

# FI Campus 2025

## *From strategy to storytelling, the impact of (good) communication of financial instruments*

Moderator: Chiara Continenza, Advisory officer, European Investment Bank

Daniel Szczechowski, Head of Unit, Ministry of Development Funds and Regional Policy

Angelina Todorova, Former Deputy Minister of Regional Development and Public Works, Ministry of Regional Development and Public Works, Bulgaria

Markus Lehmann, Managing Director, IBB Ventures Berlin

Marijana Baršić Barun, Member of the Management Board of HAMAG BICRO

Jean-Michel Catani, Director General, CADEC - Caisse de Développement de la Corse

Martina Grigorova, Executive Director, SIS Credit, Bulgaria

#1

## Stand up if...

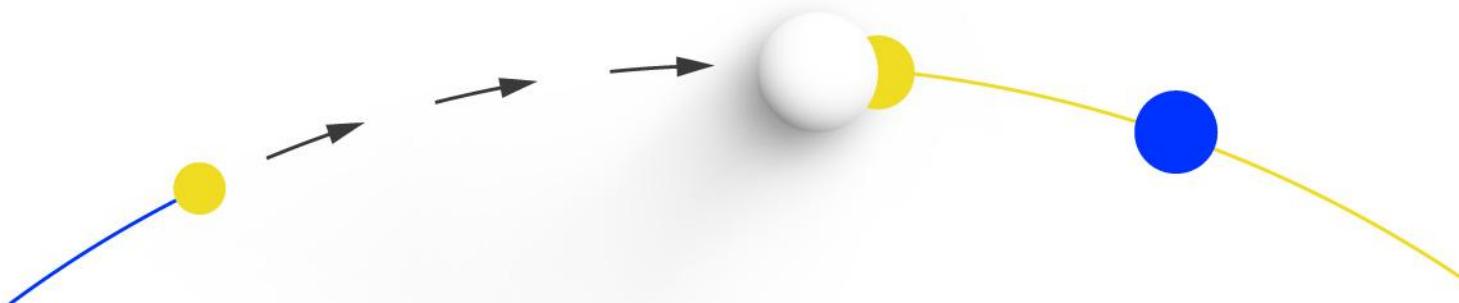
You work with or are involved in  
**communicating EU financial instruments**

# Icebreaker

#2

## Stay standing if...

You've ever had to **explain what a financial instrument is** to someone outside your organisation — a colleague, a friend, a journalist, or the public

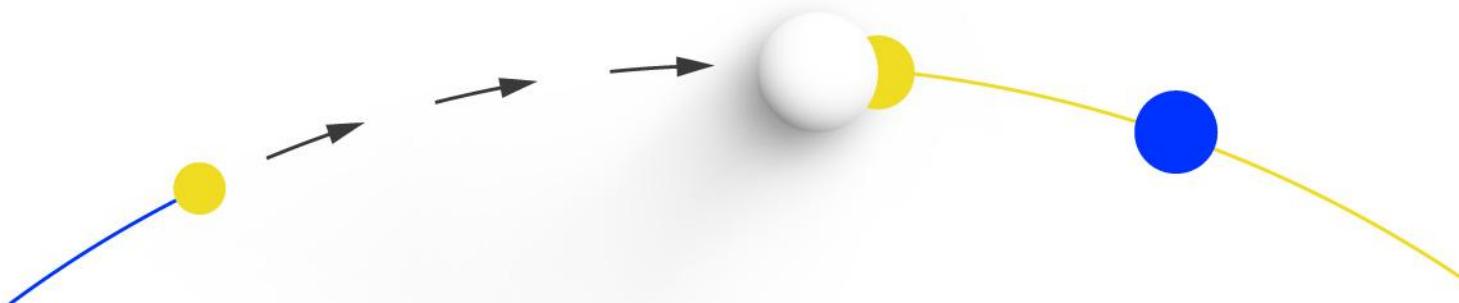


# Icebreaker

#3

## Stay standing if...

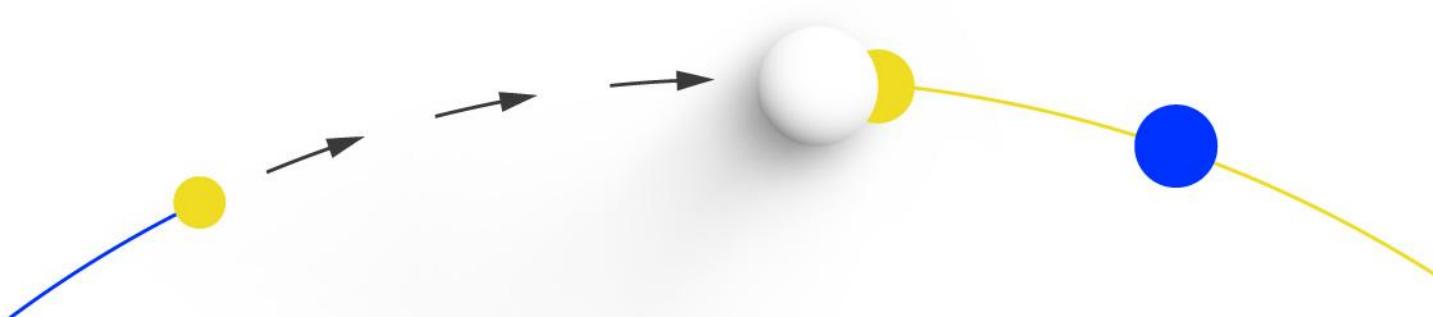
You found that question #2 i.e. '*explaining what a financial instrument is*' **wasn't easy without getting into too much technical details**



#4

## Stay standing if...

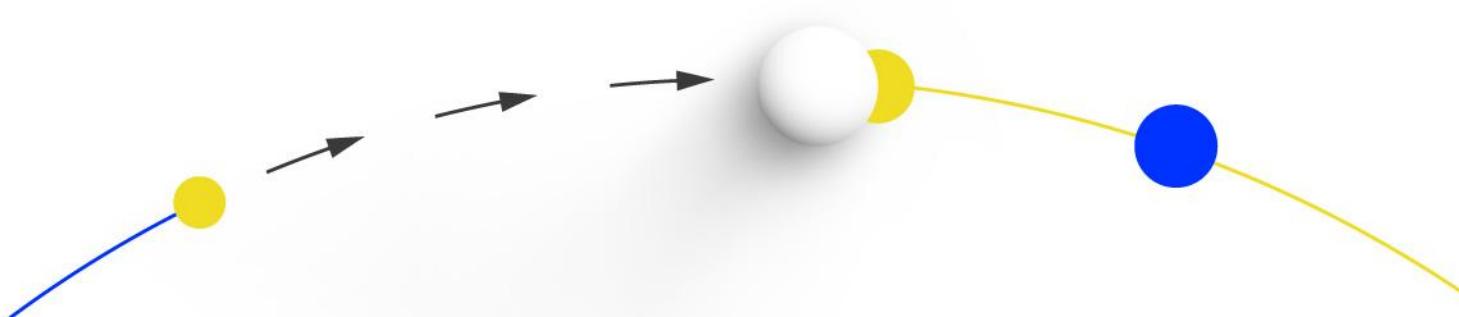
You used the word “**synergy/synergies**” in a communication product, presentation, or report this year – be honest!

