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This project is co-funded by the European Union
and the Republic of Turkey

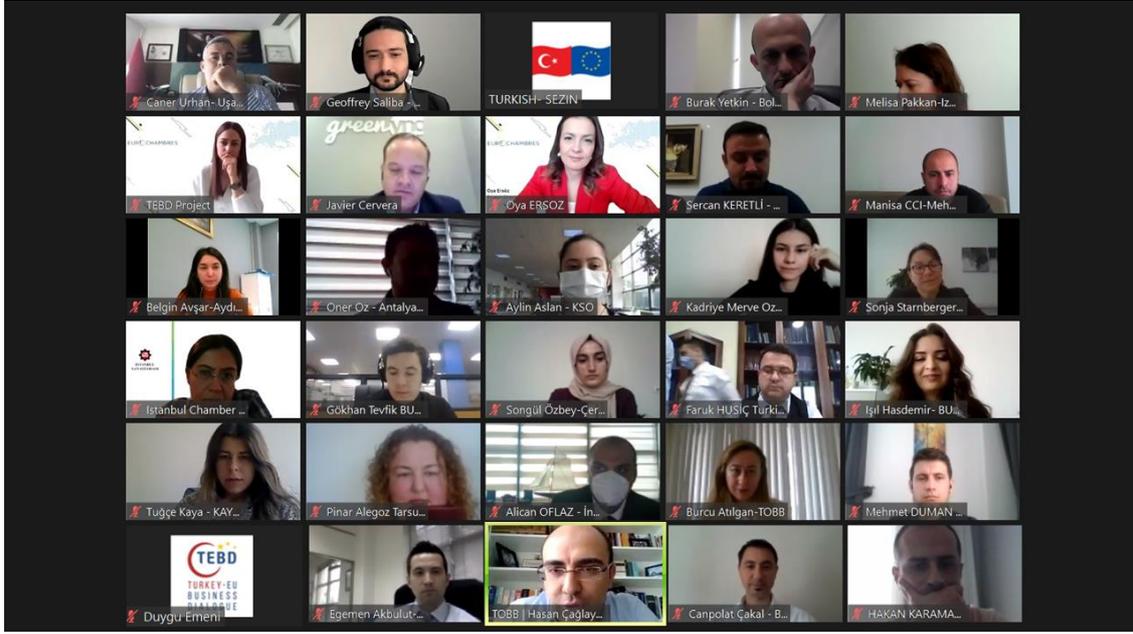


NEWSLETTER #15 | May 2021

RECENT ACTIVITIES

Energy Efficiency Training

Virtual | 4-5 & 25-26 May 2021



Following the EU Acquis Audit and the EU Solvency Audit activities, a third “service” by the name of Energy Efficiency is developed in the TEBD project. The objective of this activity is to develop capacity and knowledge within Turkish Chambers and Commodity Exchanges, which will allow them to advise SMEs/members on how they can reduce their energy consumption, and thus become more competitive and raise the awareness on Energy Efficiency.

The Energy Efficiency activity took place Online in May 2021, hosting 35 Turkish representatives from 29 Turkish Chambers of Commerce and/or Industry, and Commodity Exchanges. The trainings were divided into two sessions; the first one took place between 4-5 May 2021 and the second one between 25-26 May 2021. During the trainings, the EU Experts explained how to use the Energy Efficiency Toolkit they previously developed (an overview of the Energy Efficiency, Questionnaire, Checklists, etc). Experts from the Turkish Ministry of Energy intervened also in the second training to explain the overview of the existing and upcoming legislation, as well as update on available grants in the frame of the Energy Efficiency in Turkey. Some Turkish Chambers and Commodity Exchanges also shared their experiences, and best practices in the field.

Following these trainings, each participant committed to carry out 10 Energy Efficiency visits to member companies and draft a report with comprehensive overview of the potential for further Energy Efficiency actions within these Turkish companies.

CHAMBER PARTNERSHIPS

Success Story

Taking local business to international level

“Mediterranean Business Dialogue for SME Coaching and International Trade” is a project that has been developed and implemented by Uşak Chamber of Commerce and Industry (Turkey) in partnership with Cáceres Chamber of Commerce and Industry (Spain), Viterbo Chamber of Commerce and Industry (Italy), Thessaloniki Chamber of Commerce and Industry (Greece), Kütahya Chamber of Commerce and Industry (Turkey), and Manisa Chamber of Commerce and Industry (Turkey). It is one of 19 Chamber Partnership projects which is being supported by the European Union in the framework of the Turkey-EU Business Dialogue (TEBD) Project.

