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# Action plan HU:HR

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# HU:HR Programme Area

- The region area covers **31.085 km<sup>2</sup>**
- **2.1 million inhabitants** of which 54% are in Croatia and 46% are in Hungary
- The average population density is **67.13 capita/km<sup>2</sup>**



# Beneficiary Light (B Light)

- First project aiming at providing direct support to SMEs
- The grant scheme is **7.6 M EUR** for SMEs, while the total value of the project is **12.5 M EUR**



## **B Light**

**BENEFICIARY LIGHT  
GRANT SCHEME**

# Action Plan



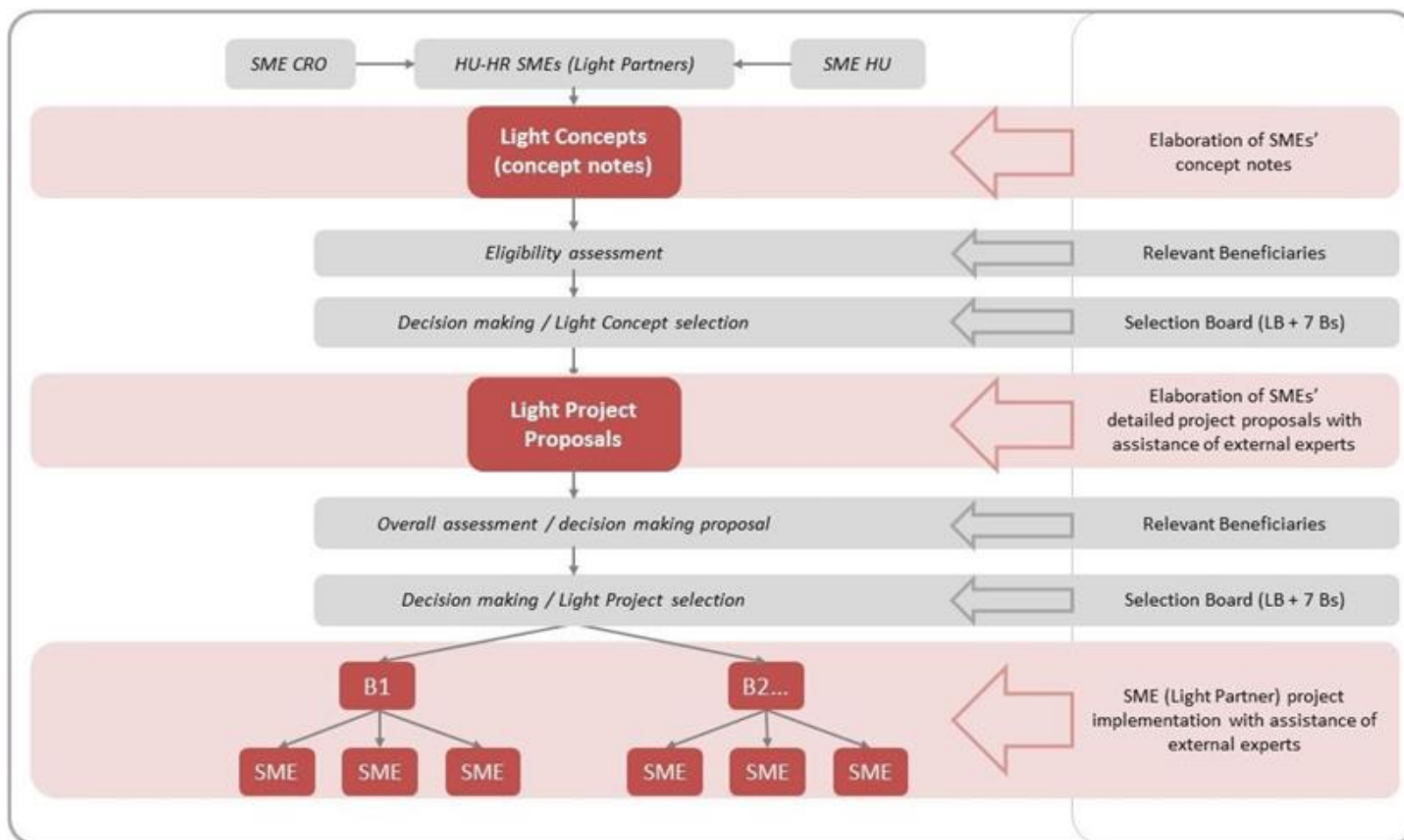
1. Set of extensive training modules provided for SMEs in the programme area
2. Extensive partnership enhancement activities
3. Enhanced project management of the SME support Grant Scheme project

# Project management



- Enhanced evaluation process
- Decentralization of external support
- Enhanced project procedures
- Communication between partners and towards public

# Beneficiary Light (B Light)





# Training



- Product/service/technology development process,
- Internationalization, market penetration,
- Joint project implementation,
- Other soft skills needed for successful elaboration of project proposals and implementation of projects,
- Main/essential differences between the mainstream/national level projects and CBC/international based project

# Partnership enhancement



- Set of local level b2b events, where potential SME partners should be attending
- Aim is to facilitate quality partnerships between SMEs



# Current status of the Action plan



- evaluation process altered-higher level of transparency
- due to the COVID-19 situation all workshops and events were cancelled (as much as it was possible it was on-line)
- the B Light project implemented 4th call for entrepreneurs with a one step application process (light project proposals) in order to fully utilised planned funds of the project.



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# Thank you!

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