

Multiplier Event Report

IDEC S.A.

30.11.2022, Piraeus (Greece)



PEACOC

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About this document

<i>Project</i>	<i>PEACOC - PErsonAlised e-Business Coaching for Construction SMEs</i>
<i>Author(s)</i>	IDEC
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INDEX

1 Introduction & objectives of the Multiplier Event..... 5

2 Agenda..... 5

3 Promotional activities..... 7

4 Event 8

 4.1 *Photos and evidence of presentations* 9

5 Results..... 11

 5.1 *List of participants / Attendance list*..... 11

 5.2 *Feedback evaluation*..... 13

6 Conclusions..... 14

LIST OF TABLES

No table of figures entries found.

LIST OF FIGURES

No table of figures entries found.

1 Introduction & objectives of the Multiplier Event

The Multiplier Event was organized in Greece by IDEC S.A. ON 30th November 2022. In particular, the event took place in the Piraeus Chamber of Handicrafts with a total amount of 35 participants. It took the form of a thematic event with the aim of spreading and promoting the results of the PEACOC project; particularly stressing the need for better and more flexible hands-on training speaking directly at the construction SMEs difficulties.

It was organised by IDEC S.A. in a dynamic and professional manner. The speakers discussed about the needs and the benefits of the green and digital transition of the Greek businesses and, later, the floor was given to the participants who had the opportunity to pose some questions.

2 Agenda

The event was conducted by IDEC S.A. and the Piraeus Chamber of Handicrafts. It had a duration of 2 hours, from 5 pm to 7 pm. The agenda was the following:



30th of November, 2022
Kairaskou 111, Piraeus
17.00



The Digital Manager for Construction Projects

*Erasmus+ project PEACOC - Personalised
e-business training course for SMEs'
construction managers*

AGENDA

17.00 - 17.10 *Welcome regards*
Antonio Gennarelli

17.10 - 17.50 *Construction
market in Greece
& opportunities*
*Nasos Karachalios
Grigoris Chatziantoniou*

17.50 - 18.10 *PEACOC Project*
Thanasis Theocharidis

18.10 - 18.40 *Presentation of
GENIE e-learning
platform*
Thanasis Theocharidis

18.40- 19.00 *Registration &
conclusion*

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3 Promotional activities

The recruitment process for was done by using different kinds of methods to reach the target group. First of all, IDEC promoted the event through its social networks, such as Facebook and LinkedIn. Then, we posted it on our website of our organization. (<https://idec.gr/hmerida-30-noemvriou-2022-bep-prasini-kai-psifiaki-metavasi/>). Then, it posted it on its website (<https://idec.gr/hmerida-30-noemvriou-2022-bep-prasini-kai-psifiaki-metavasi/>):

Προσεχείς εκδηλώσεις

Ημερίδα ενημέρωσης για προγράμματα επιχορηγήσεων – Τετάρτη 30 Νοεμβρίου 17:00 – 19:00 στο Βιοτεχνικό Επιμελητήριο Πειραιά

Η πράσινη και ψηφιακή μετάβαση ως μοχλός ανάπτυξης των ελληνικών επιχειρήσεων



Εγγραφή στην ημερίδα

Η IDEC σε συνεργασία με το Βιοτεχνικό Επιμελητήριο Πειραιά (ΒΕΠ), αφουγκραζόμενοι τις ανάγκες και τις απαιτήσεις της σύγχρονης εποχής, διοργανώνουν και σας προσκαλούν στην ημερίδα:

«Η πράσινη και ψηφιακή μετάβαση ως μοχλός ανάπτυξης των ελληνικών επιχειρήσεων».

Η ημερίδα θα πραγματοποιηθεί την Τετάρτη 30 Νοεμβρίου 17:00 – 19:00 στο Βιοτεχνικό Επιμελητήριο Πειραιά στην Αίθουσα Ανδριανός Μιχάλαρος, 3ος όροφος, Καραϊσκού 111, Πειραιάς