The “Mediterranean Business Dialogue for SME Coaching and International Trade” Project aimed to develop the capacities of coaching and foreign trade services for SMEs in common Chambers in the TR33 region and in the EU region. However, this project is more ambitious than it looks at first sight and strived to, besides increasing the capacity of SMEs in the field of commercialization and economic development support in the TR33 region, to boost opportunities of networking and exchange of best practices between Chambers from Turkey and the EU. All this whilst supporting young women entrepreneurs in the TR33 region.



To do this, the project, which took place between April 2019 and September 2020, consisted of 4 main work packages, such as: project preparation activities, selection of coaches and training activities, coaching activities and the establishment of international communication, and cooperation activities. Along with study visits to places such as Spain and Greece, some of the main activities varied from consulting services, to coaching teams for SMEs. This last one, introduced a holistic approach to the SMEs coaching, which resulted in enabling such SMEs to develop in their internal processes not depending on people, but depending on institutionalization.

Additionally, Single Spot Support Offices (SSSO) were established established in Manisa, Kütahya, and Uşak Chambers. Through these offices, SME coaches serving in a wide range from company establishments, government incentives, export/import processes to institutionalization were able to successfully complete the activity. Coaches who tried to support young female entrepreneurs, have exceeded the target of 80 companies in total at least 10 companies per month per province, which was one of the project goals.



Many are the benefits that can be taken from this project. Not only were Government supports supplied for 82 firms, but 250 units of awareness and information brochures about single spot consultancy offices and 25 units of posters for Uşak, Manisa, and Kütahya were given.

Nonetheless, as it happens with all projects, not only are the (many) benefits to be taken into consideration, but also some lessons for the future. Due to the long coaching process, the importance of Human Resources stout in coach studies and health risk factors are to bare in mind for the future.

Overall, the “Mediterranean Business Dialogue for SME Coaching and International Trade” project resulted in a major success, completing all of its goals and ensuring the capacity development of coaching and foreign trade services for SMEs in the TR33 region.

Find more information on the “**Mediterranean Business Dialogue for SME Coaching and International Trade**” project [HERE](#).

In the framework of TEBD, the European Union is supporting 19 partnership projects involving Chambers in Turkey and Chambers in the EU Member States.

For more information about **Chamber Partnerships**, please see the [TEBD website](#).

Monitoring Visit

Mardin Chamber of Commerce and Industry, Turkey | 25 May 2021



In the scope of the TEBD Chamber Partnership Projects, the “**Mardin CCI increases its capacity in cooperation with its counterpart Granada CCI**” project, carried out under the coordination of Mardin Chamber of Commerce and Industry (Turkey) in partnership with Granada Chamber of Commerce, Industry, and Navigation (Spain) has been monitored for the third time on 25 May 2021 by TEBD Project Director **Oya ERSÖZ** and TOBB Official **Burcu ATILGAN**.

Oya ERSÖZ and Burcu ATILGAN were kindly welcomed by Mardin CCI Secretary General **Çetin SASA** and Capacity Building Expert **Ahmet UNCU**.

The project “Mardin CCI increases its capacity in cooperation with its counterpart Granada

CCI” is one of 19 TEBD Chamber Partnerships Projects developed in the framework of the TEBD project. Visit the project website [HERE](#).

UPCOMING EVENTS

TEBD Workshops for SMEs



- [Gebze, Turkey | 22 June 2021](#)
Hosted by Gebze Chamber of Commerce
TOPIC: **Challenges of SMEs exporting to EU Countries**
- [Aksaray, Turkey | 29 June 2021](#)
Hosted by Aksaray Commodity Exchange
TOPIC: **Livestock Sector and EU Integration Process**
- [Denizli, Turkey | 02 July 2021](#)
Hosted by Denizli Commodity Exchange
TOPIC: **EU Rural Development Policy and Agricultural Policies of EU Countries**

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TURKEY-EU BUSINESS DIALOGUE

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