

## **Practical tool for overcoming business crisis supported by INTERREG Danube program became available for capacity building institutions around EU**

**Tailor made educational program for entrepreneurs in crisis and those who re-start their business activity after bankruptcy was developed by a consortium of professional capacity building institutions from 11 countries of Central and Eastern Europe.**

*We call them second-chance entrepreneurs, meaning entrepreneurs who have to turn around their business focus or approach to managing their business in order to survive the crisis and become more resilient to the market volatility.*

**Now more than ever it is important for the national governments to support entrepreneurs not only with money, but also with skills and knowledge** on how to overlook and evaluate their business activities, combine 2 or more income sources, enter new markets using their previous business experience, digitalize their business and be able to immediately control their KPIs and make decisions faster than ever!

We offer a complete set of educational materials, which can be delivered in the form of workshops or online video conferences **answering questions of entrepreneurs in crisis:**

- how can I better manage my company finance and resources?
- how do I re-negotiate the existing business terms, which are no longer beneficial for me?
- what are the modern communication channels, which help me reach my client on the web and social media?
- how do I re-organize my team and keep everyone busy and motivated?
- do I need a legal advise?

**In the current situation of economic crisis we must save our bravest and most hardworking people – our entrepreneurs!** Capacity building institutions really need to act immediately and help those entrepreneurs, who do not see other option than closing their business:

- consequences of bankruptcy can be eased for the honest entrepreneurs to protect their welfare and personal lives;
- we can help entrepreneurs to overcome their fears and decide to re-start;
- advise on available funding programs and favorable tax conditions;
- help to create a new business model using the experience they gained during the previous business operations;

We are also able to teach our policymakers on how to establish an **ecosystem supporting entrepreneurs in crisis**. Ecosystem, which is filled with communities of consultants, pro bono mentors and funding sources, which are meaningful.

If you think that you are able to contribute to second-chance ecosystem, please visit our web-page and get in touch with the local partner from your country: <http://www.interreg-danube.eu/approved-projects/danubechance2-0/partners>

More information about the educational materials can be found here: <http://www.interreg-danube.eu/approved-projects/danubechance2-0/section/act-now>