



## **REPORT**

**on the findings from the**

**FIRST SURVEY ON THE ECO-ENTREPRENEURIAL QUALIFICATIONS**

**Agency for Promotion of the Entrepreneurship of Republic of Macedonia**

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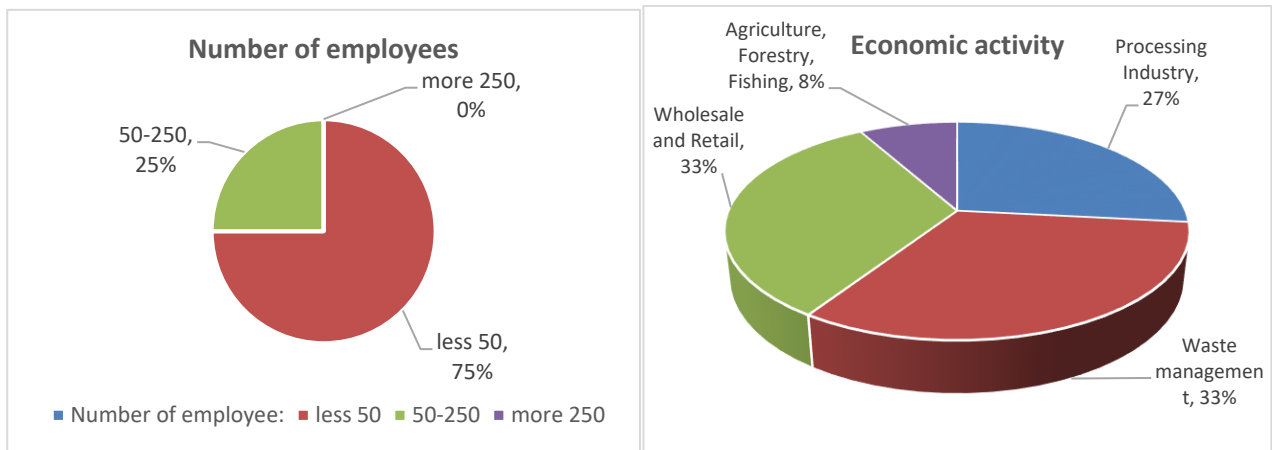
**May 2018**

## Report of the findings

The survey was conducted in April 2018. The appropriate questionnaire has been send to 55 companies, 12 responded by 05.05.2018. The questionnaire is divided in 3 parts.

### SECTION A INFORMATION ABOUT THE ENTERPISE

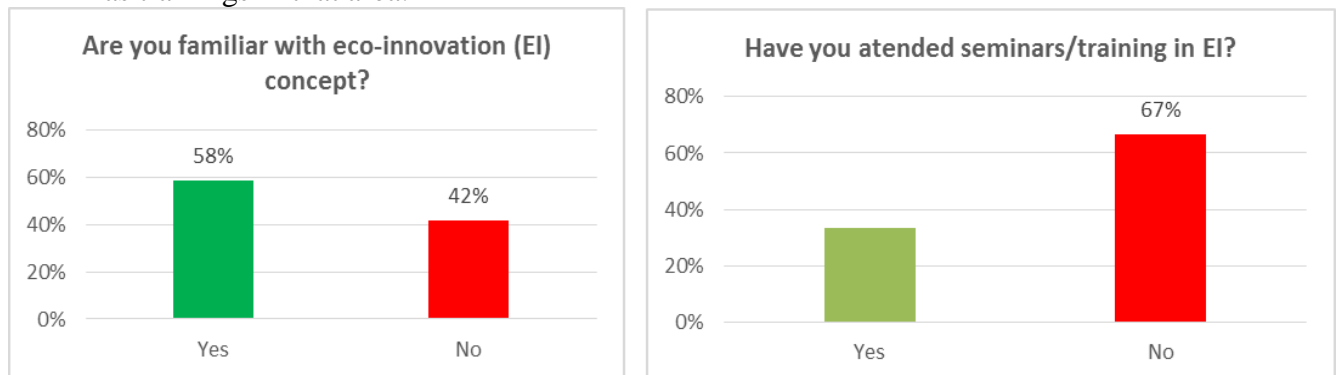
The questioner for the survey has been answered by 12 companies with the following structure regarding their number of employees and economic activity.



