

## COMMUNICATION OF ENGAGEMENT (COE)

Period covered by this Communication of Engagement

From: September, 2018

To: September, 2020

### Part I. Statement of Continued Support by the Chief Executive or Equivalent

September 28, 2020

To our stakeholders:

I am pleased to confirm that Institute for Research in Environment, Civil Engineering and Energy reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication on Engagement, we describe the actions our Institute has taken in the last two years to support the UN Global Compact and its Principles as suggested for an organisation like ours. We hold to high standards of ethics and integrity, and demonstrate good governance. IECE operates with five key aims in the area of sustainability and responsibility:

- To increase IECE's excellent research profile for business ethics and sustainability
- To broaden the teaching of sustainability principles throughout all education programs
- To pursue external engagement opportunities that contributes to a sustainable society
- To reduce IECE's environmental footprint
- To maintain high ethical standards in the management of research and education programs

We also commit to sharing this information with our stakeholders using our primary channels of communication and engage them in our activities.

Sincerely yours,

Prof. Dr. Angelina Taneva-Veshoska



## Part II. Description of Actions

Actions our Institute has taken in support of the Global Compact:

### 1. IECE guided one business partner – Corporate responsibility projects in collaboration with our business partner CEIM towards sustainable oriented practices in line with the 10 principles from Global Compact:

- Involvement of the initiative "European Mobility Week", where as part of this event, employees who used an alternative sustainable mode of transport received monthly salary bonus and other benefits (discounts for bike repair or buying bike, certificates, etc).
- Procurement planning and careful selection of raw materials that are sustainable and control waste recycling that contributes to reducing costs and increasing competitiveness.
- Procurement of Double A printing paper made from artificially planted wood in a forest certified by the Forest Management Council.
- Introduce the practice of conducting exclusively online conduct surveys and research of public opinion within projects.
- Environmental action for collecting waste cooking oil, from the company's employees.
- Supporting Humanitarian-environmental action "One cap - one hope" in order to collect as many plastic bottle caps as possible, which are then handed over to "Pakomak", a packaging and waste management company. Pakomak recycles the plastic bottle caps and uses them for creating parts for wheelchairs.
- Increased reuse of raw materials and waste from unused materials, which leads to lower costs for their procurement.
- Introduction of waste records, which raised awareness and the need for savings, directly indicating the spots where costs could be reduced and where there is potential for reuse.
- Organizing an Eco action in the sign of #EarthHourMK for the employees in IECE and GIM in order to raise awareness about energy saving in the workplace.
- Sustainable use of renewable energy sources such as geothermal energy used for space heating.
- Reuse of waste concrete cubes from the process of their mechanical testing in the laboratory as a building material.
- IECE conducts educational programs for eco-managers and sustainable leaders.
- "Happy employees, successful organisation". The project started in October, 2014 and is still ongoing. For this project the company Civil Engineering Institute Macedonia has received the highest price – CSR award in the field "Investing in employees".

### 2. New project funded by Erasmus+ in the program Strategic partnership in higher education, VET and adult education.

➤ **Embedding collaborative platform for upskilling and networking toward sustainable cities – ENABLE**

The project objective begins from the aspiration for creating a networked academic environment with an intention to challenge the inherited inert high-education models in a south-east European context to an interdisciplinary and transnational educational network with diverse methods already developed in different European high education environments. This will result with a proposed methodology for sustainable cities using multidisciplinary approach tested in a form of a networked syllabus for the course Studio implemented on the three project partners high educational institutions. This strategic approach will take in consideration the field of sustainable city planning education through the topics of urban and economic growth, social inclusiveness, history, innovation, heritage and tourism. With its complex nature the city of Prilep, North Macedonia is chosen as a study case of this project in order to confront it with a collaborative international educational network.

**Project partners:**

- University American College Skopje, The Republic of North Macedonia
- Institute for Research in Environment, Civil Engineering and Energy – IECE, The Republic of North Macedonia
- Technische Universitaet Wien, Austria
- Universita Degli Studi Mediterranea di Reggio Calabria, Italy
- Nadace Partnerstvi, Czech Republic

**Period of project implementation:** October 2019 - September 2021

**Budget line:** : Erasmus+ Programme of the European Union, KA203

**Effects:**

As a result of this project current and future generations will be educated in the multidisciplinary approach in urban planning, which will impact their better performance, which should lead to better performance of the organisations they will work in or will establish. Also, more awareness will be raised about the importance of the topic, as well as the need of new knowledge and skills for architects.

Our desired impact on national level is to continue to educate and train this syllabus, by providing high-quality content. We expect that this syllabus will be very attractive and will make great contribution in the improvement of the work performance of the students in Europe. These students will make changes on local and national level, and participate in networks and projects created internationally.

**Website:** <https://sites.google.com/uacs.edu.mk/enable/news>

## ➤ Sustainable water management – RESONATE

### About the project

The aim of the project “RESONATE” is to provide comprehensive engineering knowledge and develops professionals’ scientific, communication and problem solving skills through a combination of practical, hands-on courses, industry projects and theoretical foundations.

The Professional courses in Sustainable Water Management will be developed in consultation with industry to equip engineering professionals with the advanced technical expertise, critical thinking and professional skills required to remain competitive in a global workforce and succeed in the future career. The courses will be developed jointly following the competence based approach: the industry needs, technology trends, best educational programs and needs of the main target group - engineering professionals.

### Project partners:

- Civil engineering institute MACEDONIA;
- Institute for Research in Environment, Civil Engineering and Energy – IECE;
- Universidade De Lisboa;
- Univerzitet u Beogradu and
- Universidad Internacional de la Rioja Sa.

