



Interreg
Estonia-Latvia
European Regional Development Fund



EUROPEAN UNION

**SOCIAL &
CREATIVE**

**Apply for the first session of the joint training cycle
"To be the cross-border starter" on 12–13 April 2018
in Hotel Porto Resort, Medzābaki-2, Lilaste,
Carnikava, Latvia**

WHO CAN PARTICIPATE: The training cycle is aimed towards social & creative entrepreneurs, local municipalities representatives and all others interested in cross-border collaboration who wish to develop collaborative ideas together with entrepreneurs from neighbouring countries or local municipalities.

THE AIM OF THIS TRAINING CYCLE is developing the key competences & deepening collaboration of the social & creative companies and local municipalities in the border areas of Estonia & Latvia. **AS A RESULT** of the training cycle, the participants' ability to develop their services and goods will be improved so that they can be exported to neighbouring countries or to new and distant markets in collaboration with partners from neighbouring countries.

The training cycle consists of 4 training sessions taking place from April to September 2018 in Latvia and Estonia. **THE FIRST TRAINING SESSION** concentrates on the specifics of social & creative entrepreneurship, you will learn how to identify your customers and their needs, and develop a customer-centric sales strategy. You will learn about the concept of design thinking and try to develop your business idea through this concept.

THE FOLLOWING SESSIONS of the training cycle provide guidelines for exporting and overcoming barriers; you will learn about the basics and practices of intellectual property, find out how to find investors and financing, and meet with investors. The training cycle ends with presentations of collaborative ideas.

The best collaborative ideas of the training cycle will be awarded with prizes up to 350 €!
Information for the entrepreneurs: these trainings should be declared as *indirect de minimis aid*.

Up to 2 people from one company and/or team are welcome. You can register here:

https://ej.uz/joint_training_LV

Registration is open **until 5 April 2018**.

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Interreg V-A – Estonia Latvia 2014 – 2020 Project "Boosting cross border entrepreneurial activity in social and creative industries sector" (Social&Creative)