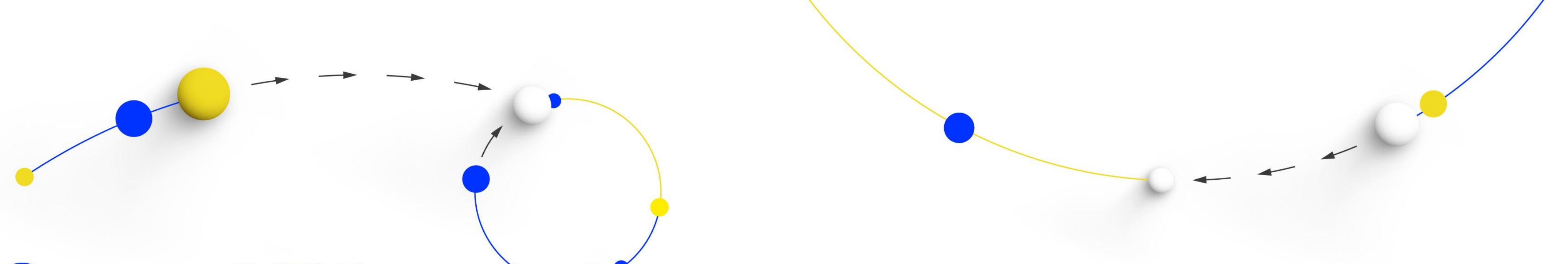


#5

## Stay standing if...

You **regret** using the s-word i.e. '**synergy**' in a communication product





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*Daniel Szczechowski*

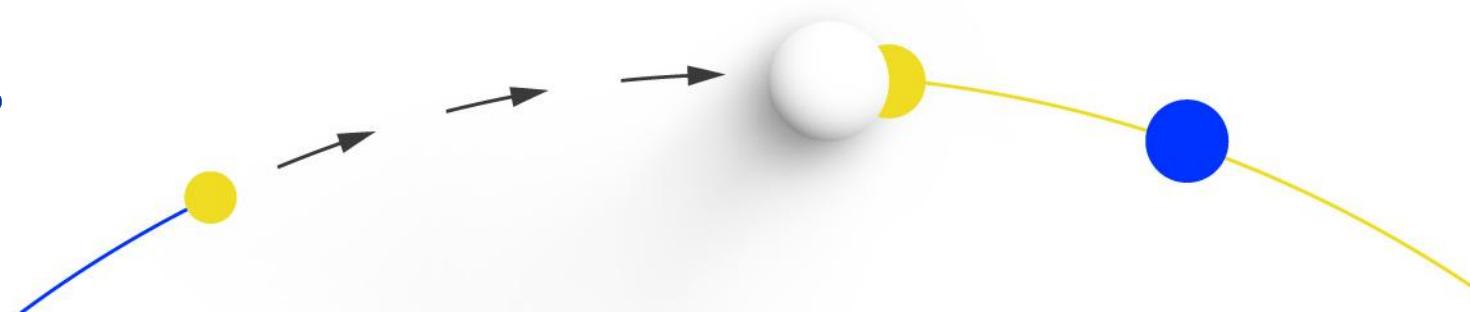
*Head of Unit, Ministry of Development Funds and Regional Policy, Poland*

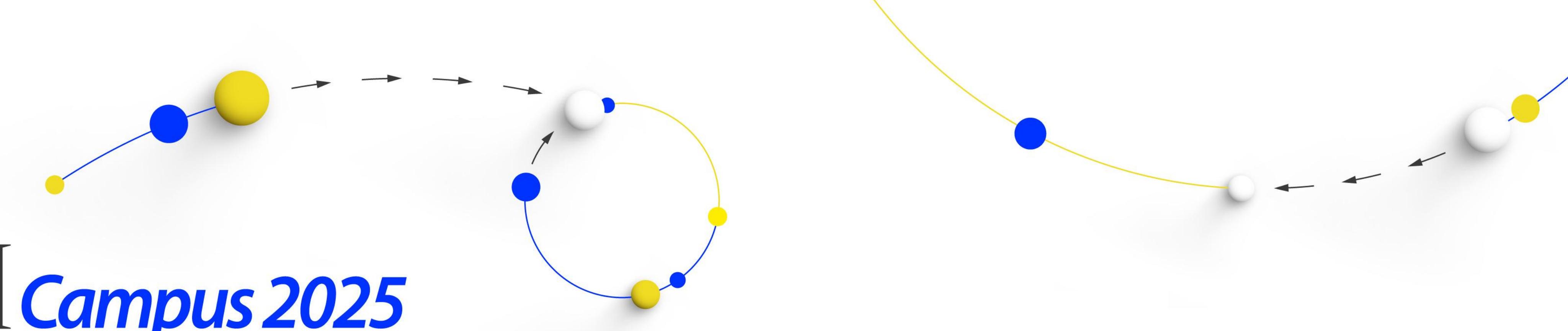
# Communicating financial instruments

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*Managing Authority perspective*

- **Financial instruments - a tool for achieving the program's goals**
- **A diverse group of communication recipients: primarily entrepreneurs, but also politicians, journalists, private investors, but also general public**
- **the crucial role of success stories**



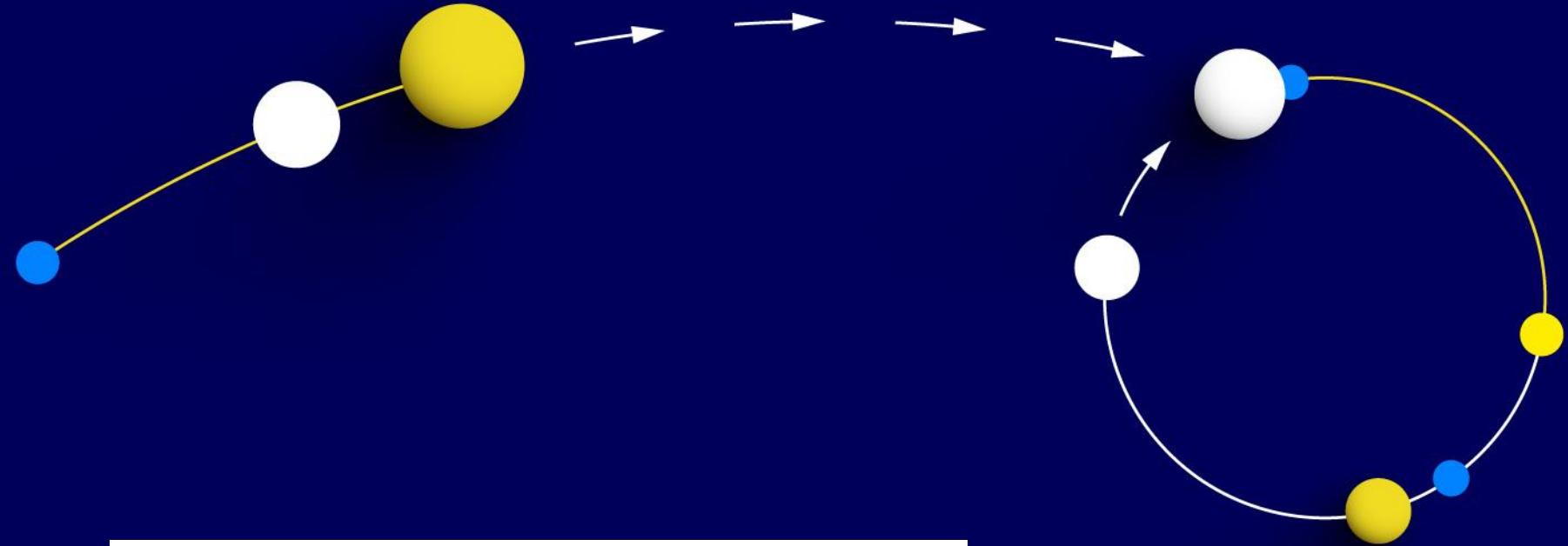


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*Angelina Todorova*

*former Deputy Minister of Regional Development and Head of PDR MA*

*former Director of the Bulgarian Advisory Hub within the Fund of Funds*



**ficompass**

**JEREMIE Acceleration and Seed instrument in Bulgaria**

Case Study

... creating the ecosystem for start-ups and promoting the use of financial instruments as alternative to grants...

ERDF  
EUR 21.2 million  
Equity, quasi-equity + non-financial support  
SME support  
Bulgaria

**European Commission**

**European Investment Bank** The Ed. bank

**ficompass**

**First Loss Portfolio Guarantee**

Case Study

... addressing the gap in financing due to SMEs' lack of collateral ...

ERDF  
EUR 60 million  
Guarantee  
SME  
Bulgaria

**European Commission**

**European Investment Bank** The Ed. bank

**ficompass**

**FMFIB: Fund Manager of Financial Instruments in Bulgaria – a multi-sector fund of funds**

Case Study

... building a bridge between public policy and private investment...