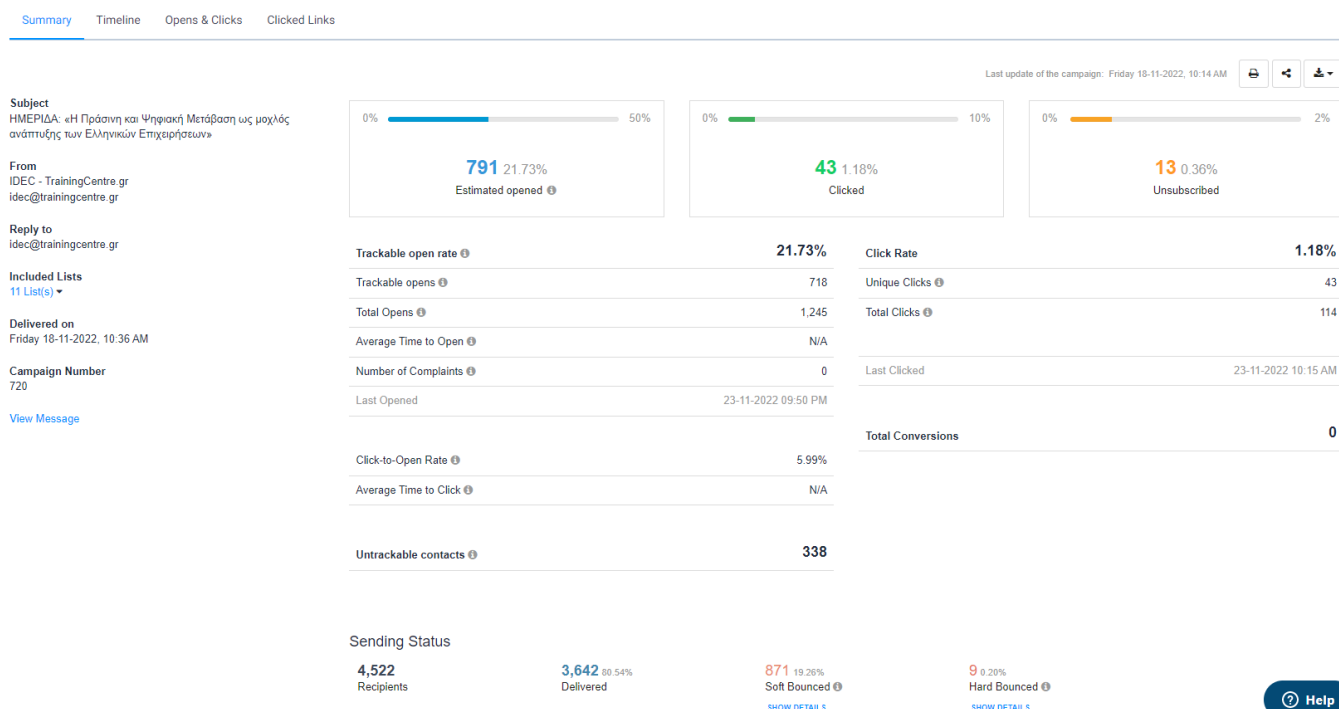
Η ημερίδα στοχεύει στην ενημέρωση των επιχειρήσεων για την στροφή προς την πράσινη ανάπτυξη καθώς και για τη βελτίωση των ψηφιακών δεξιοτήτων των εργαζομένων.

Κατά τη διάρκεια της ημερίδας θα παρουσιαστούν χρηματοδοτικά εργαλεία για την πράσινη και ψηφιακή μετάβαση των επιχειρήσεων, διεθνή πρότυπα για την περιβαλλοντική και ενεργειακή διαχείριση επιχειρήσεων (ISO 14001, ISO 50001), το έργο PEACOC για τον ψηφιακό μετασχηματισμό των επιχειρήσεων καθώς και το Ευρωπαϊκό έργο SECOVE για τη δημιουργία του πρώτου κέντρου Επαγγελματική Αριστείας στην Ελλάδα στον τομέα της βιώσιμης ενέργειας, στο οποίο συμμετέχουν το Βιοτεχνικό Επιμελητήριο Πειραιά και η IDEC AE.

