



Latest Developments Strengthening EU Visibility:

Branding of Key Initiatives

Paloma Hall Caballero
DG NEAR, Unit C.2



European
Commission

Neighbourhood and
Enlargement Negotiations



EU4Innovation



EU Neighbourhood & Enlargement
Page Liked · November 17 · Edited ·

Innovation matters! The EU is stepping up its cooperation on innovation with our Eastern Partnership countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova & Ukraine! The new initiative- EU4Innovation- will boost the innovation capacities of our Eastern partners & increase cooperation with the EU on research & innovation. Read all about it here <http://bit.ly/2g1sfN> & check out EU-Commissioner Johannes Hahn's speech here <http://bit.ly/2g0rHIU> #EU4Innovation

Like Comment Share

1.4K

Top Comments

85 shares

24 Comments



European
Commission

Neighbourhood and
Enlargement Negotiations



TIPS
FOR YOU

PAY LESS FOR HEATING



Insulate
your attic



Insulate your
external walls



Get multiple
panes in
windows



Seal around
windows



Install a solar
water heater

HAVE YOUR GLOBAL IMPACT

Make your country less dependent
on produced or imported energy

Save the environment



This project is funded
by the European Union



ACCESS TO RENEWABLE AND EFFICIENT ENERGY IN MUNICIPALITIES VAYK AND SPITAK



TIPS
FOR YOU

PAY LESS FOR ELECTRICITY



Use LED
lamps



Choose home
appliances with
A++ label



Wash laundry with
cold water



Unplug your home
appliances when you
are not using them



Take advantage
of off-peak rates
11:00pm - 7:00am

HAVE YOUR GLOBAL IMPACT

Make your country less dependent
on produced or imported energy

Save the environment



This project is funded
by the European Union



ACCESS TO RENEWABLE AND EFFICIENT ENERGY IN MUNICIPALITIES VAYK AND SPITAK



European
Commission

Neighbourhood and
Enlargement Negotiations



EU4Business

INVESTING IN SMALL AND
MEDIUM-SIZED ENTERPRISES
IN THE EASTERN PARTNERSHIP



www.EU4Business.eu

***Website launch in
December 2016***



EU4Business

INITIATIVE OF THE EUROPEAN UNION

[Agenda](#)

[Library](#)

[Newsletter](#)

[Contact](#)

[English](#)



[EU4Business](#)

[About](#)

[Countries](#)

[News/Press](#)

[Contact](#)



Ukrainian grain farmer grows with loans through EU4Business



You are a SME



You are Service Provider (BSO, Bank, Local Authority)



You are a National Authority



EU4Business

INITIATIVE OF THE EUROPEAN UNION

Small and Medium Sized Enterprises ▼

[Looking for finance?](#)

[Investing in energy efficiency?](#)

[Need customised support?](#)

[Upcoming events](#)

[Success stories](#)

[Useful links for SMEs in Armenia](#)

Business Support Organisations ➤

National Authorities ➤

AGENDA



These dates could be of interest for you

< December 2016 >

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Armenian woman entrepreneur has the right ingredients for success



Armenia | 25/11/2016

Dr Vardanush Petrossian, a medical doctor with a specialisation in nutrition, has always dreamed of running her own healthy food-focused café. Using her own savings, she opened the Ingredient Café. Now, with the support of EU4Business and the European Bank for Reconstruction and Development's (EBRD) Women in Business Programme, Vardanush's café is expanding.

The Ingredient Café is unique addition to the Yerevan food scene as it only uses healthy, all natural and locally-produced ingredients. Vardanush also replaces any added sugars with syrup from a local Armenian plant.

Although business was good, Vardanush was anxious to expand. One thing she needed was a website where she could better market her café and its delicious dishes. For this, she applied for support from EU4Business and the EBRD's [Women in Business Programme](#), which offers advisory services for women owned companies.

Business is booming

Thanks to a €5 000 grant, the Ingredient Café has a new, state-of-the-art [website](#). As a result, Vardanush is welcoming more and more customers – 80 % of whom hear about the café via the website or [Facebook](#) page. She's even had to hire 12 employees to help keep up.

With business booming, Vardanush plans to apply for further assistance from the Women in Business Programme. Since she's a medical doctor, she has little background in management. With a €10 000 grant, she is set to start a coaching programme where a consultant will come to the café and work one-on-one with her to develop her management skills.

Find out more



Latest Developments Strengthening EU Visibility:

Branding of Key Initiatives

Paloma Hall Caballero
DG NEAR, Unit C.2