ERDF, CF, ESF, EAFRD and EMFF  
EUR 1.267 billion  
Fund of funds implementing loan, guarantee and equity instruments  
Multi-sector

**European Commission**

**European Investment Bank** The Ed. bank

# me & FI, 10 years now

ADPT

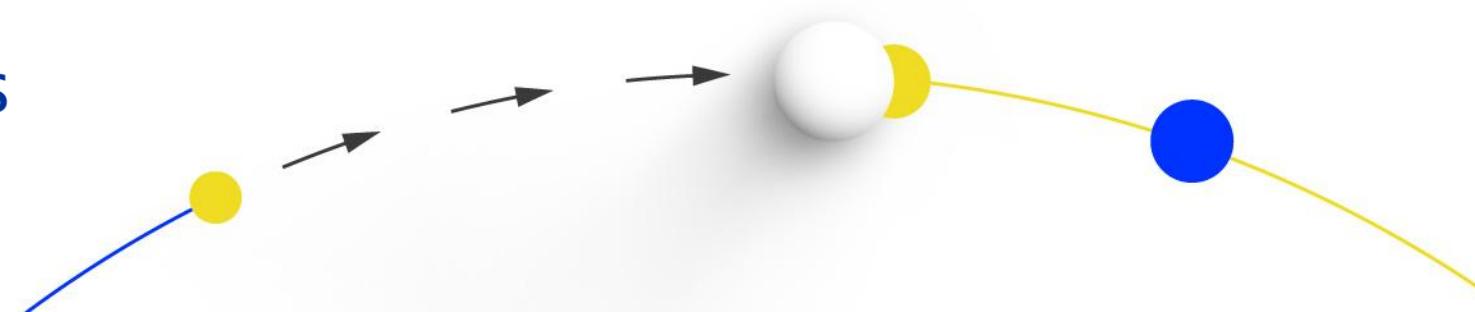
MLC

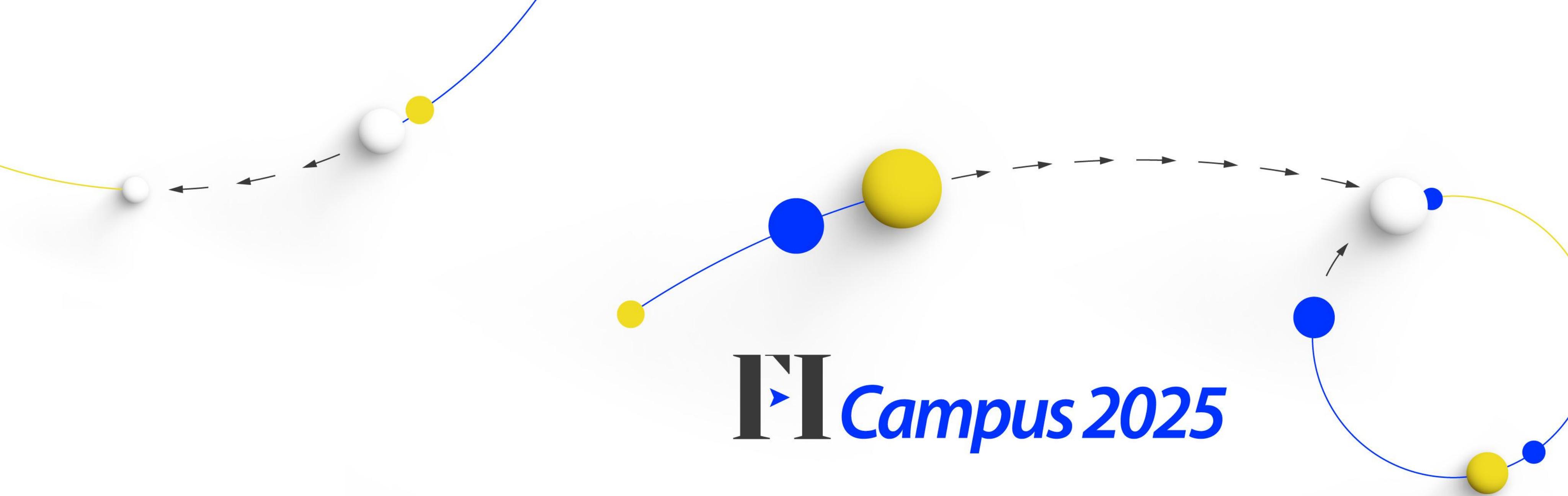
MPA

*visibility and communication for financial instruments under EU shared management funds*

*compliance issue + useful tool + success strategy*

- Adaptability (ADPT)
- Multi-Level Communication (MLC)
- Multiple Perspectives Awareness (MPA)

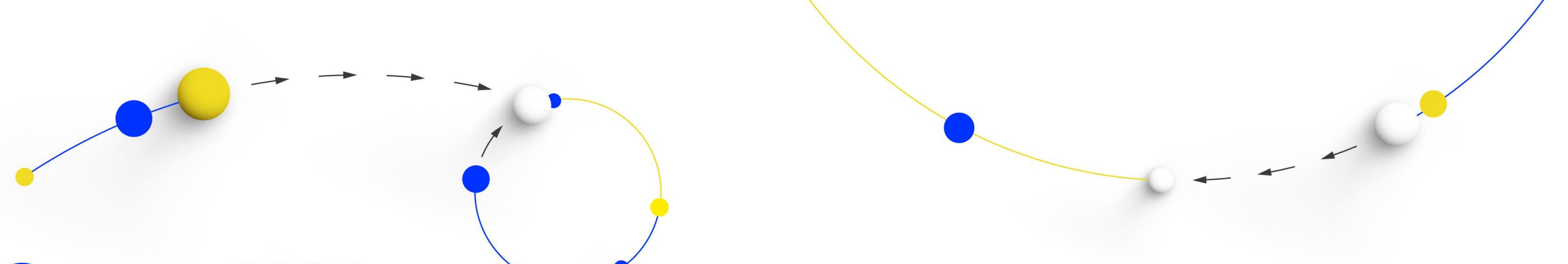




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Thank you





# FI Campus 2025

Markus Lehmann

Managing Director, IBB Ventures

# Target audiences

*FI for very early deep-tech startups in Berlin*

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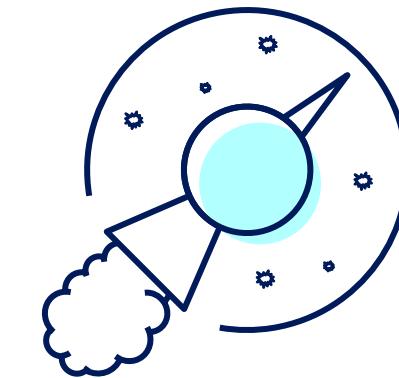
## „Sponsors“ of the FI

- EU
- **Managing authority** in Berlin
- **IB** at the
  - Senate Department for Economics
  - Senate Department for Science
  - Senate Department for Finance
- Berlin's development bank (**IBB**)



## Multipliers and partners

- **Startup units** at universities and research institutes
- **Infrastructure providers** for Berlin startups (incubators, accelerators, startup hubs, lab-space providers)
- **Financing partners** (business angels, VC firms)
- Berlin's development bank (**IBB**)



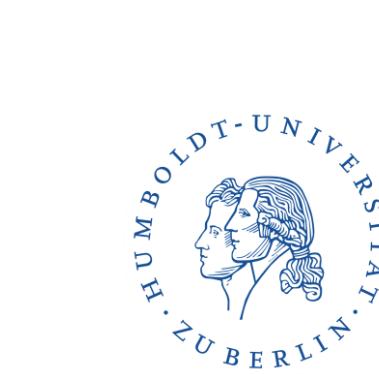
## Startups

- **Founders** with the ambition :
  - to transform sophisticated technical innovations into products with high scalable market potential AND
  - to build European champions and securing technological sovereignty and resilience

