



NEWSLETTER 2

**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

EIE Laboratory

Constitutional Meeting of EIE Laboratory Faculty of Economics, Prilep, 29.08.2019



On 29.08.2019 at the premises of the Faculty of Economics, Prilep, three members of project Team responsible for organizing EIE Laboratory plus other members of SMecoMP Team agreed to establish EIE Laboratory and to start the activities with the First Workshop that will be organized by internal Faculty members and students. The Topics that will be discussed are related to the main issues of the Curricula and Modules development.

1st Workshop of EIE Laboratory Faculty of Economics, Prilep, 18.09.2019



The first workshop had more internal character. 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 points for the second workshop that was held at the Faculty on the end of September.

2nd Workshop of EIE Laboratory Faculty of Economics, Prilep, 27.09.2019



The workshop gathered participants from the academic structure, entrepreneurs, and representatives of the business sector, external experts and a group of young eco-innovators. Local Project Manager opened the Laboratory with the presentation based on Results of the previously conducted Research on the Business needs, Results on Current State and Best Practices Results and Proposed content for the four training modules.

During the discussion the participants came to the conclusion that content for the training modules should include more specific subjects.

Representatives of the entrepreneurs lobby among the invited experts, 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. The discussion was concluded with the emphasizing the 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.





Technical article

Eco Marketing Mix for Sustainable Development of Companies

The environmental problems in the world, as a result of human reckless behavior, require the need to manage the environment and to alert consumers and producers of the impact they may have on preserving the environment. This creates a segment of environmentally responsible consumers as well as producers. Although their numbers are insignificant compared to the others, they are still interesting as a target market. Trying to target them, marketing adapts to them by creating and shaping new activities they call eco marketing. Eco marketing is aimed at consumers, that is, to create products that will motivate consumers to buy and for which they will pay a higher price to behave environmentally conscious. The Eco Marketing Mix is a set of marketing activities that begin by exploring the needs of eco products consumers and undertaking other business activities that will satisfy consumers and generate reasonable profits. The marketing mix of “green” or eco products differs from the marketing mix of products that are non-ecological or “brown”, with only environmental care and incorporation of information useful to the environment. Eco or “green” marketing mix instruments are: eco products / services with eco packaging, eco price, eco distribution and eco communication. More on:

https://www.smecomp.eu/sites/default/files/2019-11/Technical_article%20_Eco-Marketing_mix%20%28UKLO%29.pdf



European Cooperation Day, September 20th, (Ministry of Local Self Government) Bitola 2019

SMecoMP project - part of an outdoor event

Publicity through:

- Communication with visitors
- Communication with the Minister of Local Self Government of Republic of North Macedonia
- Communication with the representatives of EU Delegation Skopje
- Interviews
- PPT presentation
- Posters and banners
- Flyers