### SECTION B ECO INNOVATION TRAINING NEEDS

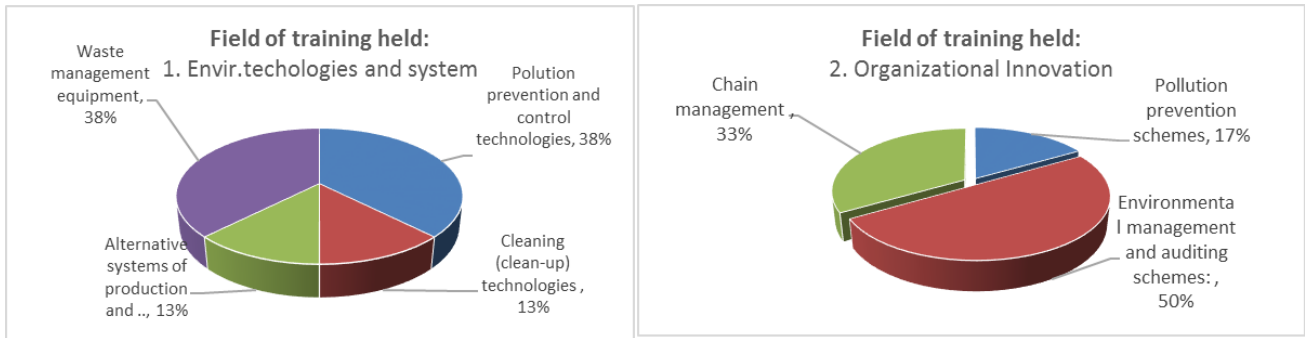
Regarding identification for the training needs of the companies, the following findings could be presented in this section:

1. It seems that eco-innovation is not widely spread as a concept among the companies, as well as trainings in that area:



Only 58% are familiar with eco-innovation concept and only 33% have attended seminars or training related with eco-innovations. In 60% of responses attended seminars were organized by third-parties, while 20% of responses indicate in-house workshops and trainings and 20% respond that have attended both types of organization forms.

2. Regarding fields covered by the trainings/seminars, the following results have occur:



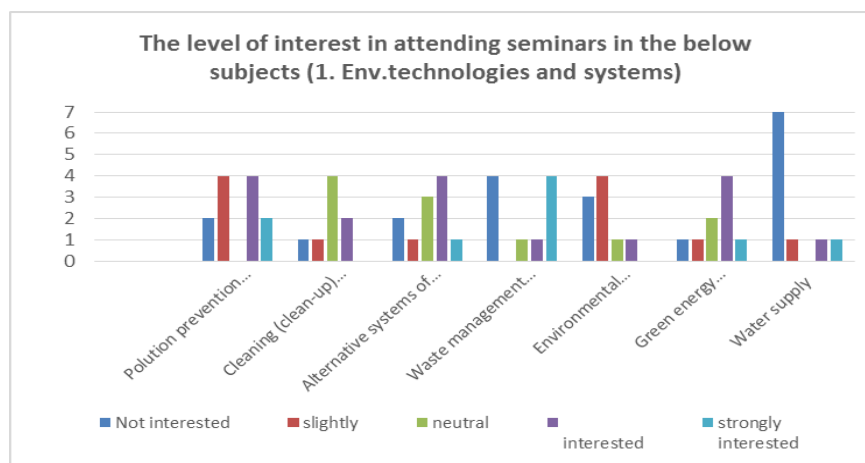
From the **Environment and technologies systems** point of view, most of the areas covered by trainings/seminars so far are related with *Pollution prevention and control technologies* (38%) and *Waste management equipment* (38%), while with 13% participation in trainings were areas in *Cleaning (clean-up) technologies that treat pollution released into the environment and Alternative systems of production and consumption; cleaner process technologies; green logistics; new manufacturing processes that are less polluting and/or more resource efficient than relevant alternatives (eg biological agriculture, renewables-based energy system)*. The others areas have not been covered so far among the survey participants.

From the **Organizational Innovation for Environment** aspect, mostly covered areas are *Environmental management and auditing schemes: formal systems of environmental management involving measurement, reporting and responsibilities for dealing with issues of material use, energy, water and waste (eg EMAS, ISO 14001)* with 50% coverage of trainings, followed by 33% in the field of *Chain management: cooperation between companies so as to close material loops and to avoid environmental damage across the value chain (from cradle to grave); participation in circular economy initiatives*. The field of *Pollution prevention schemes* was covered only 17% by the trainings/seminars so far.

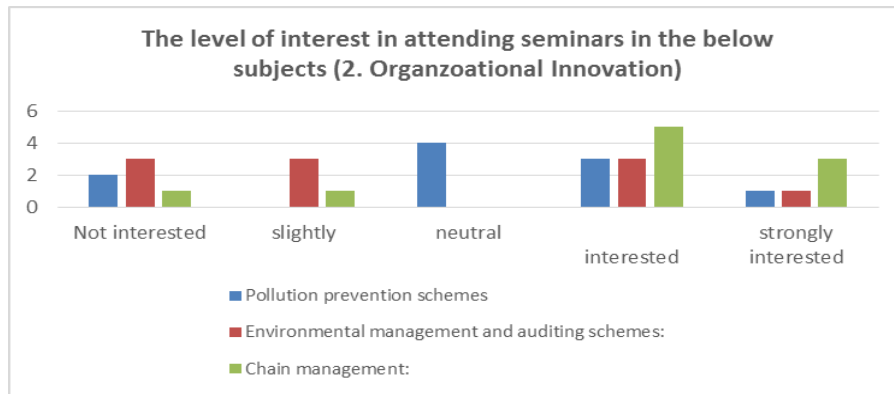
Regarding **Product and service innovation offering environmental benefits**, 100% of the respondents identify filed of Environmental services: solid and hazardous waste management, environmental consulting, testing and engineering, other testing and analytical services as the topic covered by the seminars/trainings they attended.