# Communication Toolbox

## Promoting new FI with targeted multi-channel mix

Partners: Memberships | Collaborations

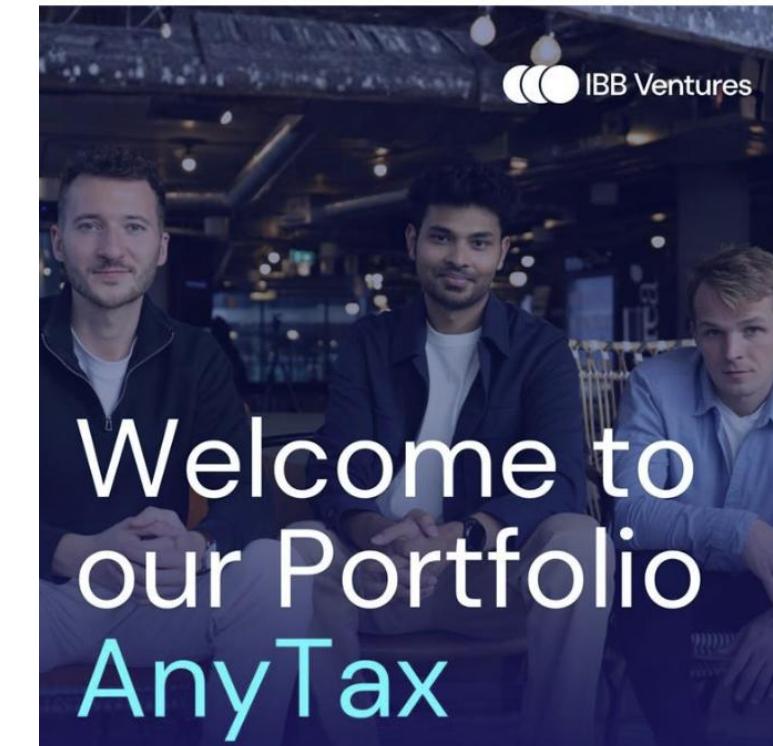


News: LinkedIn | Newsletter | Press



We're thrilled to back AnyTax in their €1 million pre-seed round — turning tax filing and planning into something you'll actually want to do, not avoid. ... mehr

Übersetzung anzeigen



Agnostics Secures \$34 Million Series B to Enhance Precision Medicine with AI



Podcasts



QR Code Stickers



BORN AND KEPLER

Episode #14:  
Berlins KI-Ökosystem: Ein tiefer Einblick mit IBB Ventures



Andreas Depolla  
Chief Technology Officer  
Atari Inc.

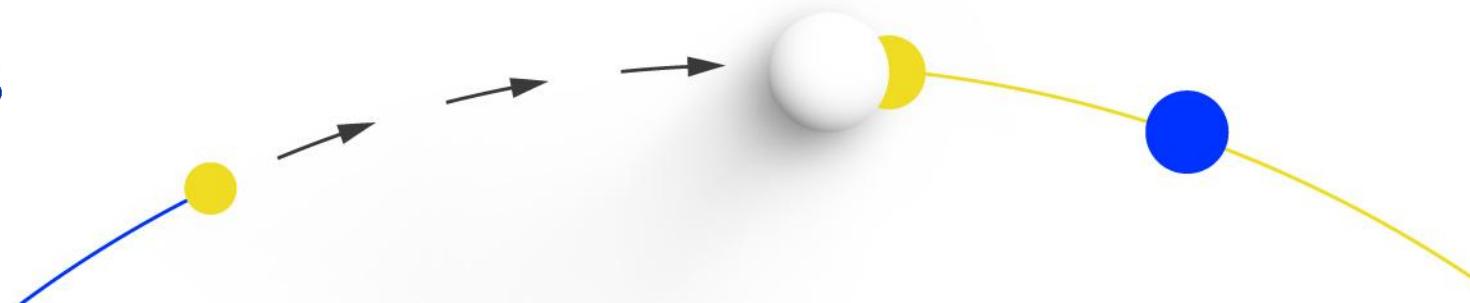
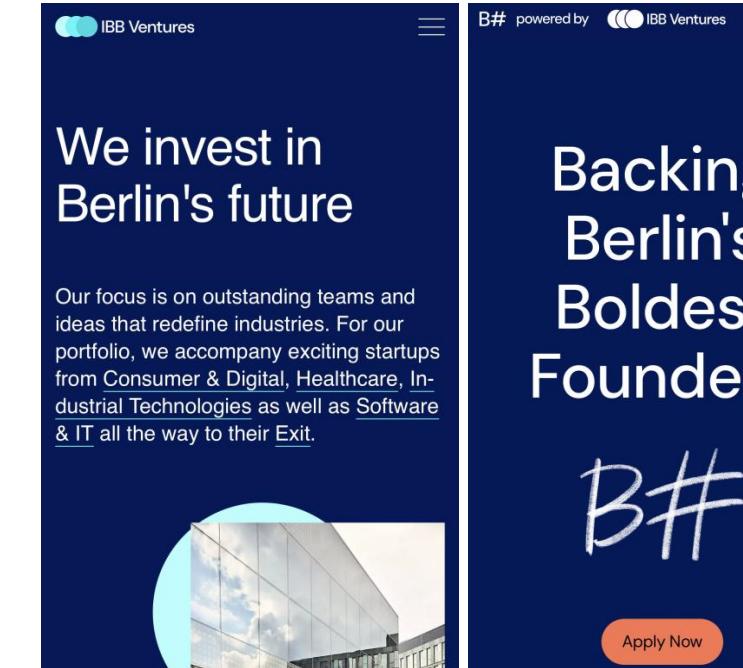
Stephan Schulze  
Investment Director  
IBB Ventures

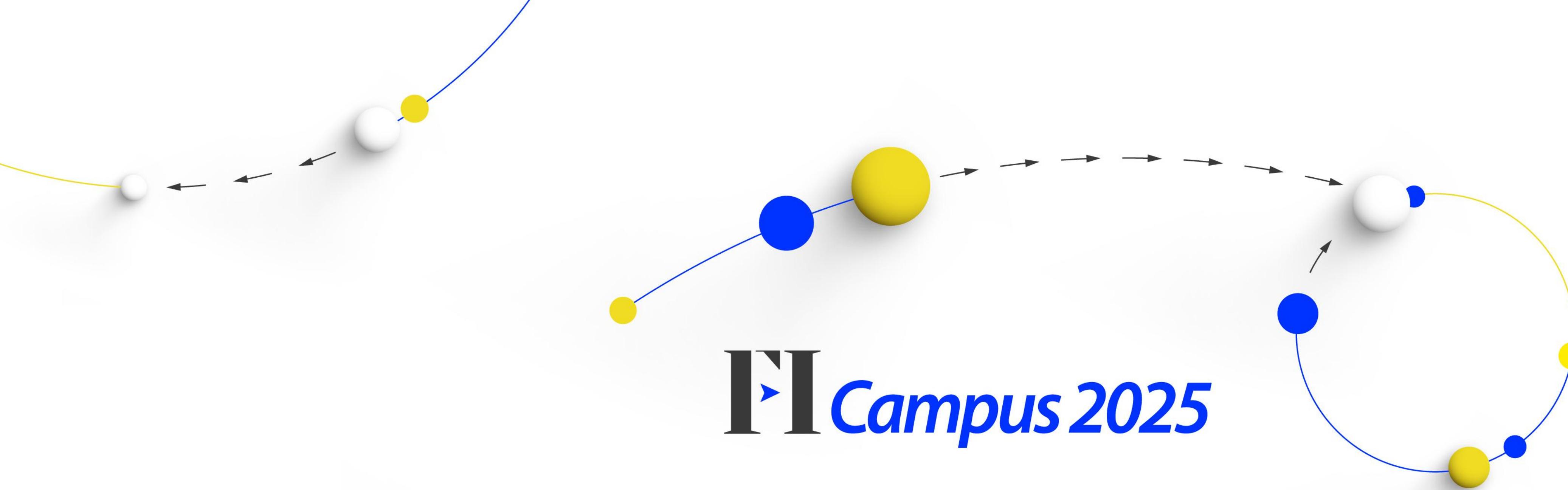


Events: Launch Event | Event Participations | Community Events



Websites | Office Hours | Presentations & One Pagers: IBB Ventures and B#

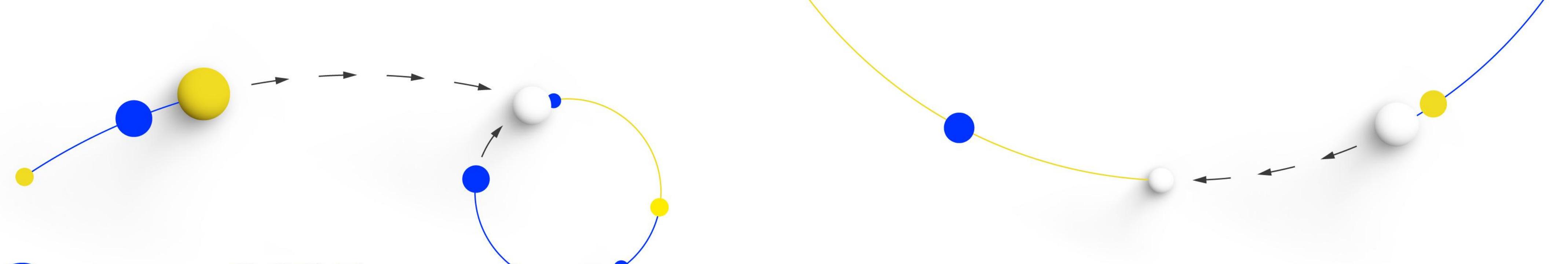




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Thank you





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*Marijana Baršić Barun, M.Sc.*

