



# EEN EASTERN MEDITERRANEAN

E - NEWSLETTER

## ISSUE 01

**1 July – 31 December 2025**

Communication, capacity building and entrepreneurship highlights of the first six months

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### CONSORTIUM PARTNERS



## SIX-MONTH SUMMARY

# Period at a Glance

In the first six months of the new project period, which began on 1 July 2025, the key themes were a shared communication standard, SME capacity-building activities, digital innovation and green entrepreneurship.

**6 MO**

reporting period

**8**

featured activities

**3**

policy feedback topics

**6**

consortium partners

### **JUL 2025** Start of the New Period

Coordination work began on the consortium's joint visibility and shared communication language.

### **22 OCT** AI Training

Communication on the practical use of current AI tools for market and competitor analysis.

### **13 NOV** DigiHack4Anatolia

A two-day hackathon focused on the digital future of education was successfully completed.

### **18–26 DEC** SME Feedback

SME views were gathered on mutual recognition, geo-blocking and public procurement.

### **23–24 DEC** Newcomers Training

A capacity-building and orientation programme for Network staff was held in Ankara.

### **29 DEC** Green Entrepreneurship

Workshops were held on sustainable impact, leadership and business-model development.

ONE NETWORK, ONE VOICE

## A New Period, A Shared Voice

JULY 2025

### A New Period for the Consortium

With the project period starting on 1 July 2025, KOSGEB, KMTSO, MTSO, Adana Chamber of Commerce, Adana Chamber of Industry and Çukurova Teknokent began working under a common visibility approach.

The first months focused on corporate language, EEN/EU identity and joint publishing processes – laying the groundwork for six institutions to speak with one voice.

22 OCTOBER 2025

### AI-Powered Market and Competitor Analysis

The training communication highlighted the practical use of large language models and current AI tools in **market research, competitor analysis and decision support**.

The content helped SMEs act faster and in a more data-driven way with digital tools.

### Communication Approach

Activities were supported by announcements, registration guidance, post-event result content and cross-sharing among partner institutions. The core goal was to ensure SMEs saw Enterprise Europe Network services **through the right channel, at the right time**.

### Guiding Principle

Joint visibility is not just about logo alignment; it means content produced with the same corporate tone, the same message and the same quality standard. This period is when that standard was set.

## HACKATHON

## Digital Innovation

13 NOVEMBER 2025 • ADANA

## DigiHack4Anatolia

## Shaping the Digital Future of Education

Hosted by Çukurova Teknokent, Adana Chamber of Industry, Adana Industry Campus and Çukurova Development Agency, the two-day hackathon was completed in cooperation with Enterprise Europe Network Eastern Mediterranean and EDIH Anatolia.

## RESULT COMMUNICATION

## From Innovative Ideas to Teamwork

The result communication of 13 November 2025 made mentor contributions, team spirit and the digital transformation vision visible.

The event was positioned not merely as a competition, but as a **platform for solution development and ecosystem connections**.

5 DECEMBER 2025

## Lasting Visibility Through Video

The event video carried the highlights of the two-day programme to wider audiences.

The short-video format conveyed the event's results in a **fast and accessible** way, amplified by cross-sharing on partner accounts.

## Why a Hackathon?

Hackathons connect young talent and aspiring entrepreneurs with the regional ecosystem, turn ideas into prototypes in a short time and spread a culture of digital transformation.

## FROM POLICY TO THE FIELD

# SME Voice and Network Capacity

18–26 DECEMBER 2025

## SME Feedback Activities

Communication and guidance activities were carried out under three headings to channel SME views into European policy processes:

- Mutual Recognition
- Geo-blocking
- Public Procurement

23–24 DECEMBER 2025 • ANKARA

## Newcomers Training

The training supported the orientation of staff newly joining the Network on the service model, tools, reporting and cooperation processes.

For the Communication Correspondent role, **shared messaging, visibility and result-oriented reporting** gained particular importance.

## Why It Matters

Enterprise Europe Network is not just an event organiser. The Network **listens to SME needs**, connects businesses with the right expertise, builds business links and carries the voice of enterprises into European policy processes.

## What It Means for SMEs

Barriers encountered in the Single Market reach the European Commission's agenda directly through these feedback mechanisms. Sharing your views helps shape the rules around realities on the ground.

## SUSTAINABILITY

# Common Identity, Green Future

DECEMBER 2025

## Communication and Visibility Guide

The implementation guide prepared at the end of December standardised the following:

- Using the EEN logo in the first visual
- Adding the EEN Eastern Mediterranean account as a co-author
- Bilingual caption layout
- Corporate tone of voice and logo safe area

29 DECEMBER 2025 • ÇUKUROVA  
TEKNOKENT

## Green Entrepreneurship Training

Hosted by Çukurova Teknokent, the programme brought together **sustainability, green economy, regenerative thinking, digital marketing, leadership and business-model development.**

Participants worked in hands-on workshops on business models that create sustainable impact.

## Shared Message

Sustainable growth requires more than environmental compliance; it calls for **resilient business models, a sound financial perspective and the capacity to lead change.**

## Next Step

SMEs ready to start their green transition journey can access free sustainability advisory services and the training calendar through EEN Eastern Mediterranean.

## SERVICE MAP

## 8 Service Areas for SMEs

Enterprise Europe Network offers **free support in eight core areas**, tailored to your business's stage of development. All you need to do is contact the consortium partner nearest to you.

01

**Sustainability**

Guidance on green transition, resource efficiency and environmental compliance.

02

**Digitalisation**

Digital capacity assessment and process transformation support.

03

**Internationalisation**

Support for entering new markets and export readiness.

04

**Innovation**

Innovation management advisory from idea to market.

05

**Access to Finance**

Guidance towards suitable funding and investment options.

06

**EU Single Market**

Regulations, standards and business feedback mechanisms.

07

**Business Partnerships**

International partner search and B2B business connections.

08

**EEN Academy**

Trainings, webinars and capacity-building programmes.

**Where to Start?**

Whatever your need, the first step is the same: reach us via [eendoguakdeniz.org.tr](https://eendoguakdeniz.org.tr) and our expert team will guide you to the right service and the right partner.

CONTACT

## Join the Network

Enterprise Europe Network Eastern Mediterranean offers SMEs **free, locally accessible** support on their **internationalisation, innovation, digitalisation and sustainability** journey.



**Website**

eendoguakdeniz.org.tr



**Instagram**

@eendoguakdeniz

### EEN Eastern Mediterranean

**WEB**

eendoguakdeniz.org.tr

**SOCIAL MEDIA**

@eendoguakdeniz

**SUPPORT**

Free SME support

### SOURCES

- EEN Eastern Mediterranean public website and social media content (2025)
- DigiHack4Anatolia Hackathon – 13 November and 5 December 2025
- Green Entrepreneurship Training – 29 December 2025
- Consortium communication records: July–December 2025 activity chronology
- EEN Eastern Mediterranean Communication and Visibility Implementation Guide

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