



Balkan-Mediterranean  
SMecoMP



## Minutes

### INFORMATIVE WORKSHOP

Interreg Balkan-Mediterranean Program

Project: **A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness**

Wednesday, 03.10.2018, 10:00

Venue: Hotel Kristal Palas, Prilep

One-day informative workshop was organized By Faculty of Economics – Prilep, “St. Kliment Ohridski” University – Bitola as one of the Partners in the Project.

The workshop attended 50 invited entrepreneurs, future entrepreneurs, managers and leaders.

The workshop started with a Welcome note by Prof. dr. Marika Baseska Gjorgjieska, Local coordinator, University St. Kliment Ohridski Bitola.

The present audience was acquainted with the agenda and the panel of participants. Among the present interested businessmen, entrepreneurs, professors, officials, students, Chamber of Commerce representative, were also representatives of the Mayor of Prilep Municipality, the director of the APPRM, the Mayor of Brvenica Municipality and the Faculty of Economics representatives.

After the welcome note, prof. basheska gave a short presentation of the SMecoMP project highlines introducing the audience with the main aim, activities and expected results of the project. As it was presented that the main aim of the project is to establish ***a strong and resilient knowledge alliance among Higher Education Institutes, vocational education training centers and SMEs*** in the programme area, to promote **eco-entrepreneurship, management and innovation** by developing an educational framework based on solid research and the exchange of experiences and best practices and using innovative education and training tools and methods.

After and during the presentation there were questions from the audience and discussions from all participants. There were several questions about the way of organizing modules, accessibility and broadness, potential participants, etc.

The second presenter was MSc. Marinela Todorovska, Researcher -Expert presented the Surveys results on: Eco-Entrepreneurial Qualifications and Eco-Innovation and Entrepreneurial Training Needs & Existing Educational Initiatives.

After the research results were presented, the audience was interested in the way of data collection and the interest of SME managers about these issues. They were told that managers and entrepreneurs are interested in eco issues but they don't have enough knowledge and information about it.

Afterwards, Aleksandar Mateski, PhD, Analyst- Expert presented the current state and best practices review on national level. He pointed out the Legal regulation in the country, still negative relation of the people and companies with the environment (because of not developed mindset in this context and not enough knowledge about).

As Best practice model he mentioned and elaborated PakoMak company. That was the reason why the manager of this company was the next presenter in the workshop. Actually, Filip Ivanovski, PhD, manager, PakoMak presented a case study of Pako Mak enterprise as a model of packaging waste management as one case of Best practices.

Out of the discussions, we can highlight the interest around the:

- legal frameworks, on European and regional level, as well as local - very important in environment and economy where mostly things get done if they are prescribed in a law
- Waste management. The case of enterprise - PakoMak - and how it can increase its presence and impact, because the efforts are in place, but should be expanded
- Local small scale steps and initiatives (by municipalities of Prilep, individual engagement of companies with present representatives) of making connections with relevant stakeholders in the broader ecosystem, to improve the current state in eco-entrepreneurship, youth involvement and citizen awareness

During the entire event, the SMecoMP team networked and recorded the interest of the potential participants to the future modules, especially in eco-innovation and waste management, which were announced as wrap up of the event.