*Member of the Management Board, HAMAG-BICRO*

# Communicating financial instruments

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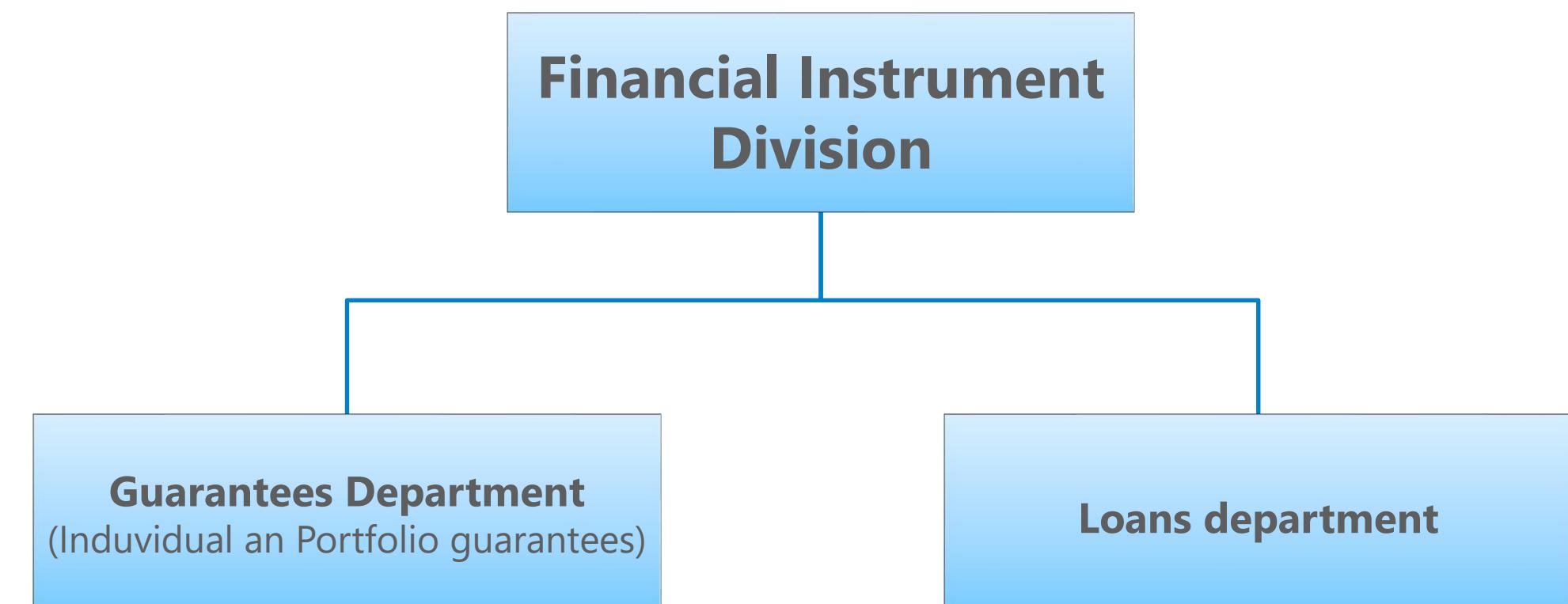
## About Croatian Agency for SMEs, Innovations and Investments (HAMAG-BICRO)



**HAMAG-BICRO** – Government agency under the supervision of the Ministry of Economy. Committed to growth and development of SMEs.

### Main fields of work:

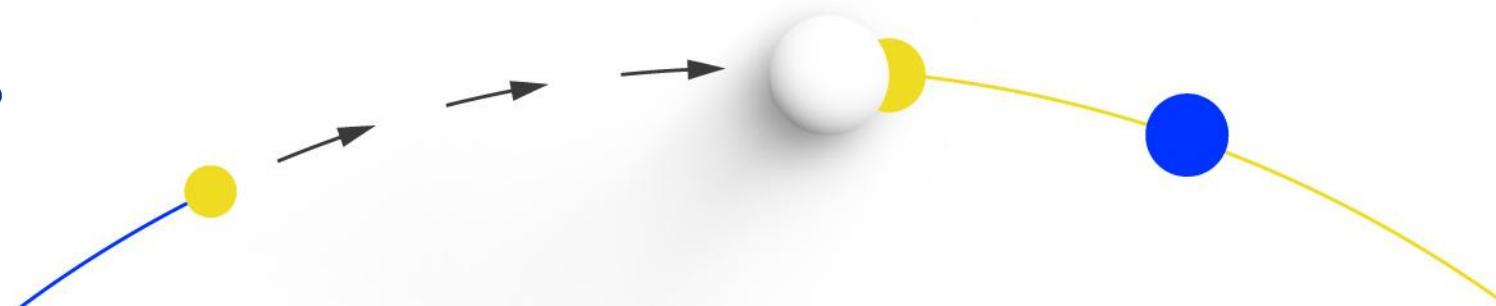
- Issuing guarantees for bank credits to SME's
- Direct lending Micro and Small loans to SME's
- Promoting investments



Member of AECM



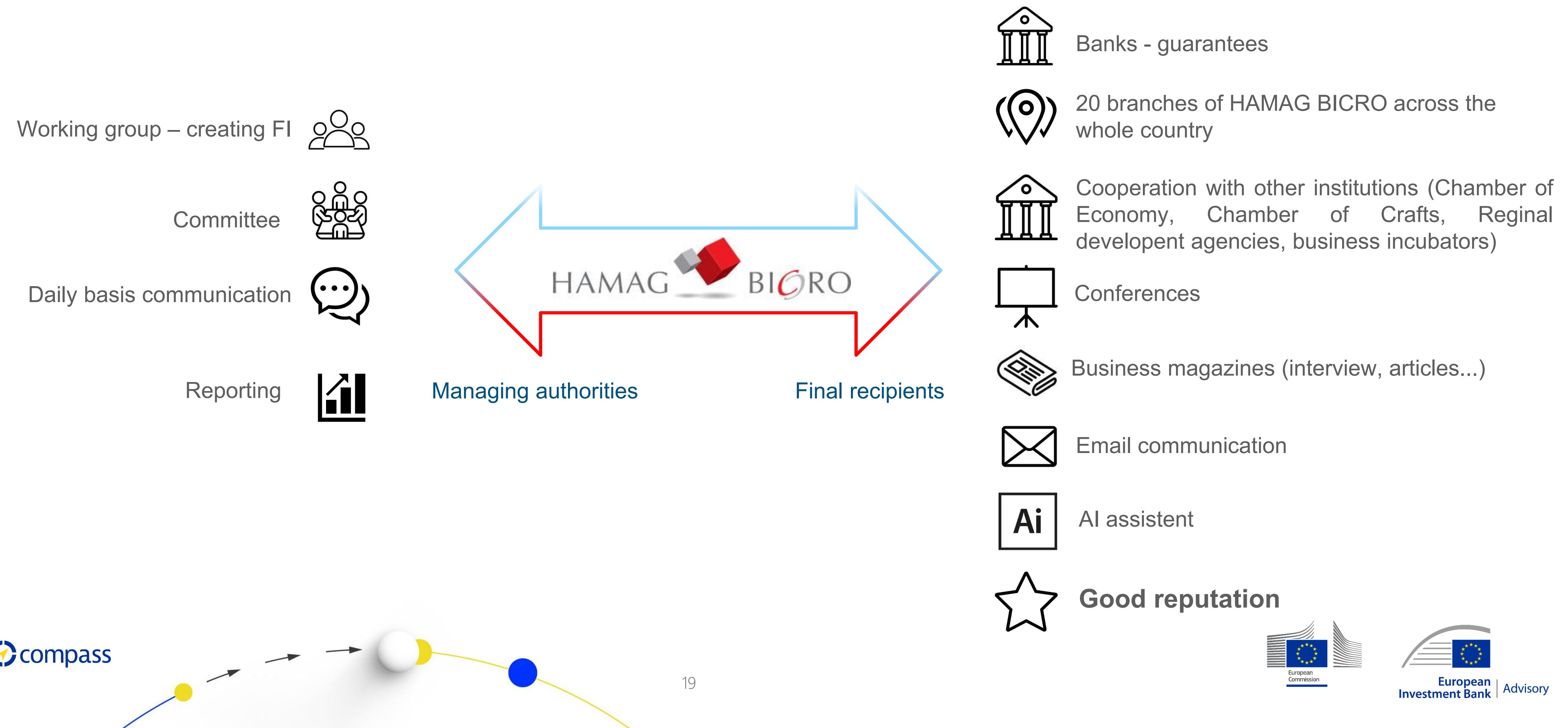
- 850 **Individual guarantees**; > 400 mln EUR
- 2.000 **Portfolio guarantees**; > 115 mln EUR
- 13.500 loans; > 600 mln EUR

