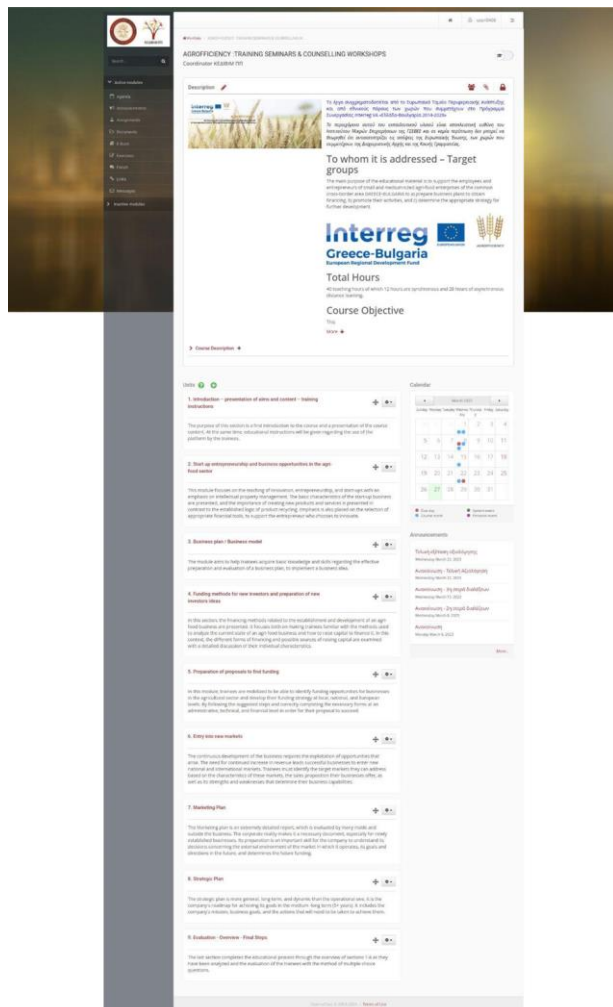
Open eClass © 2003-2023 — Terms of Use

Instructional material (in Greek) Links

Instructional material is uploaded on the following link:

<https://drive.google.com/drive/folders/11O1RuZ8WGipxDV4yAoZVol1FZSjHxTzZ?usp=sharing>

Πλατφόρμα E-Class

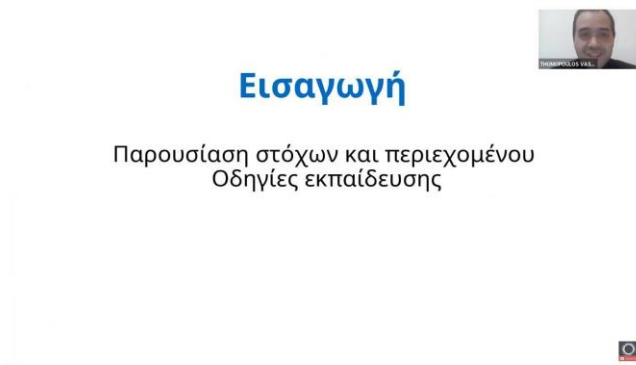


<https://eclass.kedivim.upatras.gr/courses/AGROFFICIENCY101/>

Module Schedule

Module title	Instructors	Duration (hours)	Day and time	Link
Introduction – presentation of aims and content – training instructions. / Business plan / Business model Basics Instructor: Dimitrios Dapontas. Lecturer: Angeliki Kauga	Main Instructor: Dimitrios Dapontas Lecturer: Vasileios Thomopoulos	Synchronous Education 2+2 hours.	Wednesday March 1 st 2023. 17:00 – 21:00	https://youtu.be/-lrTJb-HB7w
Preparation of financial proposal and Marketing plan	Main Instructor: Dimitrios Dapontas	Synchronous Education 2+2 hours.	Wednesday March 8 th 2023. 17:00 – 21:00	https://youtu.be/i1ULxuewl20
Strategic Plan	Main Instructor: Dimitrios Dapontas Lecturer: Angeliki Kauga	Synchronous Education 2 hours	Wednesday March 15 th 2023. 17:00 – 21:00	https://youtu.be/b2Uov6Kva5s
Evaluation – review-final steps	Main Instructor: Dimitrios Dapontas Lecturer: Vasileios Thomopoulos	Synchronous Education 2 hours	Wednesday March 23 rd 2023. 17:00 – 21:00	Recording was not deemed necessary

