



## ACTIVITY REPORT

# 2014

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# 2015

## MAKRO at a Glance

**We are celebrating our 32nd anniversary!**

MAKRO Management Development Consulting Company was founded in 1984 and located in Ankara. Since the time of its establishment, MAKRO has been developing and providing innovative and high quality consulting solutions that support private and public sector organisations' realisation of their growth and development aims. Through constant research and learning, our team has achieved a consistent quality in the areas of expertise which are; Strategic Investment Management, Feasibility Studies, Business and Management Development and Internationalization. Our quality in services comes from;

- Customer driven perspective,
- Respect to legal procedures protecting clients' benefits,
- Providing information confidentiality in services.

Today, our company has a large network of clients and strategic partners in Turkey, thanks to pursuing these values for each single service provided in its over 30 years of life time.

We;

- Use versatile and unique tools to facilitate SMEs' adaptation to global changes
- Provide training solutions for personal development and organizational capacity building
- Supply effective solutions for economic and social development
- Implement projects with an experienced team and local networks
- Promote domestic and international investments to achieve sustainability
- Support entrepreneurs to reach their vision

We provide trainings to SMEs. We are specialized on International Trade and Marketing, Developing Feasibility Studies and Cost-Benefit Analyses, Business and Management Development and Accessing to Government Supports and Investment Incentives in Turkey.

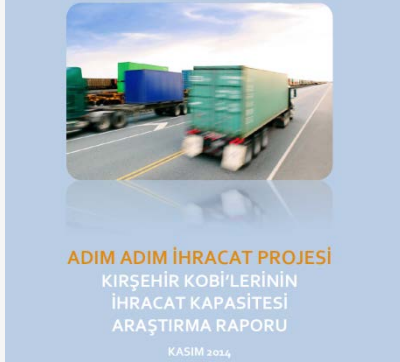
We provide consulting services to SMEs. We are specialized on Strategic Management Consulting, Business Plan Development and Execution, Internationalization.

We implement local, national and international projects. The projects we implement are based on our expertise developed through the provision services above for over 32 years. They are supported by;

- Local organisations, such as; Chambers of Commerce and Industry
- National institutions, such as; Regional Development Agencies and Small and Medium Sized Enterprises Support Organisation (KOSGEB)
- European Commission under EuropeAid, Erasmus+ and former program of Life Long Learning

## 2014 – A Year in Review

### Local Activities



#### *Kırşehir Adım Adım İhracat Projesi (Kırşehir Step by Step Export Project)*

As the main service provider, we have developed an SME's Export Capacity Research Report and provided export trainings during August – September 2014. The project has been implemented for Kırşehir Chamber of Commerce and Industry and supported by Ahiler Regional Development Agency.



#### *Kırşehir'de İhracat Merkezi'nin Kurulması ve KOBİ'lerin İhracata Yönlendirilmesi Projesi (Establishment of an Export Centre in Kırşehir and Guidance of SMEs to Export)*

We have provided consulting to Kırşehir Chamber of Commerce and Industry about the establishment of Export Centre, trained the centre manager and provided export consulting/training services to 50 SME during October – December 2014. The project has been supported by KOSGEB.



### National Activities

#### *KUYAP - Increasing the Adaptability of Employers and Employees to the Changes in Global Economy (funded by EuropeAid Program)*

KUYAP aimed to increase the adaptability of employers and employees of SMEs by lifelong learning, in 15 growth centres of East of Turkey (Elazığ, Malatya, Diyarbakir, Şanlıurfa, Trabzon, Kayseri, Van, Kastamonu, Sivas, Samsun, Gaziantep, Kars, Erzurum, Kahramanmaraş, and Batman)

#### **Specific Objectives:**

- To support SMEs directly by increasing knowledge and skills of employees and employers and strengthening their capacity.
- To support mainly chambers and other social partners and public institutions in providing services to SMEs for increasing adaptability of employees, employers and enterprises.
- To enhance coordination and cooperation among relevant actors in providing services to SMEs for increasing adaptability of employees, employers and enterprises.

As the Turkish consortium member in this Europeaid Project, we have contributed and provided services with our experts to the following activities conducted within 2014:

All and more can be found on our website!  
[www.makroconsult.com.tr](http://www.makroconsult.com.tr)



Awareness Raising Meetings organised in Samsun, Sivas, Elazığ, Batman, Erzurum, Şanlıurfa, Diyarbakır and Van in the beginning of 2014.



Applied Adaptability Trainings provided to at least 200 employers and employees in Gaziantep and Elazığ in September 2014.



Tourism and Accommodation Sector Workshop in Sivas and Agriculture based Food Sector Workshop in Erzurum organised with the participation of a total of 400 representatives from the relevant sectors in November 2014.