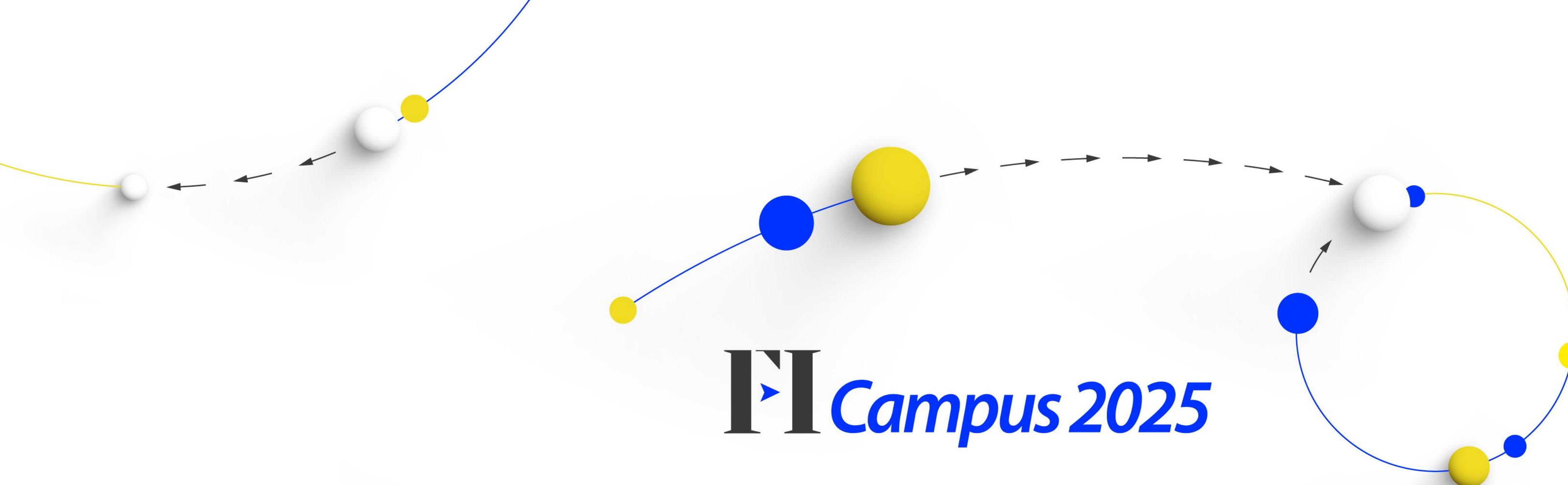


# Communicating financial instruments

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## Communication with MA and final recipients

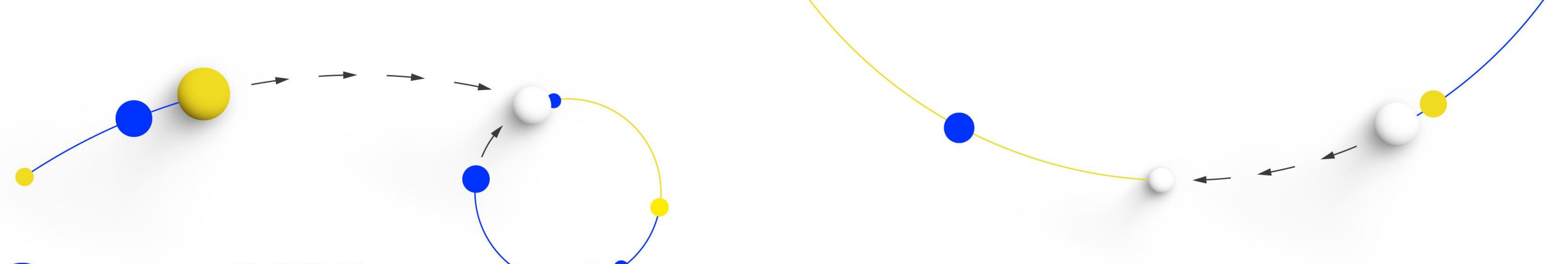




# Thank you

*marijana.barsicbarun@hamagbicro.hr*





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*Jean-Michel CATANI*

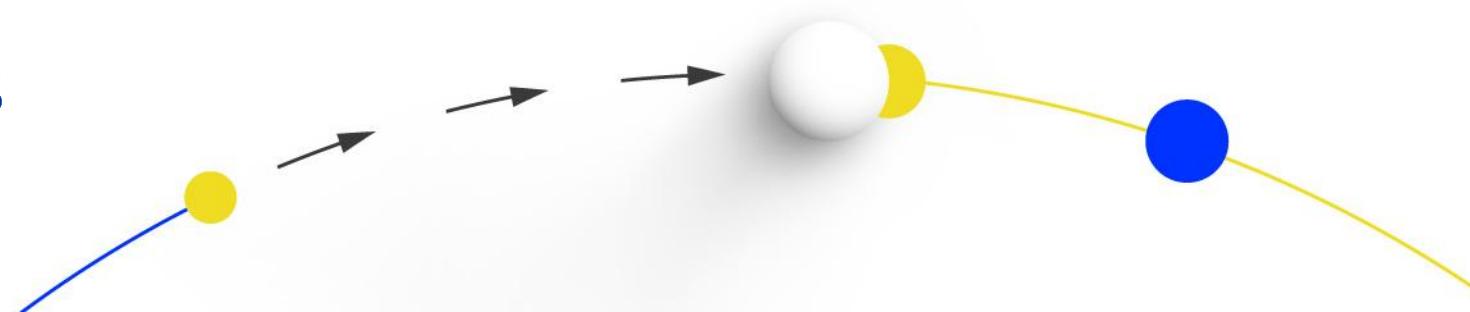
*Director, CADEC*

# Communication for financial instruments

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*Having a look back on the ten past years*

- **a very short mobilisation period that did not prevent an optimal use of the funds**
- **A communication about reporting tangible datas and concrete achievements on local TV, regional press & radio and a very little X account**
- **One main axis : bringing Europe closer to small businesses**
- **One priority audience to reach: the policymakers**
- **Many progress tracks and unanswered questions:**
  - *How to use social media?*
  - *How to reach the masses?*



