



## Press Release

15<sup>th</sup> and 16<sup>th</sup> of November 2023



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Ruse Chamber of Commerce and Industry organized the multiplier events for the GenZ4GreenDeal project in 2 consecutive days with 3 groups of students.

On 15<sup>th</sup> of November the Chamber organized a meeting with students from the University of Ruse. The students were 1<sup>st</sup> and 4<sup>th</sup> year, studying Global politics and Economics, respectively, and were a perfect target group for the dissemination of the project results. On behalf of the RCCI, project experts Nikolay Tsolev and Desislava Dimitrova presented the GenZ4GreenDeal project, its results and demonstrated some of the developed materials – including the website (including the mapping tool), the Handbook, and presented one of the podcasts from PR3. As a side note, the experts also presented the opportunities offered by the Erasmus+ programme, including mobility options, studying abroad and other useful information. The students on the other hand were interested in many of the concepts of the project, and asked questions about the opportunities to start some kind of a “green business” locally, or even abroad. They were also interested in the implications of the European Green Deal, and what would it mean for the business sector and the new ways to grow a business.



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The second event, on 16<sup>th</sup> of November 2023, RCCI met with students from the Professional school of economics and management “Elias Canetti” in Ruse. Expert Desislava Dimitrova presented the project and its output, and demonstrated the mapping tool, which was met with the most interest from the students. She also talked about the Handbook, and presented one of the podcast episodes, which was relevant to the educational materials of the school. The executive director of the Chamber Milen Dobrev talked about the opportunities of the green and sustainable business, relevant initiatives in the region, and the ways Chamber could support young entrepreneurs if they decide to start their own business. The students were also very interested in the mobility opportunities of the Erasmus+ programme, and wanted additional information on how the school can apply and participate in the activities.



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