



EntreCC

# UNLEASHING ENTREPRENEURSHIP POTENTIAL IN CCIS

**Title: Stakeholder Interactions and  
Dialogues Report**  
**Activity: Dissemination and Outreach**

Project No: 2024-1-BG01-KA210-VET-000256549



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# Executive Summary

Within the framework of the EntreCC – Unleashing Entrepreneurship Potential in Cultural and Creative Industries (CCIs) project, dissemination and stakeholder engagement activities played a central role in ensuring the visibility, relevance, and practical impact of the project outcomes. The project aimed to strengthen entrepreneurial capacity and innovation within the Cultural and Creative Industries by combining vocational education approaches with digital tools and collaborative learning opportunities.

As part of the project’s implementation plan, Activity A5 – Dissemination and Outreach: “Knowledge Diffusion and Stakeholder Engagement” was established in order to ensure that the results, knowledge, and tools developed during the project would reach relevant audiences and stakeholders within the CCI ecosystem. This activity included a wide range of dissemination actions such as social media communication, promotional materials, stakeholder engagement, and participation in relevant forums and professional discussions.

The activity was led by Wirtschaftskammer Steiermark (WKO) – Austria, with the active contribution of all project partners: AIM – Bulgaria, PYLON ONE – Greece, and DSU-RCSOO Nikola Karev Strumica – North Macedonia. While WKO coordinated the dissemination strategy, all partners were responsible for implementing outreach and stakeholder engagement actions within their respective national contexts.

Although the project consortium actively promoted the project across multiple online channels and communication platforms, the overall outreach in terms of broad online audience engagement did not fully reach the initially anticipated results. Nevertheless, the consortium succeeded in establishing meaningful connections with relevant stakeholders and professional networks within the Cultural and Creative Industries sector.

Most importantly, the project achieved substantial progress in direct stakeholder engagement and professional dialogue, which was one of the key indicators of the dissemination activity.

Within the scope of Activity A5, one of the key objectives was to:

Facilitate 20+ interactions and dialogues with key stakeholders in forums and conferences. The present report documents the actions carried out by each partner organization in order to contribute to this objective and to facilitate meaningful exchanges with stakeholders within the Cultural and Creative Industries ecosystem.

# 2. Stakeholder Interactions Facilitated by Project Partners



## 2.1 Wirtschaftskammer Steiermark – WKO (Austria)

As the lead partner responsible for Activity A5, Wirtschaftskammer Steiermark (WKO) implemented several stakeholder engagement initiatives aimed at facilitating dialogue with professionals and cooperation partners relevant to the Cultural and Creative Industries sector.

WKO established communication with stakeholders primarily through direct outreach, including phone calls and follow-up email exchanges. In several cases, stakeholders were initially contacted via telephone in order to introduce the EntreCC project and discuss potential collaboration opportunities. These conversations were later followed by email communication in order to provide additional information about the project and maintain contact with interested stakeholders.

Evidence of these outreach efforts includes five email exchanges with cooperation partners, which are documented through screenshots stored in the shared project repository.

In addition to direct communication with stakeholders, WKO promoted participation in an external event by sharing a link to a relevant event with a stakeholder, encouraging their participation and engagement with topics related to entrepreneurship and the Cultural and Creative Industries.

Furthermore, internal dissemination actions were implemented through two in-house meetings, during which the EntreCC project was presented and discussed with colleagues and professionals within the organization. These meetings provided an opportunity to raise awareness about the project and to stimulate internal discussions regarding its relevance for professionals working within the CCI sector. Minutes documenting these meetings are currently being prepared.

Another interaction took place during an external event attended by a representative of WKO, where discussions with participants allowed the project to be presented informally and introduced to professionals from relevant sectors.

All supporting materials related to these interactions, including email screenshots and communication records, are stored in the project's shared drive.

## 2.2 DSU-RCSOO Nikola Karev Strumica (North Macedonia)

The partner organization DSU-RCSOO Nikola Karev Strumica contributed to stakeholder engagement through activities related to the project testing workshop organized on 18 February 2026.

Prior to the testing session, the partner informed the project coordinator that the number of individuals expected to attend the workshop would exceed the initially anticipated number of participants. The organization planned to invite stakeholders directly connected to the Cultural and Creative Industries sector in order to present the project and demonstrate the digital platform developed during the project.

Specifically, the partner organization invited:

- Cultural and creative professionals
- Freelancers working within the CCI sector
- Individuals involved in CCI-related education and teaching

As communicated to the project coordinator:

*"We plan to invite cultural and creative professionals and freelancers in CCI so that we can present the project and pilot the platform to the audience. Additionally, we plan to invite CCI teaching-related individuals as we believe this platform is highly relevant to them as well."*

Through this testing workshop, the partner organization facilitated discussions with professionals and educators regarding the potential use of the platform and the relevance of the project's outcomes within the Cultural and Creative Industries.

Due to the presence of additional visitors and stakeholders attending the event, not all individuals were able to sign the official participant list used for the testing activity. For this reason, the partner organization provided a separate visitor list documenting the individuals who attended the event and interacted with the project presentation.

