

SMecoMP

WP2 Project dissemination and communication

Del.2.6.3 Informative material/Press Release

Agency for promotion of entrepreneurship of the Republic of Macedonia (FYROM)

<i>Deliverable Number</i>	2.6.3
<i>Project Title</i>	<i>A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness</i>
<i>Project Acronym</i>	SMecoMP
<i>Project Duration</i>	01.12.2017 – 28.02.2021
<i>Project Partners</i>	LB (PB1) University of Macedonia – Department of Economics (GR) PB2 Federation of Industries of 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 (FYROM) PB6 Agency for promotion of entrepreneurship of the Republic of Macedonia (FYROM) PB7 Cyprus University of Technology (CY) PB8 Cypriot Enterprise Link (CY) PB9 Youth Entrepreneurship – NE (GR) PB10 Chamber of Commerce and Industry of Ioannina (GR)

PRESS RELEASE

Agency for Promotion of the Entrepreneurship of the Republic of Macedonia implements the project “A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness – SMecoMP in the framework of Interreg Balkan-Mediterranean Program.

On 12.02.2021 Friday will be organized online SMecoMP Final Conference: “Environmental Management and Eco-innovation: Major tools for SMEs growth and environmental contribution”.

The SMecoMP project concerns the development of an educational framework and appropriate training tools to improve the skills of business executives in Eco-Innovation Entrepreneurship. The consortium of the SMecoMP project is made up of organizations from four Balkan countries [Greece (University of Macedonia, Federation of Industries of Greece), Cyprus (Cyprus University of Technology, Cypriot Enterprise Link), Bulgaria (Bulgarian Industrial Association, Trakia University) and North Macedonia (St. Clement of Ohridski University of Bitola, Agency for Promotion of the Entrepreneurship of the Republic of Macedonia)] and seeks to achieve cross-border co-operation between businesses and universities in order to promote and raise awareness of environmental innovation and entrepreneurship. More information at project’s site: <https://www.smecomp.eu>

Please register for the event at: <https://forms.gle/E9NRvsZPtnZbVNCN9>.

Conference e-venue: <https://zoom.us/j/96035621129>.

Registration is not obligatory, but certifications of attendance will be provided to those registered.

Please take consider that schedule is in GMT+2 those means that is one hour earlier than time zone in Republic of North Macedonia.

Following is the Final Conference Program.

Final Conference Program

GMT+2

9:30 Opening of the electronic platform

9:45 – 10:00 Welcome

– **Prof. Eftichios Sartzetakis** , University of Macedonia

– **Dr. Katerina Tzitzinou**, Director, International Relations, Federation of Industries of Greece, SBE

10:00 – 10:45 I: Businesses for the Environment

– **Dr. Christos Georgiou**, Research and Documentation Department, Federation of Industries of Greece, SBE

– **Ms Anthi Charalambous**, Director of the Energy Dept of the Cyprus Employers & Industrialists Federation

– **Ms Iliana Pavlova**, Director Clean Industry center, Bulgarian Industrial Association

– **Ms Maja Taseva**, Head of sector for international cooperation and programme development, APERM

10:45 – 12:00 II: Presentation of program’s results

Title: Presentation of the SMecoMP’s Tools

– **Dr. Eleftherios Karagiannidis**, Chemical Engineer, Gnosi Anaptixiaki

Title: Presentation of the SMecoMP's training programs

– **Dr. Venos Karatzoglou**, University of Macedonia

Title: Presentation of the SMecoMP's evaluation

– **Dr Maria Sytziouki**, Senior Consultant Training and Human Resources Development Adjunct Lecturer, Hellenic Open University

12:00- 13:00 III: Keynote speaker

Chair

– **Prof. Eftichios Sartzetakis**, University of Macedonia

Title: The Economics Case for a Sustainable Recovery: The Role of Innovation and Research Commercialization,

– **Prof. Phoebe Koundouri**, Director of ReSEES Lab, Athens University of Economics and Business, President Fellow, European Association of Environmental and Resource Fellow, World Academy of Art and Science Director, Sustainable Development Unit and EIT Climate KIC Hub Greece, ATHENA RC, Co-Chair, UN SDSN Greece and Europe

Lunch Break

14:30 – 15:50 IV: Environmental Management and CSR

14:30 – 14:50 Title: Recent trends in Corporate Environmental Management and Responsibility

– **Prof. Konstantinos Evangelinos**, University of the Aegean

14:50 - 15:10 Title: Sustainability: Myths, Realities & Trends from the management point of view

– **Mr. Emmanuel Perakis**, Managing Partner STREAM

15:10 - 15:30 Title: Moving towards circular and bio- economy with EMAS

– **Ms Vladislava Georgieva**, Bulgarian Industrial Association

15:30 - 15:50 Title: Green Businesses: Economical and Environmental Benefits: Case Study of North Macedonia

– **Ms Makedonka Dimitrova**, MPPM, Energy Globe Ambassador & senior researcher at the Center for at the Center for Energy Efficiency

16:00 – 17:40 V: Eco-innovation

16:00 – 16:20 Title: Cyprus: A cleantech Hub of Innovation and Entrepreneurship

– **Prof. Alexandros G. Charalambides**, Cyprus University of Technology

16:20 - 16:40 Title: Transforming innovation into climate action: The case of Greece

– **Ms. Lydia Papadaki**, PhD candidate Athens University of Economics and Business, Manager EIT Climate-KIC Hub Greece, Manager UN SDSN Greece

16:40 - 17:00 Title: What are investors looking for in an early

– **Dr. Dimitrios Kourtesis**, Partner, Ideas Forward, Program Manager

17:00 - 17:20 Title: Starting up - Turning ideas into viable products

– **Mr. Nikolaos Tsoniotis**, Partner at Ideas Forward and Coach at OK!Thess

17:20 - 17:40 Title: Eco-innovations

– **Ms Savina Brankova**, Bulgarian Industrial Association

17:45–18:30 Summary, Questions and discussion for further developments