

SMecoMP

FINAL CONFERENCE

Friday, February 12, 2021



**«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 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/>

Interreg



Balkan-Mediterranean

SMecoMP

University of Macedonia
Department of Economics
Economics and Management of
Sustainable Development (EMSD)
Research Unit

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

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

FINAL CONFERENCE PROGRAM



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**, Director, 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-Elect, 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 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-stage startup?
 – **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 and circular economy in Bulgaria
 – **Ms Savina Brankova**, Bulgarian Industrial Association

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

PROJECT PARTNERS:



U. of Macedonia



Cyprus U. of Technology



St. Kliment Ohridski U.



Trakia U.



Agency for promotion of entrepreneurship of the Republic of Macedonia



Bulgarian Industrial Association



Federation of Industries of Greece