Supporting documentation of the event and stakeholder interactions is stored in the project's shared repository.



## 2.3 AIM – Sdruzhenie za Inovativno Mislene (Bulgaria)

As the project coordinator, AIM – Accosiation for Innovative Mentality (Sdruzhenie za Inovativno Mislene) also contributed to stakeholder engagement activities through outreach initiatives connected to the testing phase of the project and through additional dissemination actions.

In preparation for the project testing activities, AIM made efforts to reach additional Cultural and Creative Industries professionals and stakeholders who could participate in or learn about the project. This outreach was conducted through both verbal communication and written communication within professional networks.

One of the dissemination actions included the publication of a social media post on the personal Facebook account of a project representative, through which the EntreCC project was presented to a wider audience. Through this post, individuals working in or interested in the Cultural and Creative Industries were informed about the project and its objectives.

Furthermore, during the Final Project Meeting held in Thessaloniki on 27 February 2026, dissemination materials such as flyers and brochures prepared by WKO were distributed among partners.

AIM retained a number of these materials and subsequently distributed them through a representative involved in another project activity. Through this action, the EntreCC project and its objectives were presented to additional professionals and stakeholders beyond the immediate project environment, contributing to further awareness and engagement.



## 2.4 PYLON ONE (Greece)

The Greek partner PYLON ONE contributed to stakeholder interaction primarily during the project testing workshop held on 18 February 2026.

During the testing event, the number of attendees exceeded the initially expected number of participants. The event therefore included both registered participants and additional visitors who attended in order to learn more about the EntreCC project and its outcomes.

As the partner responsible for the development of the project's digital platform, PYLON ONE used the opportunity to demonstrate the platform to attendees. During the session, the platform's functionalities were presented and explained, highlighting its potential use as a tool supporting entrepreneurship and professional development within the Cultural and Creative Industries.

These demonstrations facilitated discussions with stakeholders present at the event, including professionals and individuals interested in digital tools and learning resources for the CCI sector.

Similarly to the case of the North Macedonian partner, some visitors attending the event were not able to sign the official testing participant list. For this reason, the organization provided a separate visitor list documenting individuals who attended the event and engaged with the project presentation.

All relevant documentation and evidence from the testing activities are available in the project's shared drive.



# 3. Conclusion

Through the combined efforts of all project partners, the EntreCC consortium successfully facilitated a significant number of interactions and dialogues with stakeholders across the participating countries. These interactions were carried out through a variety of communication channels and engagement formats, enabling the project partners to introduce the objectives, activities, and outcomes of the EntreCC project to a wide range of relevant audiences.

The stakeholder engagement activities implemented throughout the project included direct communication with cooperation partners, participation in professional discussions and events, internal meetings, and presentations during the project's testing workshops. These activities allowed the project partners to interact directly with professionals, educators, freelancers, and other stakeholders connected to the Cultural and Creative Industries sector. Through these exchanges, stakeholders had the opportunity to learn about the project's objectives and results, while partners were also able to gather valuable feedback and insights regarding the relevance and potential use of the developed tools and resources.

In particular, the testing workshops organized by the project partners served not only as pilot activities for the project platform but also as opportunities to engage in dialogue with professionals and stakeholders interested in innovation and entrepreneurship within the CCI sector. The presence of additional visitors and professionals attending these events further strengthened the project's ability to reach relevant audiences and facilitate discussions around the platform and its potential applications.

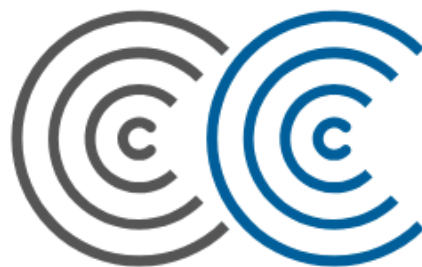
Despite certain limitations in achieving the initially anticipated level of online dissemination and broader digital outreach, the consortium successfully managed to establish meaningful connections with stakeholders and networks relevant to the Cultural and Creative Industries. The interactions documented in this report demonstrate that the project succeeded in engaging with professionals and institutions who are directly connected to the themes addressed by the project.

Moreover, the stakeholder interactions facilitated during the project contributed to raising awareness about the importance of strengthening entrepreneurial competences within the Cultural and Creative Industries. Through presentations, discussions, and informal exchanges during events and meetings, stakeholders were introduced to the project's approach and the opportunities offered by the digital platform developed within the EntreCC project.

Overall, the actions implemented by the project partners contributed significantly to the objective of facilitating more than 20 interactions and dialogues with key stakeholders. These interactions helped strengthen awareness of the project and encouraged engagement with the knowledge, tools, and resources developed throughout the project's implementation.

The stakeholder engagement activities documented in this report demonstrate the consortium's commitment to ensuring that the results of the EntreCC project reach relevant audiences and contribute to the ongoing dialogue on entrepreneurship, innovation, and professional development within the Cultural and Creative Industries sector.





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