### 3. The survey intend to identify training needs of the companies and areas of interests.

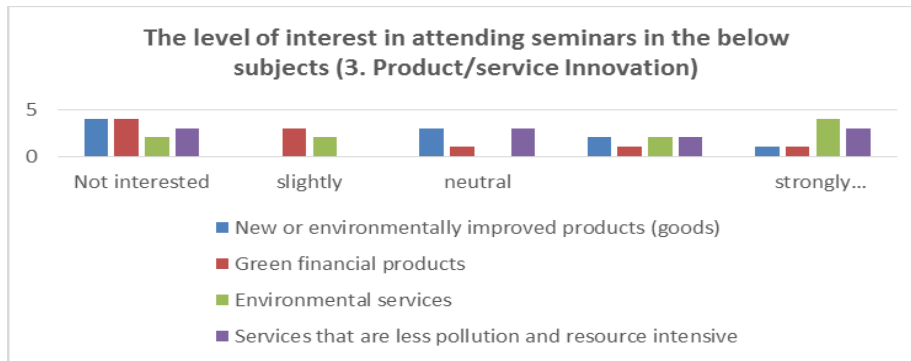
From **Environment and technologies systems**, the survey shows that areas of (1) *Pollution prevention and control technologies*, (2) *Alternative systems of production and consumption; cleaner process technologies; green logistics; new manufacturing processes that are less polluting*, (3) *Waste management equipment* and (4) *Green Energy Technologies* are the topics that are most interesting for the further seminars for the companies.



From the **Organizational Innovation for Environment** aspect, area of *Chain management: cooperation between companies so as to close material loops and to avoid environmental damage across the value chain* is the most interesting for the responders.

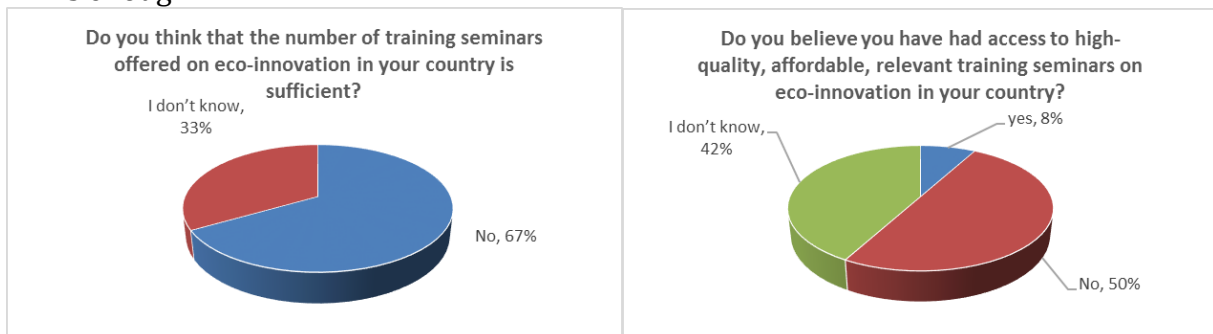


From **Product and service innovation offering environmental benefits** point of view, most interesting area for seminars/training are *Environmental services: solid and hazardous waste management, environmental consulting, testing and engineering, other testing and analytical services*, followed by field of *Services that are less pollution and resource intensive*.



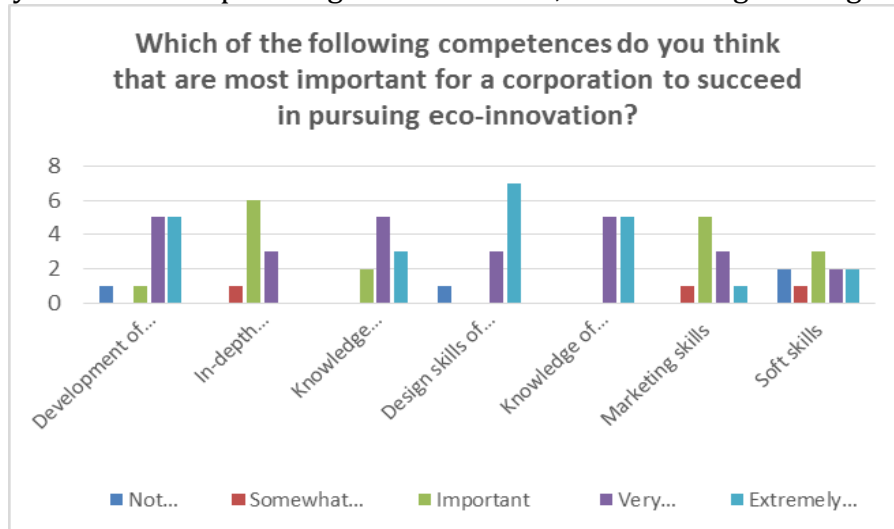
It seems that *Green financial products* is area with lowest interest among the companies that respond the survey.