*GATEK: Technical Assistance to Development of the Research & Technological Infrastructure of Gaziantep Technopark*

*(funded by EuropeAid Program)*

The purpose of this project is threefold: to provide technical assistance to Gaziantep Technopark to improve, among the others, its capacity to provide services to SMEs, Technopark tenants as well as to the SMEs of the Province; to increase the competitiveness of SMEs hosted by the Gaziantep Technopark as well as of the SMEs of the Province; to provide technical assistance support in terms of capacity building activities for the Ministry of Science, Industry and Technology (MoSIT). MoSIT - Coordination and Implementation Directorate (MoSIT/RCP-CID), as the Operating Structure of the Regional Competitiveness Operational Programme, acts as the Contracting Authority of the action,

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MoSIT - DG Science & Technology is the End Recipient and main Beneficiary, and Gaziantep Technopark is the local Beneficiary. The project beneficiaries include also the University of Gaziantep, KOSGEB, ISKUR, ESOB, Chamber of Commerce, ABIGEM Office, Chamber of Industry, OIZ Management, Development Agency and local SMEs

The project took start in April 2014 with the partnership of MAKRO.

## International Activities

### *E-EMPORIO: Increase SMEs Export Skills through E-Learning*

E-EMPORIO is a LdV-Tol Project with a running time of October 2013-2015. It aims to contribute to the development of the export skills of staff working in SMEs, by providing them with complete, qualitative, results-oriented and practice-oriented e-learning contents, accessible through internet from any place, at any time.

In 2014, as a project partner, we have conducted field research in Turkey with the participation of 75 experts in the field in order to identify the export training needs of SMEs, developed export e-learning materials for the project and participated partner meetings.



### *E-GUIDE CWH&S: Innovative E-Guide in Construction Workplace Health and Safety*

E-Guide CWH&S is LdV-ToI project with a running time between 2013-2015. The aim of the project is to develop an innovative e-learning tool for acquiring key competencies in health and safety signs and signals in construction industry.

In 2014, as a project partner, we have developed a Report on EU and Turkish Legislation in Construction Health and Safety and Risk Analysis eLearning Module and participated in partner countries.





### *PATRAJOBS Project*

The main objective of the Project is to support unemployed people in the intervention area (Municipality of Patras), who belong mainly to the following population groups.

On December 17, 2014, the international conference of “patrajobs.gr” successfully implemented. The Conference entitled: “It’s time4restart – We work for employability” was held at the hotel “Astir” in Patras, Greece.

MAKRO’s consultant Merve Gül Barut attended as speaker from Turkey in order to present social entrepreneurship best practices in the field of agriculture and tourism in Turkey.





Adaptability training provided to wood sector representatives in Kastamonu in March 2015. MAKRO Managing Partner İ. Doğan İncesulu lectured a session during the whole training.



The Project Closure Conference and Opening Ceremony of Training Support and Coordination Centre's in Ankara, Elazığ, Gaziantep, Samsun, Sivas and Erzurum organised in Ankara in May 2015.



## International Activities

We have launched two Erasmus+ Strategic Partnerships Projects in 2015! One of them, INNOGROW, is implemented by the leadership of MAKRO.

*INNOGROW: Innovative Entrepreneurship for Increased Employability, New Business Creation and Economic Growth*

INNOGROW is an Erasmus+ Strategic Partnerships Project with a running time of September 2015 - August 2017. MAKRO is the leader of consortium.

The purpose of INNOGROW is designed for increasing employability levels of and new business creation by young unemployed individuals (including NEETs) and higher education students as well as developing initiative taking of key SME staff by the use of an innovative 'learning path' method which includes; self-assessment tool, self-learning materials on innovative entrepreneurship/intrapreneurship (such as; creative thinking, problem solving, risk taking, team work, innovation management and etc.) and also business idea development tool in one integrated and mobile assisted eLearning software, all to be supported/strengthened by tutors and classroom trainings. The general aim is then to bring a new and learner-centred pedagogical approach to entrepreneurship training by use of the most appropriate transnational expertise in this field.

In the first year of the project, we as partnership have conducted in-depth interviews with innovative entrepreneurs and intrapreneurs in SMEs in partner countries. The number of participants reached to 150 in partner countries which include Turkey, U.K., Spain, Greece and Romania.





*ECOLIVE: Training for the Production of Organic Olive Oil*

ECOLIVE is an Erasmus+ Strategic Partnerships Project with a running time of September 2015 – August 2018.

The objective of the project is creation of awareness and provision training on organic olive oil production among agricultural cooperatives, companies and farmers by the use of eLearning and mLearning.

The project has been launched with Kick-off Meeting in coordinator's facilities in İzmir.



*E-EMPORIO: Increase SMEs Export Skills through E-Learning*

In the second year of the project, we have implemented large scale pilot trainings online, collected feedback from learners, improved the e-learning platform of the project and finalized the project successfully with a Final Conference in Alexandroupolis, Greece in September 2015.



*E-GUIDE CWH&S: Innovative E-Guide in Construction Workplace Health and Safety*

In 2015, while the project approaches to the end, we have implemented online pilot trainings on construction health and safety, improved the eLearning platform by the help of feedback collected from learners and finalized the project with a Final Conference in Malta in September 2015.