Η ημερίδα είναι ανοιχτή σε όλους τους ενδιαφερόμενους. Λόγω περιορισμένων θέσεων απαιτείται η εγγραφή σας στον σύνδεσμο: <https://forms.gle/7v6E1bnH0hiwK7Ht7>

It also conducted an email campaign in order to inform the stakeholders:

ΗΜΕΡΙΔΑ: «Η Πράσινη και Ψηφιακή Μετάβαση ως μοχλός ανάπτυξης των Ελληνικών Επιχειρήσεων»

[Back to the List](#)


4 Event

In order to support the implementation of the event, IDEC used common communication materials – like the PEACOC leaflet – and developed their own materials such as:

- Roll ups with IDEC's contact information
- Power Point presentations in Greek to conduct the seminar, with all the information to be presented and according to the PEACOC (IOs, links/ QR codes to PEACOC Genie and Skills Retention Service, PEACOC and SECOVE Website)
- Social media posts and invitations
- Posters
- An agenda for the Event

In terms of the event description, the session was conducted physically and entirely in Greek.

The conference, after the initial greetings, began with Mr. Chatziantoniou, who talked about the international standards for the environmental (ISO 14001) and the energy management (ISO 50001) of businesses. This presentation covered many topics, such as the definition of the ISO 14001 and the ISO 50001, the current legal framework in Greece concerning the environmental and the energy management, the benefits gained from this management and other similar actions. The last subject concerned the financial tools for the green transition of the businesses which was done by Mr. Karachalios. In this topic, the presentation focused on the objectives of the EU plan for the Green Transition and on other Greek investment projects and actions which support this transition.

The next presentation had to do with the digital transition of businesses using cutting-edge technologies in the construction sector. This presentation was done by Mr. Theocharidis, who described the aims of the project PEACOC and the Genie platform.

Before the closing of the event, the audience was given the opportunity to discuss with the speakers about the subjects that they presented.

Finally, we persistently thanked them for their attendance and for the smooth running of the session. The event was followed by a light buffet to do the networking among the attendees.

4.1 Photos and evidence of presentations







5 Results

5.1 List of participants / Attendance list

The target group approached were 35 adults related mostly to the manufacturing sector and the eligibility criteria of the application form were considered to ensure optimal adaption of the solution to the needs of the target group.

Among the target audiences, the event attended representatives of construction SMEs and suppliers, manufacturers, the Panhellenic Federation of Aluminium and Iron Craftsmen, educational organisations, research and certification bodies, as well as the President and members of the Piraeus Chamber of Handicrafts.

There were 15 women and 20 men and that gave us the chance to work with different approaches, and the possibility of using the project for different genres and backgrounds.

Name	Surname	Organization	Address of the organization	Email
Vicky	Mavromati	Piraeus Chamber of Handicrafts	Karaiskou 111, Piraeus	enisxyseis.bep@gmail.com
Dimitrios	Michos	LETRINA S.A.	Aigialeias 21, Marousi	michos@letrina.gr
Mairi	Belogianni	Diazoma	Bouboulinas 30	margofiv@otenet.gr
Theofilos	Pagiatis	PANHELLENIC FEDERATION OF ALUMINIUM	Kapodistriou 24, Athens	pagiatistheofilos@gmail.com

		AND IRON CRAFTSMEN		
Georgios	Pallis	GAPenergy	Roumelis 71, Piraeus	George@gapenergy.gr
Charikleia	Papathanasiou	Private sector	Piraeus	charikleiapapathanasiou00@gmail.com
Christina	Papastergiou	Private sector	Piraeus	Kristina1571@outlook.com
Theodoros	Patsatzoudis	Freelancer	Marinou Antypa 45, Ilioupoli	Theo_pa@hotmail.com
George	Priniotakis	University of West Attica	Thivon 250, Aigaleo	gprin@uniwa.gr
Anastasia	Keskesiadou	Ralleio High School of Piraeus	Grigoriou Labraki 1	keskesiadou@yahoo.gr
Michalis	Kouris	Stephanos Lagogiannis - Manufacture of electricity distribution and control apparatus	Agiass Annis 26, Agios Ioannis Rentis	mk@sdl.gr
Dimitris	Kyriakos	Public Interthematic Public STEAM VET of Aigaleo	Minoos & Proodou 1, Aigaleo	dkiriakos@gmail.com
Emmanouil	Konstantinidis	Inventor - entrepreneur	G. Simitou 27, 18539, Piraeus	Econstantinides@hotmail.com
Konstantinos	Mavridis	MAVRIDIS LIFT	Av. Dimokratias 429 - Perama	konstaninos@mavridislift.gr
Spiros	Andriopoulos	ABOUTNET	Stylianou Gonata 2, Peristeri	sandriopoulos@aboutnet.gr
Gianna	Dalakoura	LETRINA S.A.	Paradeisos Amarousiou, Athens	ydalakoura@letrina.gr
Konstantinos	Dimas	University of Piraeus	Dimitriou Karaoli	Kdimasjr@yahoo.com
Christina	Oulianoudi	Lawyer	Dikastiriou 42	xoulianoudi@yahoo.gr
Ioannis	Kanatselis	Journal "Foni Peiraioton"	Kolokotroni 96 Pireas	kanatselisyiannis@hotmail.gr
Thaleia	Fragkou	Social Cooperative Enterprise of Icarian Women, Agricultural Organization of Icaria	Pi	thaliaevelilos@gmail.com

