

«A knowledge Alliance in Eco-Innovation Entrepreneurship
to Boost SMEs Competitiveness»

SMecoMP

Interreg



Balkan-Mediterranean

SMecoMP

OUTPUT of the two EIE LABORATORIES

held in PRILEP

September 2019

SMecoMPPartners



University of
Macedonia



Cyprus University of
Technology



St. Kliment Ohridski
University



Trakia
University



Bulgarian Industrial
Association



Agency for promotion of
entrepreneurship of the
Republic of Macedonia



Federation of Industries
of Northern Greece

Introduction

Eco-innovation entrepreneurship laboratory was established and organized by the Faculty of Economics Prilep on the Constitutional meeting attended by the Laboratory SMecoMP Team, on 29.08.2019 in the Faculty premises.

During this initial meeting it was decided one room of the Faculty to be dedicated to EIE Laboratory. In the framework of this it was decided to organize two workshops in September (18th and 27th) with the main aim to contribute to the Curriculum Development as a very important activity of the SMecoMP Project.

Based on the following documents Results of the previously conducted Research on the Business needs, Results on Current State and Best Practices Results and Inputs and Output from Laboratory organized by Greek partners, two workshops were organized at the Faculty of Economics Prilep, UKLO.

The first one had more internal character and it was held on 18.09.2019. Attendees were professors, assistants and students who discussed on the results of Current State and gave some ideas and proposals. These workshop results presented starting point for the second workshop that was held at the Faculty on September 27th, 2019.

The workshop gathered participants from the academic structure, entrepreneurs, representatives of the business sector, external experts and a group of young eco-innovators. Local Project Manager opened the Laboratory, presenting the results and recommendations included in the Report of the survey realized by external experts. It was decided that the discussion should be led around more specific topics, according to the results gathered from the survey on Eco-entrepreneurial Qualifications and survey on Eco-Innovation entrepreneurial Training Needs & Existing Educational Initiatives and Proposed content for the four training modules.

During the discussion the participants came to the conclusion that the proposed content for the training modules is general in particular and it has to be revised, and to include more specific subjects.

The proposed comments and suggestions for the training modules are as follows:

- the sustainability as a concept,
- the importance of sustainability and its incorporation in the curriculum development at the training programs and training courses,
- sustainability in disciplines like:
 - ❖ management,
 - ❖ economy,
 - ❖ ecology;
- Incorporating them in training modules as potentials topics and themes, like:
 - ❖ Personal Sustainability,
 - ❖ Eco-management ;
- Recommendation for updating the content of marketing disciplines in term of sustainability, such as
 - ❖ Sustainable marketing,
 - ❖ Sustainable brands etc.
- Access to finance

One of the subjects proposed during the discussion was Organic production as an eco-innovation and the need for business trainings in this area, as well as actions in creating a demand for organic products (promoting their advantage, etc.). As a result it was concluded that there is a need for:

- Creating modules and accreditation of the training programs for entrepreneurship on organic agriculture,
- Trainings for the high school students on the Organic agriculture with professional practice.

Representatives of the entrepreneurs among the invited speakers, on the other hand were concerned about practical issues that they are facing daily in their businesses, from poor infrastructure in the country, to industrial waste management activities - from its inception to its final disposal, the packaging and collection from the firms, its transport, treatment and disposal. From their side, we have the following suggestions:

- Covering the policy and legislative framework; organization of institutions and Human resources,
- cost recovery and financing of services and investments,
- stakeholder awareness and communications,
- all phases of technical management from collection to final disposal of waste,
- existence/remediation of environmental burdens,
- impact on public health and living/natural environment with the potential impact on the economy,
- EU Waste Management Strategy in comparison with Waste Management Strategy of the Republic of N. Macedonia,
- explaining the definition of waste,
- precautionary, preventive action, contributing to the idea of an environmentally friendly environment,
- correction at source and “polluter pays” principles as objectives for the sustainable development,
- raising the awareness of the importance of reuse of the waste materials and recycling,
- making cost-benefit analysis,

which are a framework for multiple set of topics for the training modules.

The discussion was continued with conclusion of a need for more frequent cooperation between the academia and business sector, as the present one is not satisfactory and it should be further developed. The ongoing cooperation between businesses and universities as is provided on this Project helped tremendously in identifying topics of mutual interest to the academia and to the business community.