# Communication for financial instruments

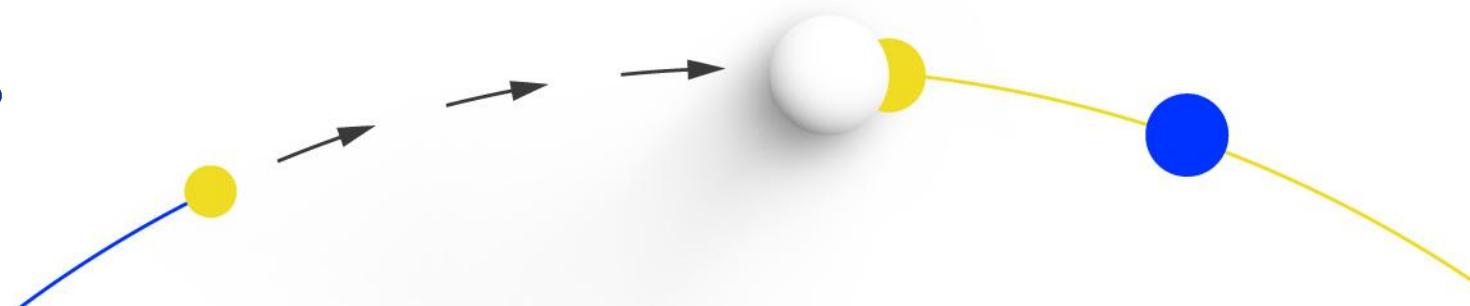
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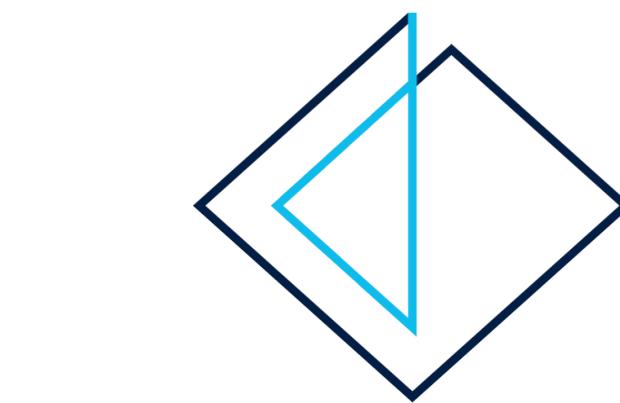
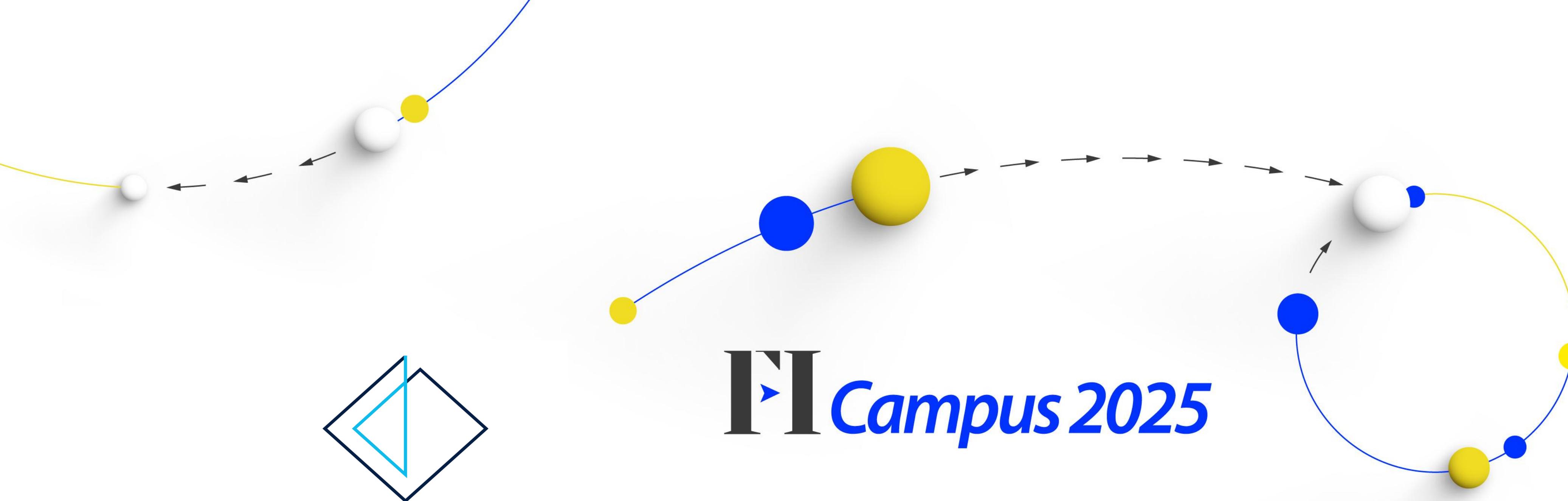
*What if we had more time?*

- Creation of a facebook or LinkedIn page specific for each FI
- Storytelling about real achievements all along the way
- Associating policymakers at every point of the communication to improve their appropriation of the topic

*What for ?*

- Making it more alive
- Showing how we succeed in making european funds close to SMES
- Convincing decision makers of the utility of financial instruments even when it is not grants



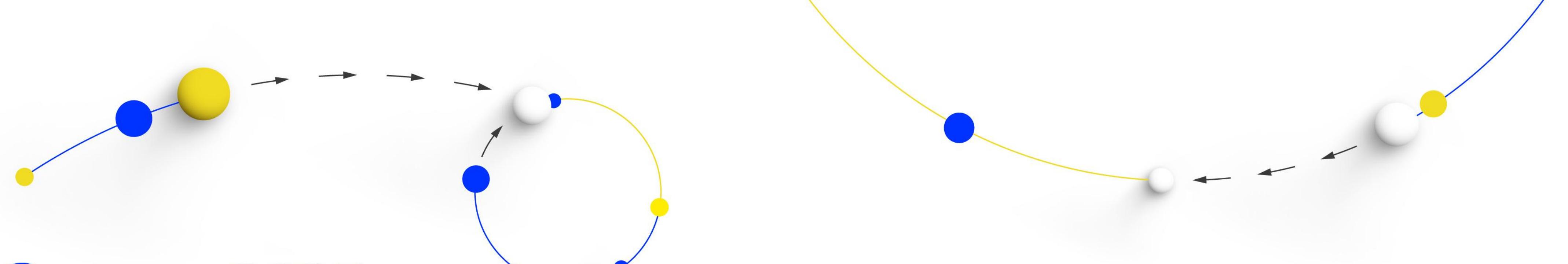


**CADEC**  
La société financière de la Corse

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Thank you





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*Martina Grigorova*

CEO, SIS CREDIT

## *The role of partnerships in community level communication*

Partnerships with NGO sector and Universities in:

- ✓ Academies for local entrepreneurs (mentoring and jury members)
- ✓ Universities competitions (Best youth entrepreneur in Bulgaria, organized by Sofia University and Fund of funds)
- ✓ Educational and financial literacy programs for vulnerable entrepreneurs
- ✓ Accelerator programs for start-ups



# SIS Credit experience

## *Communication through non-financial support*

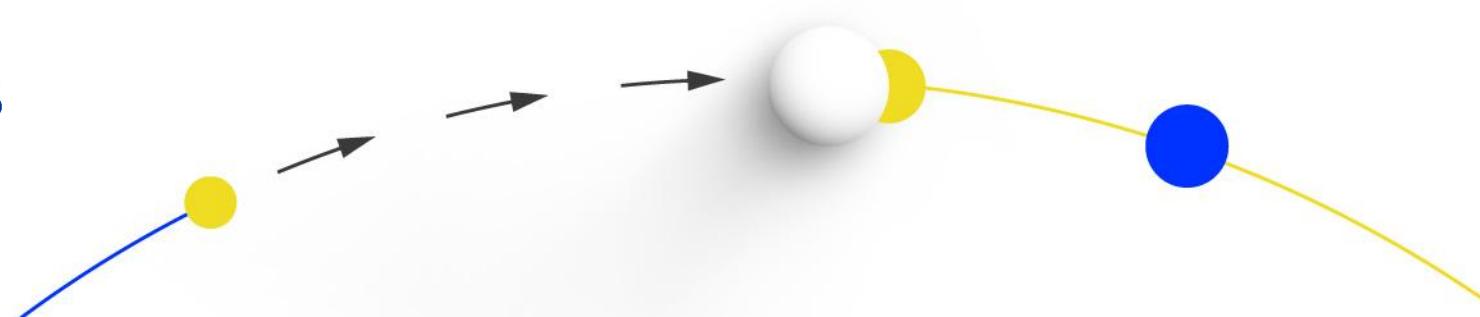
In 2025, we launched a new consultancy portal under the *Transform Together Fund* project, funded by the European Commission under ESF+

### Aim:

To improve the digital skills of entrepreneurs and provide expert consultations in various fields, including AI tools for entrepreneurs, green project development, and available EU funding.

