



## NEWSLETTER 4

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

Project co-funded by the European Union  
and National Funds of the participating countries



## **Face to face Blended Training on Environmental Management and Eco-entrepreneurship**

09.09.2020 - 15.09.2020

Hotel "Kristal Palas" Prilep

The **Faculty of Economics in Prilep**, and the **Agency for promotion of entrepreneurship of RNM**, organized **Face to face training** provided by experts/trainers from academia and the business sector by using blended methods.

Actually, the purpose of this activity was to provide face-to-face training based on developed curricula in Eco-Innovation Entrepreneurship and Eco-Management using a developed Training Platform.

Despite the situation with Covid 19, by respecting the prevention measures, training for two groups was organized:

- the first for group of 15 students (5 days, 3 hours per day) and
- the second for 15 SMEs professionals and young entrepreneurs (5 days, 4 hours per day).

All attendees had the opportunity to become more familiar with the fields of environmental management and eco-entrepreneurship through 4 Modules run by appropriate experts as follows:

**TM1. Environmental and Energy Economics – Cost Benefit Analysis - Environmental Finance and Accounting**, provided by prof. Pece Nedanovski, PhD, Faculty of Economics Skopje, UKIM

This training module establishes the need for action so as to move towards sustainable economic development, focusing on sustainable production, that is, the role of business. In the second part, the module presents some important tools that can be used by business and in particular, Cost-Benefits Analysis, and Environmental Accounting.

**TM2. Environmental Management – Environmental Impact Assessment - Corporate Social Responsibility**, provided by prof. Sasho Kjosev, PhD, Faculty of Economics Skopje, UKIM

The aim of the second training module is to create specialized personnel at both the theoretical and practical level dealing with environmental aspects related to environmental legislation, development and implementation of environmental management systems, sustainable planning and implementation of environmental projects.

**TM3. Eco-innovation and technology transfer**, provided by Gordana Chelebikj, RIST NCE Expert, Zone EMENA, business sector expert.

The third training module examines the transition from traditional to eco-industry, emphasizing the use of certain tools such as Life Cycle Assessment (LCA), Multi-criteria impact assessment (MIA) and multi-actor multi-criteria (MAM). The module uses case studies focusing on sectors of bio-economy (agriculture, forestry, fisheries, aquaculture, etc.).

**TM4. From a green idea to a sustainable business**, provided by Valentina Disoska, owner of small business, President of the Association of Business Woman, business sector expert.

The fourth training module focuses on providing the participants with the basic knowledge and skills needed to start exploring the potential of such an idea, by identifying their first potential market and customers.







*The participants in both groups were awarded with the Certificate of Completion*

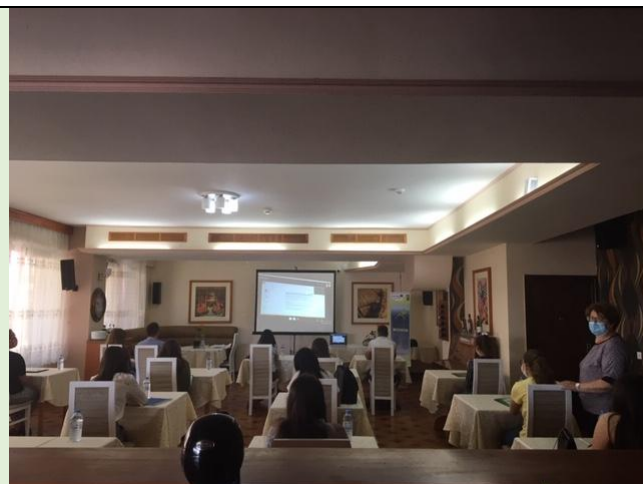


## Reflections

### Angela Mitreska – student

It was a great honor and pleasure for me to be a part of this project and to cooperate with really successful people. Eco-innovation is something that should be more developed as an idea and concept because of its significant role in the economy and the functioning of small and big businesses and even our everyday life.

Throughout this training I learned a lot of new concepts and things, which encouraged me to research more deeply in this topic, but also awakened my creativity to think like a future, young and potential business person, about making this world a better place to live in.



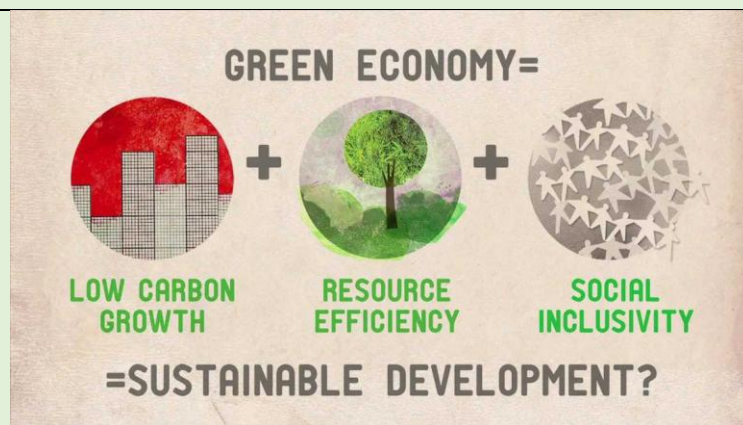
## Valentina Disoska – trainer (small business owner)

I am really happy that I had the opportunity to take part in the SMecoMP project as a trainer having a chance to share my experience with both groups -students and young entrepreneurs. I emphasized the significance of understanding the essence of the green economy, and the goals of sustainable development, as well. The attendees were very much interested in the offered topic and the discussion was very fruitful. I was surprised by the great ideas they presented and I am sure that this Module will be of very big value for all of them.



## Zarko Bebic – young entrepreneur

For me as a young entrepreneur it is especially important to gain some basic knowledge about the significance of eco-innovative entrepreneurship. I am especially interested in the use of renewable energy sources. I can say that this type of training with experienced trainers has increased my knowledge in this area and it encouraged me to think about it much more. The next mentoring program will add value to this training and I believe that all these activities will result in some workable solutions to my ideas.



## Upcoming activities

### SMecoMP's pre-Incubator counseling & mentoring program

*From Eco-innovative Idea to a Concept*

- SMecoMP Pre-Incubator program will support 15 potential interested entrepreneurs or students or trainees to present their eco-innovative ideas and further elaborate them to develop new eco-innovative ventures and businesses.
- Counseling and mentoring support will be provided by experts from academia and the business sector.
- Pre-Incubator services will be held in the EIE Laboratory at the Faculty of Economics Prilep.