Nektaria	Marava	StartUPiraeus	Panagioti Vlachakou 38-40	nmarava@startup-piraeus.gr
Aggeletakis	Gerasimos	GAIN OFFICE IKE	Dragatsi 8, Piraeus	makisaggelet@gmail.com
Klairi	Perifanou	Piraeus Chamber of Handicrafts	Karaïskou 111, Pireas	klairip5@gmail.com
Aggelina	Ensinas - Fazaki	EKPA	Germanou 11-15 Piraeus	angie.fazaki@gmail.com
Ignatios	Litsas	Bureau Vertias	Aitolikou 23	Ignatios.litsas@bureauveritas.com
Konstantina	Gioti	Piraeus Chamber of Handicrafts	Karaïskou 111, Pireas	conyoti@gmail.com
Antonis	Karachalios	Private sector	Kifisias 64, Athens	ankatom@hotmail.com
Periklis	Terzixidis	ahedd Dimokritos	Agia Paraskevi	periklisterzixidis@yahoo.com
Alexandros	Giannopoulos	—	—	alexandrosgiannopoulos44@gmail.com
Panagiotis	Kenterlis	BUREAN VERITAS	Aitolikou 23, Piraeus	panagiotis.kenterlis@bureanveritas.com
Eirini	Vasilioti	Educator	Sachtouri, Piraeus	irinavass@hotmail.com
Efthimia	Tsila - Glezakou	Piraeus Chamber of Handicrafts	Karaïskou 111, Pireas	press@bep.gr
Efthalia	Fragkou	Agricultural Organization of Icaria	Evdilos, Icaria	icariagricoop@gmail.com
Petros	Koutzampoikidis	MOD	Lekka 22-24 Athens	Petros.koutz@gmail.com
Giorgos	Papaemmanouil Ntorizas	Piraeus Chamber of Handicrafts	Karaïskou 111 Piraeus	proedros@bep.gr

5.2 Feedback evaluation

In order to ensure proper and relevant feed-back of the participants, the partnership created a survey with 4 questions; the first question was designed with a 4-point Likert scale, with 1 being "very low" and 5 being "totally high". Questions 2 and 3 were of open type, while the last question had a check box and an empty sentence for the participants to fulfil if they wished to register in the e-learning platform of the project PEACOC.

Question 1: Evaluation of the parameters of the workshop

According to the opinion of those who participated in the event, the overall evaluation was quite positive. They all seemed satisfied with the presentations made by the speakers, and they reported that the objectives and the outcomes of the event met their expectations and their needs.

Question 2: Which section of the event interested you the most?

Regarding the most interesting parts of the event, the digital innovation hubs and the digital transformation was one of them. Other participants found interesting the financial tools and programmes for the green transition of businesses. Some others were satisfied with all the topics presented on the event. Overall, the event hosted very interesting topics.

Question 3: Do you have any comment on the PEACOC project materials?

Concerning the further comments on the PEACOC project materials, most of the participants highlighted that the overall project poses a great dynamic. However, some of them pointed out that some materials need further analysis, and it is essential to visit the website of the project to better understand its goals.

6 Conclusions

After the analysis of the opinion of those who participated in the Multiplier Event in Greece, the overall event received positive feedback. The topics that were presented met the expectations and the needs of the participants and none of them reported something negative. In addition, many of the participants were interested in subscribing to the e-learning platform of the PEACOC project; this is highly motivating for the further development of the project.



<https://peacoc.eu/>