### Features:

- ✓ **Info about topics of interest**
- ✓ **Poli** – an intelligent chatbot
- ✓ **Appointment booking** with industry experts



Co-funded by the European Union The Project Enabling vulnerable micro entrepreneurs apply green and digital practices in their businesses and households through tailor-made consultancy and online loan application process is co-financed by the European Union under TRANSFORM TOGETHER FUND

# SIS Credit experience

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## *Storytelling in action*

- Fi-compass Showcase award 2024

<https://www.fi-compass.eu/showcase-2024/sis-credit-and-fmfib-revitalising-bulgarian-villages-through-financial-instruments>

- Fi-compass stories about clients

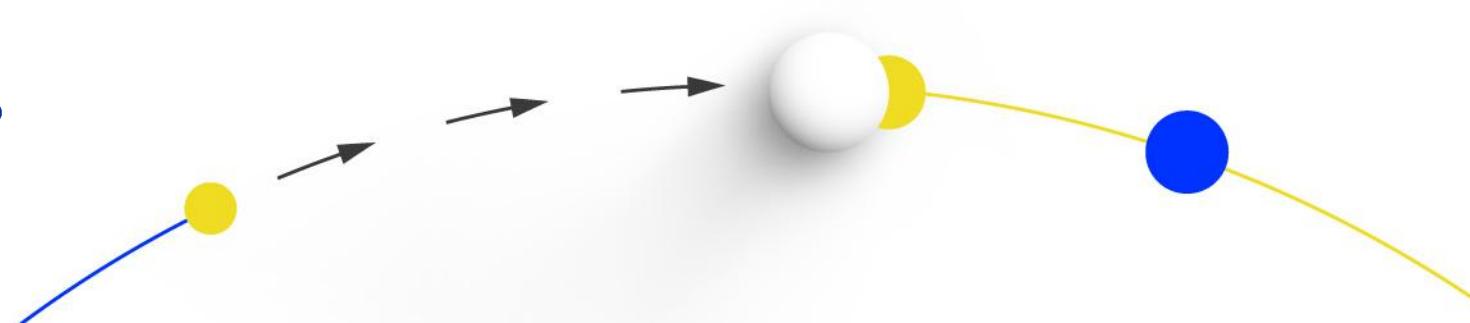
<https://www.fi-compass.eu/stories/barabar-did-you-say>

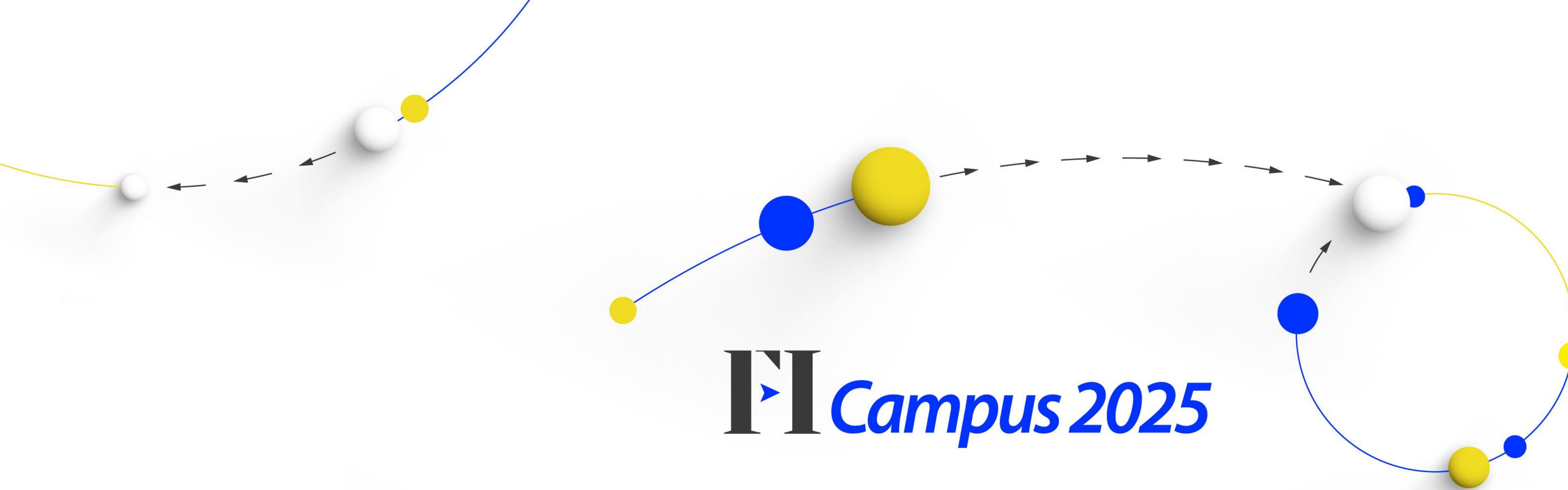
- Financial instruments under ESF+ for assisting vulnerable entrepreneurs in Bulgaria- video

<https://www.fi-compass.eu/videos/success-stories/esf-microfinance-financial-instruments-assisting-vulnerable>

- Promotional video with CEB for SIS Credit refugees support

<https://youtu.be/RISv0G9RqJ0?si=v2MNYI2TdVIDlrxz>





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Thank you



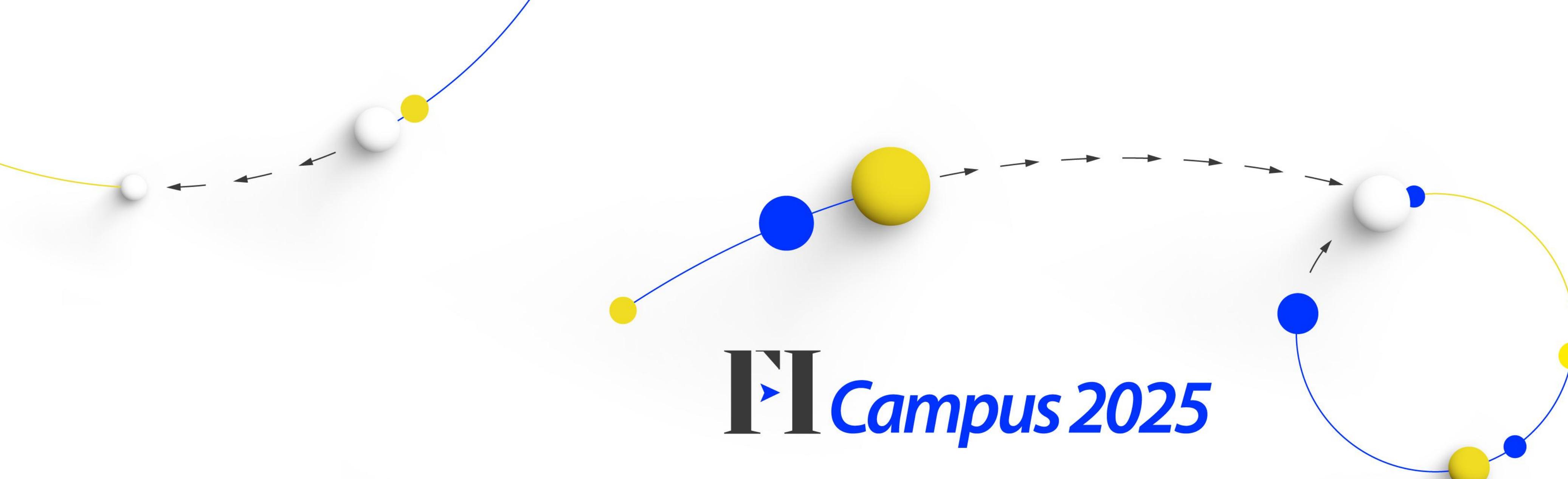
# *Moderated discussion and Q&A*



25, 26 and 27 November 2025 - Brussels

Join at  
**slido.com**  
**#ficampus**





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[www.fi-compass.eu](http://www.fi-compass.eu)

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