4. Companies have strong impression that number of seminars offered on eco-innovation is not sufficient. Vast 67% respond negative to the question and the rest 37% do not know if it enough. There is no even single company that think that number of seminars is enough.



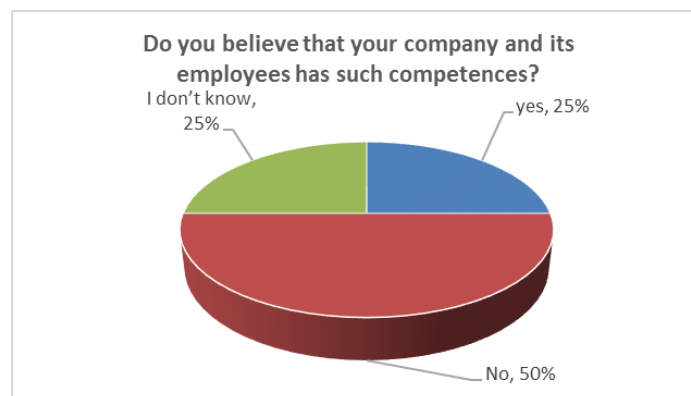
Even more, only 8% declare access to high-quality and relevant eco-innovation seminars, versus 50% that think that there is no such a seminars in the country. More than 40% still do not know if seminars are good or bad.

5. When it comes to which competences responders consider as the most important for a company to succeed in pursuing eco-innovation, the following ranking have been done:

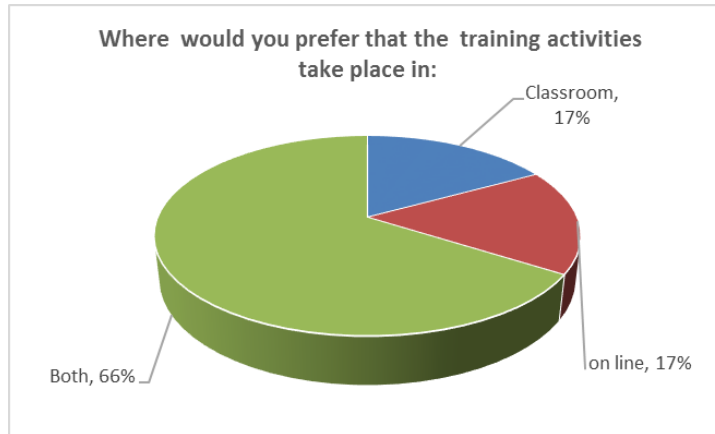


It seems that (1) *Development of new sustainable/circular business models* is consider as the most important, closely followed by (2) *Knowledge of creative thinking tools* and (3) *Design skills of new products or/and services*. Other areas are consider less relevant for the successful eco-innovation.

However, only 25% of companies think that their employees possess such competences, while 50% of companies are sure they do not. 25% of the companies do not know answer on this question.



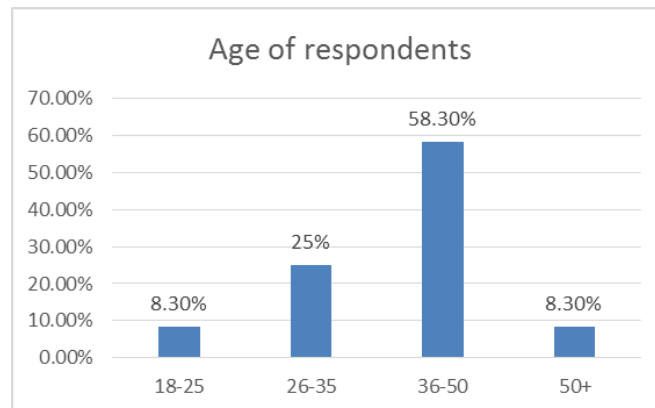
All companies (100%) respond that they will encourage participation of their company's employees to eco-innovation training initiatives!



Finally, combination of on-line and classroom seminar is the most acceptable way for delivering seminars/trainings.

### SECTION C – PERSONAL INFORMATION

The respondents were 50% man and 50% female. The age is shown in the graph below:



Most of the responders (87%) are with University degree and 13% with more than that. Average year of experience is 8 years, having only one with 20 year experience.