



"Strengthening of Enterprises within the Sustainable Urban Development Strategy (ΣΒΑΑ) Intervention area of Larissa"

The Action "Strengthening Enterprises within the Sustainable Urban Development Strategy (ΣΒΑΑ) Intervention Area of Larissa" concerns the strengthening of investment projects in the intervention area of the Sustainable Urban Development Strategy (ΣΒΑΑ) area* of Larissa and they are active in the fields of tourism, catering, culture and creative industry, environment, energy and hybrid technologies and information and communication technologies (ICT).

The investment plans will concern green and technological investments, investments in soft mobility and accessibility of people with disabilities, in order to adopt and integrate the vision of the Sustainable Urban Development Strategy (ΣΒΑΑ) and operate with respect to the protection of the environment, the history and culture of Larissa, social protection and the sense of solidarity.

The total budget of the Action amounts to 1.000.000€.

* The intervention area is bounded by the following streets: Georgiadou, Aerodromiou, Saki Karagiorgas, Karamanli Avenue, Viotia, Myrivili, Sappho, Martali, Iroon Polytechniou, Epirus, Anthimou Gazi, Farmakidou, Centaurs. Businesses within the Intervention Area & on either side of the above roads are included.

TERMS & CONDITIONS OF PARTICIPATION

An enterprise may apply for inclusion in the Action when it meets the following conditions:

- Have established and acquired an ID of business of the main activity that is included in the eligible IDs of business activity of Annex III of the Detailed Call of the Action by 31/5/2022.
- Operate as a Very Small or Small Business.
- Have their registered office or branch and incur the relevant expenses exclusively in the intervention area of the Strategy of Sustainable Urban Development of Larissa.
- Operate legally by having the appropriate, in accordance with the applicable legislation, operating license.
- To keep Single Entry Book keeping or Double Entry Book keeping books.
- To develop their activity in an independent professional space, i.e. in a space that in any case is a separate property, has its own public utility benefits and is not used in any way by a third party (co-location), or as a residence (main or secondary).
- To have or apply for funding in this call for the implementation of accessibility measures for people with disabilities and to commit with a solemn declaration that until the completion of the action / investment they will take care of the appropriate infrastructure and services in order to minimize obstacles and facilitate access to them
- Submit a single application for funding per Tax Identification Number in this action throughout the validity period of this call.

PROJECT BUDGET & DURATION OF IMPLEMENTATION

Minimum budget: **5. 000,00€**

Maximum possible budget: **15. 000,00€**

The deadline for the completion of the funded investments may not exceed **five (5) months** from the date of issue of the Integration Decision.

AID INTENSITY

The aid intensity of investment proposals is set at **65%** for all eligible costs, based on Regulation (EU) 1407/2013 (DE MINIMIS).

ELIGIBLE COSTS

Each investment plan should include actions that are included in **at least three** of the four main axes: Green Investments, Technological Investments, Investments in Soft Mobility, Investments in Accessibility for people with disabilities.

Category of expenditure	Subcategory Expenditure
1. Expenses for Building and Surrounding Areas	<ul style="list-style-type: none"> 1.1 Green Investments: Supply of ecological sunshades to the exterior of the business 1.2 Green Investments: Supply of pots and ornamental plants in the privately owned space of the business 1.3 Green Investments: Supply of wall sign with environmental lighting (LED) 1.4 Investments in Accessibility for people with disabilities: Construction of a ramp for the accessibility of people with disabilities 1.5 Investments in Accessibility for people with disabilities: Construction of a toilet for people with a disability 1.6 Investments in Accessibility for people with disabilities: Supply of lift / ramp for people with disabilities 1.7 Investments in Mobility: Installation of bicycle parking spaces outside the business
2. Machinery and Other Equipment	<ul style="list-style-type: none"> <u>2.1 Machinery – equipment</u> <ul style="list-style-type: none"> 2.1.1 Green Investments: Procurement of a waste separation system 2.1.2 Green Investments: Supply of packaging collection and recycling machines 2.1.3 Technological Investments: Supply of a multi-device charging station (mobiles, laptops, tablets, etc.) in the company's privately owned space <u>2.2 Means of transport</u> <ul style="list-style-type: none"> 2.2.1 Investments in Mobility: Purchase of an electric bicycle for the movement of the company's employees 2.2.2 Investments in Mobility: Purchase of an electric skateboard for the movement of the company's employees
3. Software – Software Services	<ul style="list-style-type: none"> <u>3.1 Software</u> <ul style="list-style-type: none"> 3.1.1 Technological Investments: Implementation of warehouse monitoring, logistics, interconnection with suppliers 3.1.2 Investments in Accessibility for people with disabilities: Development of a website with specifications for people with disabilities <u>3.2 Services (SaaS) for mobile applications</u> <ul style="list-style-type: none"> 3.2.1 Technological Investments: Supply or Purchase of a Service (SaaS) mobile application to reward the company's customers (customer loyalty) 3.2.2 Technological Investments: Purchase of a Service (SaaS)

	<p>mobile application for the promotion of the products used by the company</p> <p>3.2.3 Investing in Accessibility for people with disabilities: Purchase of a mobile application (SaaS) for capturing businesses accessible to people with disabilities</p> <p><u>3.3 Services</u></p> <p>3.3.1 Technology Investments: Internet provision for one year (if the company does not have one)</p>
<p>4. Other Services</p>	<p>4.1 Green Investments: Annual Subscription for the collection of the company's recyclable waste on demand</p>

The eligibility start date is defined as the **date of publication of the call, namely the 7/3/2023.**

EVALUATION METHOD

The evaluation methodology to be applied is the comparative one.

Application Submission Date: 27/03/2023 at 12:00

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