

**ΕΡΑνηΕΚ 2014-2020**  
**OPERATIONAL PROGRAMME**  
**COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION**

**DIGITAL step**  
DIGITAL UPGRADING OF ENTERPRISES 

The enterprise **Optical House** based in CRETE region, has joined the Action "Digital Step" with a total budget of **84 million €**. The Action aims at the digital upgrading of very small, small and medium - sized enterprises.

The investment's total budget is 8750€ out of which 4375€ is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

**The approved subsidised Business Plan includes investments in the following categories:**

- ✓ Procurement and installation of ICT equipment
- ✓ Software for office applications, web development, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)

**Through the participation in the Action, the enterprise achieved:**

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship

The support of ΕΡΑνηΕΚ proved beneficial, not only for the enterprise but also for the competitiveness of the national as well as the local economy.



**European Union**  
European Regional  
Development Fund



HELLENIC REPUBLIC  
MINISTRY OF  
DEVELOPMENT AND INVESTMENTS  
SPECIAL SECRETARIAT FOR  
ERDF, CF & ESF PROGRAMMES  
MANAGING AUTHORITY OF ΕΡΑνηΕΚ

 **ΕΣΠΑ**  
 **2014-2020**  
ανάπτυξη - εργασία - αλληλεγγύη  
**Partnership Agreement**  
**2014 - 2020**

Co-financed by Greece and the European Union