

## **The cross-border project E.VE.CR.I presents opportunities for business development in Sandanski**

*Experts and local administration discuss how to develop small and medium-sized enterprises with the help of e-mobility*



The development of regional business through the opportunities provided by the sustainable use of electric vehicles will be discussed during the seventh round table in Bulgaria in the framework of the cross-border project E.VE.CR.I. The event will be held on Thursday, July 21, 2022, in the town of Sandanski, in the Sandanski Municipal Council Hall,

from 10:30 a.m. to 12:00 p.m.

The meeting among local representatives of small and medium-sized enterprises, experts and other interested parties from Bulgaria and Greece will traditionally begin with a test drive of an electric car. It will again be held under the motto "Building a sustainable future for local business and community through electric mobility". All Round tables are organized in the framework of the E.VE.CR.I. project, co-financed by the European Regional Development Fund and by national funds of the countries participating in the Cross-Border Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020.

During each event held so far (same as the remaining 3 events to be held in September in Haskovo, Svilengrad and Ivaylovgrad) possible business models and solutions for small and medium-sized businesses are presented. Experts and representatives of EV charging station construction companies also explain the administrative steps and permits that need to be taken and obtained according to the regulatory framework of both countries to install and operate charging stations. Discussions are open to participation and are a suitable meeting place for owners of hotels, restaurants, shops, and cafes, as well as representatives of other companies and businesses that own parking spaces. On site, they will have the opportunity to meet directly with the operators and investors to discuss the steps to install charging stations in the region. In this way, the construction of a network of 50 electric charging stations within the project by the spring of 2023 will be stimulated.

The E.V.E.C.R.I project provides a sustainable response to the key problem - the lack of a continuously accessible, easy-to-use and widespread network of EV charging points. It will also help borderline areas where many trips to the neighbouring country occur, so the ability to use the other country's charging network is paramount. E.V.E.C.R.I will facilitate companies operating charging infrastructures that are slowly gaining ground in Greece and Bulgaria, similar to more advanced European countries.

The development and expansion of the electric car network in the cross-border region have many advantages. Starting with improved energy efficiency, reduced greenhouse gas emissions affecting air quality and quality of life, enhancing entrepreneurship in the cross-border region through sharing, partnering and mutual learning, and creating a vibrant network of electric mobility advocates, be they small businesses or municipalities.

E.V.E.C.R.I was initiated by the Alliance of the Producers of Ecological Energy - BG (SPEE-BG), the Centre for Research and Technology Hellas of the Hellenic Institute of Transport (CERTH-HIT) and the Bulgarian Electric Vehicles Association (BAEPS).

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