

## PROGRAMM

INTERREG V-A Latvia-Lithuania Cross Border Cooperation Programme 2014-2020

Priority 2 - Support to Labour Mobility and Employment

Specific Objective 2.1. - To create employment opportunities through entrepreneurship support

The Interreg V-A Latvia – Lithuania Programme 2014-2020 aims to contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting.

## PROJECT TITLE

### **Employment and Entrepreneurship without Borders (BEE)**

PROJECT NUMBER - LLI-138

## PROJECT PARTNERS

1. Dobeles Adult Education and Business Support Centre (Latvia) – Lead partner
2. Panevezys Business Advisory centre (Lithuania)
3. Anykščiai Art Incubator - Art Studio (Lithuania)

START AND END DATES - 01.04.2017. - 31.03.2019. (24 months)

## THE OVERALL OBJECTIVE

To create employment opportunities by development and improvement of the cross-border business environment in the Latvia-Lithuania cross-border area through actions encouraging and supporting local artisans to develop new business ideas and initiatives in the field of creative craftsmanship and start their own business.

## THE PROJECT TARGET GROUP

Local artisans (80 persons) working with textile, glass, wood, ceramics and paper that are seen as potential entrepreneurs in the Latvian-Lithuanian cross border area - Zemgale region in Latvia and Anykščiai district municipality and Panevėžys county in Lithuania.

## PROJECT MAIN ACTIVITIES

### 1) Project Management

Strategic and overall management (administration, planning and coordination) for successful implementation of the foreseen project activities.

### 2) Development of business support model:

- elaboration of joint training course materials,
- development of joint IT platform as a promotion tool for the created products to enter new markets,
- modernisation of infrastructure and equipment necessary for operation of the developed business support models.

3) Capacity building for artisans:

- 11day theoretical training on 7 subjects on development of creative products and services that can be adapted to new markets,
- 5 creative workshops for development of new business ideas and products in 5 sectors: textile, glass, wood, ceramics and paper.
- Coaching and mentoring support, study visits, exchanges of good practices among artisans from Latvia and Lithuania.

4) Modernisation of infrastructure

Repairing the premises of Panevežys Business Advisory Centre for provision of joint theoretical training courses on development of creative products

5) Communication

- promotion of the project activities and its main output,
- cross-border networking events for artisans organised in and by Dobele and Anykščiai in the form of shows/exhibitions,
- awareness raising campaign in social media,
- information about the project

PROJECT MAIN OUTPUTS

- Business support services improved/created as a result of the cross border cooperation – 11-day theoretical training programme consisting of 7 subjects/modules for new entrepreneurs/artisans in 2 languages (LV and LT).
- Created IT promotion platform in 3 languages (LV, LT and ENG).
- Improved business support infrastructure objects - 3 total, one at each partner location that ensure indirect business support.
- Repaired the training classroom for theoretical training courses in Panevežys.
- 30 artisans benefiting from involvement in theoretical trainings and practical creative workshops, coaching and mentoring, as well as study and exchange of experience visits organised within the project.

THE PROJECT BUDGET is EUR 336 648,66 with

- EUR 286 151, 36 - as an ERDF grant from the Programme
- EUR 50 497,30 - the total co-financing by the project partners