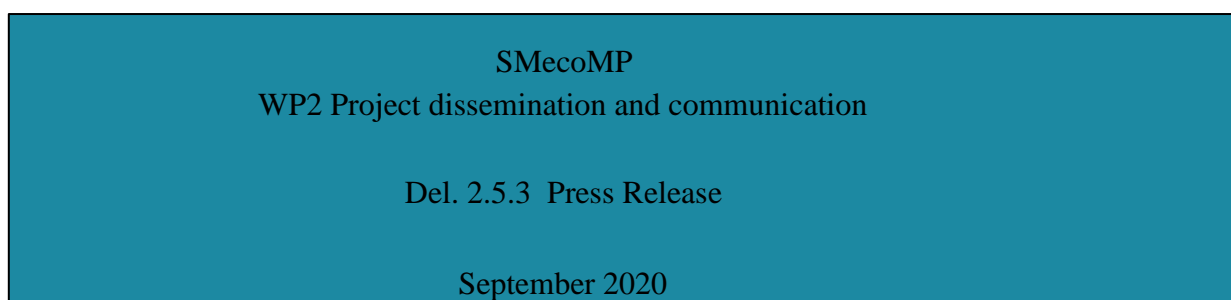




“A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness” SMecoMP



**“ST. KLIMENT OHRIDSKI” UNIVERSITY –BITOLA,
FACULTY OF ECONOMICS – PRILEP
AGENCY FOR PROMOTION OF ENTREPRENEURSHIP IN
REPUBLIC OF NORTH MACEDONIA (APPRSM)**

Deliverable Number 2.5.3

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

Project Acronym SMecoMP

Project Duration 01.12.2017 – 30.11.2020

Project Partners

LB (PB1) University of Macedonia – Department of Economics (GR)

PB2 Federation of Industries of Northern Greece (GR)

PB3 Bulgarian Industrial Association – Union of the Bulgarian Business (BG)

PB4 Trakia University (BG)

PB5 "St. Kliment Ohridski University" Bitola, Faculty of Economics-Prilep RNM

PB6 Agency for promotion of entrepreneurship of the Republic North Macedonia

PB7 Cyprus University of Technology (CY)

PB8 Cypriot Enterprise Link (CY)

PB9 Youth Entrepreneurship – NE (GR)

PB10 Chamber of Commerce and Industry of Ioa

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

PRESS RELEASE

SMecoMP's pre-Incubator counseling & mentoring program *FROM ECO-INOVATIVE IDEA TO THE BUSINESS CONCEPT*

The **Faculty of Economics – Prilep, “St. Kliment Ohridski” University – Bitola** implements the project **A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness** in the framework of Interreg Balkan-Mediterranean Program.

The aim of the project is to establish *a strong and resilient knowledge alliance among Higher Education Institutions and business sector* to promote **eco- innovative entrepreneurship on Balkans** 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

The **Faculty of Economics in Prilep**, together with the **Agency for promotion of entrepreneurship of RNM**, organize pre-Incubator counseling & mentoring program that will be provided by experts from academia and business sector.

The SMecoMP project involves a pre-incubator arena to support the new entrepreneurs and give them the opportunity to present and elaborate their new eco - innovative ideas, to achieve the desired effects and developments in direction of eco - investments and protection of the environment.

Accordingly, there will be organized several *workshops in EIE Laboratory at the Faculty of Economics Prilep* where experts will provide *counselling and mentoring* of potential entrepreneurs as part of *SMecoMP pre-Incubator program* and support them to present their eco-innovative ideas and to develop ideas in new eco-innovative ventures and business.

The *main topics* of this programme are as follows:

- Introduction to innovation, eco-innovation, sustainable businesses and circular economy (Game: Mindmapping)
- Creativity and business idea development (Case Study: The Irish Bag Levy)
- Design Thinking & Customer Focused Product Design
- Business idea testing, pitching and reflection by the participants, mentoring
- Business Model Canvas: Explained + Exercise
- Introduction into Startups: What makes startups different from traditional business and How to make a winning Pitch?
- Introduction into Macedonian Startup System: Community, Platforms and Financing and Frameworks
- Workshop wraps up and timetable for mentoring session
- Presentation of the achieved results

The participants will be awarded with the Certificate.

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the participating countries



Invitation for participation

“ST. KLIMENT OHRIDSKI” UNIVERSITY –BITOLA, FACULTY OF
ECONOMICS – PRILEP
AGENCY FOR PROMOTION OF ENTREPRENEURSHIP IN REPUBLIC OF
NORTH MACEDONIA (APPRSM)

In the framework of the project
**A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost
SMEs Competitiveness “SMecoMP”**

Are organising

SMecoMP’s pre-Incubator counseling & mentoring program

FROM ECO-INOVATIVE IDEA TO THE BUSINESS CONCEPT

The Introductory workshop will be held on 23.09.2020 at 11:00

Main topics:

- Introduction to innovation, eco-innovation, sustainable businesses and circular economy (Game: Mindmapping)
- Creativity and business idea development (Case Study: The Irish Bag Levy)
- Design Thinking & Customer Focused Product Design
- Business idea testing, pitching and reflection by the participants, mentoring
- Business Model Canvas: Explained + Exercise
- Introduction into Startups: What makes startups different from traditional business and How to make a winning Pitch?
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- Workshop wraps up and timetable for mentoring session
- Presentation of the achieved results

Mentors:

Vesna Ivanoska, General Manager at Seavus Education and Development Center & Program, Manager Seavus Accelerator, Skopje

Makedonka Dimitrova, Researcher at Entrepreneurship and Leadership Development Institute, University American College, Skopje

All interested parties can register their participation on the following e-mail:
mbaseska@gmail.com

Detailed schedule will be sent by e-mail to the participants.

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the participating countries**