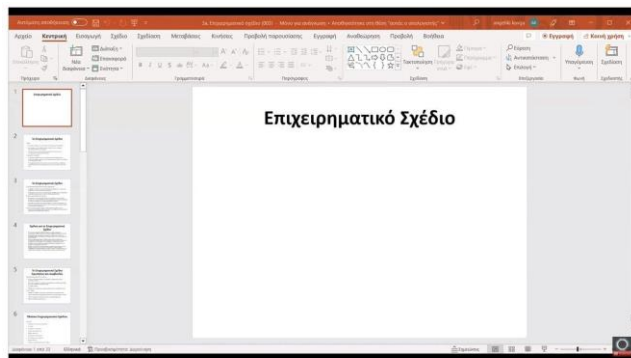
Indicative photographic materials



Εισαγωγή

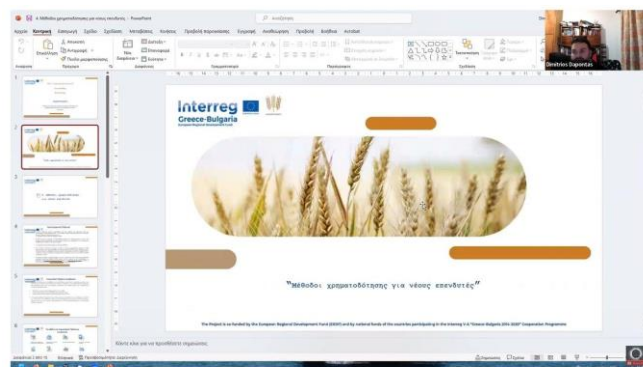
Παρουσίαση στόχων και περιεχομένου
Οδηγίες εκπαίδευσης

20230301 01 AgroEfficiency ΚΕΔΙΒΙΜ ΠΠ



Επιχειρηματικό Σχέδιο

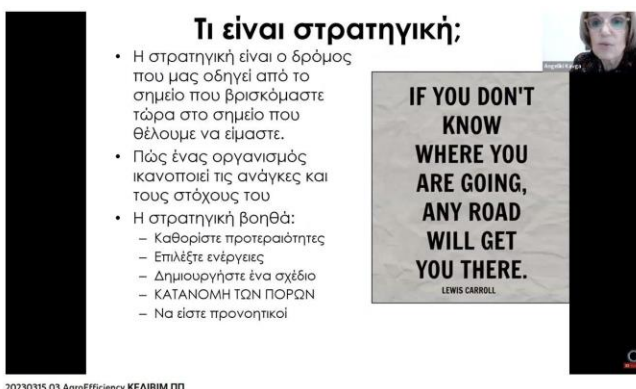
20230301 01 AgroEfficiency ΚΕΔΙΒΙΜ ΠΠ



Interreg
Greece-Bulgaria

Μεθόδους χαμηλού κόστους για νέους επενδυτές

20230308 AgroEfficiency ΚΕΔΙΒΙΜ ΠΠ

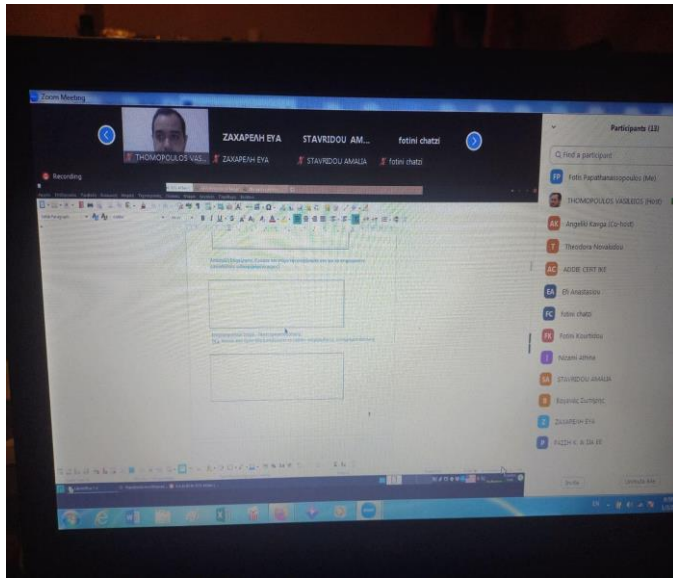


Τι είναι στρατηγική;

- Η στρατηγική είναι ο δρόμος που μας οδηγεί από το σημείο που βρισκόμαστε τώρα στο σημείο που θέλουμε να είμαστε.
- Πώς ένας οργανισμός ικανοποιεί τις ανάγκες και τους στόχους του
- Η στρατηγική βοηθά:
 - Καθορίστε προτεραιότητες
 - Επιλέξτε ενέργειες
 - Δημιουργήστε ένα σχέδιο
 - ΚΑΤΑΝΟΜΗ ΤΩΝ ΠΟΡΩΝ
 - Να είστε προνοητικοί

IF YOU DON'T KNOW WHERE YOU ARE GOING, ANY ROAD WILL GET YOU THERE.
LEWIS CARROLL

20230315 03 AgroEfficiency ΚΕΔΙΒΙΜ ΠΠ



Portfolio / AGROEFFICIENCY :TRAINING SEMINARS & COUNSELLING W... / Agenda

AGROEFFICIENCY :TRAINING SEMINARS & COUNSELLING WORKSHOPS

Agenda

[Add event](#) [List all](#)

