



GOOD PRACTICES - CASE IDENTIFICATION /1ST LEVEL ANALYSIS

1. Good Practice title:

Economic World TV and specialized campaigns

- *sustainability and efficiency of local microfinance programs*
- *social outreach of microfinance and mitigating the negative effects of financial exclusion*
- *microfinance as a local employment tool*
- *social and technological innovation in microfinance*
- *involvement of priority groups (with special regard to gender equality)*
- *promotion of local microfinance funds and entrepreneurship initiatives*
- *business development services*

2. Territory of implementation/application (country/region/...)]

the services are accessible world wide

3. Timeframe:

year of introduction: year of termination: (leave 0000 if ongoing)

4. Brief description of the promoting organization:

Fejér Enterprise Agency: non-profit Local Enterprise Agency. FEA was established in 1991 by 47 founders. The founders include the local government of Székesfehérvár, the General Assembly of Fejér County, several chambers, banks, enterprises and private people.

The mission of FEA is to provide high-level, easily accessible financial, advisory and training services in Hungary to start-ups and existing micro and small enterprises operating in the Transdanubian region in order to improve their skills and abilities which enable them to make their financial situation, social standing and living conditions better.

In order to fulfill its social mission and to realize the goals set by the founders, the Foundation performs concentrated business development activity, which basically focuses on the following main fields:

- Business Development Services



- Training programmes to disseminate entrepreneurial knowledge
- Microcredit programmes to finance enterprises

5. Main objective of the initiative:

According to the Enterprise development strategy of FEA adopted in 2015, the foundation – in the interest of improving the business environment -

- prepares marketing materials, brochures and films in different languages in order to give a general and specific presentation of the region
- starts and pursues a marketing activity by introducing the marketing opportunities
- supports business-to-business events, promotion materials which have a direct or indirect positive effect on the local or national business environment or strengthens its reputation

6. Brief explanation of the initiative:

In 2012, FEA launched the www.economicworld.tv international microfinance portal. The objective of the initiative was to launch a business site for those who want to get a deeper insight on the tendencies of SMEs, microfinance and enterprise support. Video interviews with acknowledged experts and professionals (from Hungary and all over the world) are published on the site, e.g with Nobel Peace Prize winner Professor Muhammad Yunus.

In 2015, FEA launched a campaign dedicated for the young entrepreneurs-to-be in order to promote entrepreneurship and the services of FEA. The campaign consisted of a music video (song exclusively written for FEA) and a special product for young entrepreneurs: loan for only 1% of interest in the first year, combined with coaching and consultancy.

7. Target group and measures to involve the target group:

Board public, decision makers, microfinancing professionals.
Students, young entrepreneurs.

8. Innovativeness:

- New loan product dedicated to a target group. Financial instrument combined with consultancy and coaching.
- Promoting microfinance with interesting and easily understandable videos



European Union
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ATM for SMEs
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9. Outcomes:

- Increase in the proportion of young entrepreneurs in the clientship of FEA (from 2014 to 2015): 32%
- visitors of the www.economicworld.tv website: 154.000