March 2023

March 2023 | Year | Month | Week | Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

E-class Announcements

The screenshot shows the Moodle e-class interface. On the left is a navigation menu with options like 'Active modules', 'Agenda', 'Announcements', 'Assignments', 'Documents', 'E-book', 'Exercises', 'Forum', 'Links', 'Messages', and 'Inactive modules'. The main content area displays a list of announcements under the heading 'AGROEFFICIENCY: TRAINING SEMINARS & COUNSELLING WORKSHOPS'. The announcements are listed in a table with columns for 'Announcement', 'Date', 'Status', and 'Actions'. Each announcement includes a brief description and a 'More' link. The status is 'Visible/invisible' and there are icons for visibility and actions.

Announcement	Date	Status	Actions
Τελική εξέταση αξιολόγησης Αγαπητοί εκπαιδευόμενοι του έργου "AgroEfficiency" καλημέρα. Υπενθυμίζουμε ότι σήμερα Τετάρτη 22/3 είναι η τελική αξιολόγη...	Wednesday March 22, 2023	Visible/invisible	More
Ανακοίνωση -Τελική Αξιολόγηση Αγαπητοί εκπαιδευόμενοι του έργου "AgroEfficiency" καλημέρα. Υπενθυμίζουμε ότι σήμερα Τετάρτη 22/3 στις 17:00 είναι η τελική...	Wednesday March 22, 2023	Visible/invisible	More
Ανακοίνωση -3η σειρά διαλέξεων Αγαπητοί εκπαιδευόμενοι του έργου "AgroEfficiency" καλημέρα. Υπενθυμίζουμε ότι σήμερα Τετάρτη 15/3 στις 17:00 είναι η 3η σει...	Wednesday March 15, 2023	Visible/invisible	More
Ανακοίνωση -2η σειρά διαλέξεων Αγαπητοί εκπαιδευόμενοι του έργου "AgroEfficiency" καλημέρα. Υπενθυμίζουμε ότι σήμερα Τετάρτη 8/3 στις 17:00 είναι η 2η σει...	Wednesday March 8, 2023	Visible/invisible	More
Ανακοίνωση Αγαπητοί εκπαιδευόμενοι του έργου "AgroEfficiency" καλημέρα και καλή εβδομάδα.	Monday March 6, 2023	Visible/invisible	More

Displayed 1 till 5 from 5 total results

Evaluation

The questionnaire below has been posted in e-class and in the shared program materials folder.

Filling the form is optional.

Sex

Male Female

Age

Up to 25 25-29 29-35 35-39 40-44 45-49 50 +

Education

High school Technical School University Other

Do you hold a master degree?

Yes No

Computer skills

Elementary Competent Advanced Excellent

Are you employed?

Yes No Student Retired

If you work which is your sector?

Public

Private

Self Employed Part-timer

Have you attended relevant Moodle's on the subject again?

Yes No

How would you rate the following:

(1 bad, 2 medium, 3satisfactory, 4 good, 5 excellent)

[Lifelong Learning Center – University of Patras Organization]

[Program structure]

[Time allocation]

[Educational material]

[Life Long Learning]

[Technical/Administrative support]

To what extent are you satisfied with your cooperation with the program contributors?
(1 bad, 2 medium, 3 satisfactory, 4 good, 5 excellent)

How do you rate the instructors of the Program in the following fields: (1 not good, 2 inadequate, 3 medium, 4 good, 5 very good)

[Subject Knowledge]

[Participation encouragement]

[interest motivation]

[Confidence atmosphere]

What problems did you have in following and/or understanding the program? Was there a section that you found difficult to attend?

.....
What were the positives of the Moodle?

.....
What were the negatives of the Moodle?

.....
Did the program live up to initial expectations?

Yes No

How would you evaluate your self-sufficiency in the subject before the Program?
(1 not good, 2 inadequate, 3 medium, 4 good, 5 very good)

How would you evaluate your self-sufficiency in the subject after the Program?
(1 not good, 2 inadequate, 3 medium, 4 good, 5 very good)

How you were informed for the program?

Friends/Colleagues

Via Lifelong Learning Center web page

Out of social networks

Via a search engine relevant search

Other

Are you familiar to the other Lifelong Learning Center activities?

Yes No

Would you like to make additional comments on the program?

.....

Conclusions

- There was interest and participation of trainees in all the 3 modern education seminars, in the form of questions and dialogue at the end of the seminars.
- The trainees expressed interest in a more personalized approach and help with the specific problems they faced.
- • There was no participation in the optional exercises and the final exam, which however there was a time conflict the the FOOD EXPO exhibition where most of the trainees participated.