**Period of project implementation:** October 2019 - September 2021

**Budget line:** : Erasmus+ Programme of the European Union, KA202

### Effects:

Successful realisation of the project activities will provide integrated Professional courses to be developed, implemented and certified, where professional engineers will be able to develop practical skills and useful knowledge relevant to the latest technology trends and industry needs, policies and requirements in Europe regarding sustainability and water management. It is expected that around 6400 people will benefit for this project (as direct and indirect beneficiaries).

The impact of the Professional courses will assure technical excellence of the engineering professionals, with the ability to lead, influence, and integrate - preparing them to weigh the diverse technical, environmental, and societal issues that shape the optimal approaches to planning, design, and construction of sustainable water management systems.

**Website:** <http://resonate-watermanagement.org/>

## ➤ Developing Eco Skills for a Green Economy – DECOS

### About the project

The project Developing Eco Skills for a Green Economy - DECOS is approved within Erasmus + program.

DECOS combines labor market integration with social integration through environmental awareness and green skills. The main objective in the project is to develop a new and innovative curriculum for fostering social and labor market integration of low-skilled adults through green skills. Within the DECOS project will be created Courses with three different modules: waste management, energy management and sustainability for low-skilled adults.

Also within the project will be developed Cross-Media Platform, an interactive online platform for connecting future trainers, trainees, project partners and everyone interested in the project.

### Project partners:

- Institute for Research in Environment, Civil Engineering and Energy – IECE;
- PAPILOT Zavod za vzodbujanje in razvijanje kvalitete zivljenja - Slovenia
- BIT-Management Beratung Gesmbh - Austria
- Valkeakosken kaupunki - Finland
- Austromed Holding -Romania
- Civil Engineering Institute Macedonia - Macedonia.

**Period of project implementation:** November 2018 – October 2020

**Budget line:** : Erasmus+ Programme of the European Union

### Effects:

- Expand the knowledge for eco skills for a green economy through improvement of competences in the field of sustainable development, waste and energy management
- Develop new innovative educational program for eco skills, supported with online learning environment
- Create exceptional quality of adult education, combining high level of excellence and attractiveness
- Learn innovative techniques and tools to develop eco solutions for green economy

**Website:** <http://decoslearning.org/>

- **Professional courses for preservation and conservation from climate change influences of the built cultural heritage - CULTHER**

### **About the project**

Conservation and prevention of our cultural heritage is the crucial key for sustainable development of our country. Being professional conservator requires specific techniques, creative ideas and mind, and special skills.

The wider objective of this project is to develop sustainable solutions of conserved built cultural heritage, that will contribute to sustainable future of our country.

The most important priority within the project is enhancing the quality and relevance of VET learners' s knowledge and skills by developing professional courses for sustainable cultural heritage.

Within our project we will design joint courses for preservation and preventive conservation of cultural heritage from climate change influences, using innovative and VET learner-centred approaches and developing appropriate assessment and certification methods.

### **Project partners:**

- Institute for Research in Environment, Civil Engineering and Energy – IECE;
- Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung e.v. - Germany
- Vytauto Didziojo Universitetas – Lithuania
- Kathoueke Universiteit Leuven – Belgium
- Civil Engineering Institute Macedonia - Macedonia

**Period of project implementation:** December 2017 – December 2019

**Budget line:** : Erasmus+ Programme of the European Union

### **Effects:**

- Expand the knowledge for conservation and preservation of the built cultural heritage through improvement of competencies in the field of conservation;
- Develop new innovative educational program for conservation and preservation of built cultural heritage from climate change influences;
- Create exceptional quality of VET education, combining high level of excellence and attractiveness;
- Learn innovative techniques on conservation to develop solutions for sustainable cultural heritage.

**Website:** <http://mls4eng.iege.edu.mk/moodle/course/index.php?categoryid=3>



➤ **River Basin management and transparency – RBMT**

**About the project**

Overall objective of the project is to strengthen CSOs capacities for involvement in the process of development of River Basin Management Plans in Albania, thus contribute toward wider public support of RBM Plans.

As it is widely recognized general public mainly through CSOs and civil society networks engagement must play one of the most important roles in the process of public involvement in the development and implementation of River Basins Management Plans (RBMP). This is also clearly recognized in the Water Framework Directive (WFD) which is obligatory for Albania and which states that “the success of the WFD relies on close co-operation and coherent action at Community, Member State and local level as well as on information, consultation and involvement of the public”. Fact is that Albanian development success depends not only on a private sector and an efficient public sector, but also on a vigorous civic society sector. The link between government and civil society is nowadays crucial for the Albanian development. However, CSOs often lack capacity in some areas of expertise.

**Target group**

The participatory approach must secure that different interest groups such as: business community, local or national institutions, media etc. will benefit from the action.

**Project partners:**

- Institute for Research in Environment, Civil Engineering and Energy – IECE;
- Milieukontakt Macedonia – MKM, Macedonia
- Institute of collaboration for integration and development – ICID, Albania

**Period of project implementation:** April 2018 – October 2020

**Budget line:** : IPA Civil Society Facility and Media Programme 2016-2017, Support to Civil Society Organizations capacities

**Effects:**

- Strengthen CSOs capacities to increase their influence in the working process and outcomes of RBM plans in all stages of their development and implementation;
- Strengthen CSOs capacities for involvement in characterization of the River Basin Districts in Albania for data collection, information and experiences sharing, identification of conflicts and establishing common understanding as well as for active involvement in development of the Programme of Measures;
- Support CSOs advocacy work for improving public participation, information exchange, consultation, decision-making, creation of awareness and promotion of environmental issues related to development, update and implementation of RBM plans;
- Raise public awareness related to the key environmental issues and problems that affect the aquatic environment and the promote new ways to address them.

➤ **Developing marketing solutions for sustainable brands - DiMenSion**

**About the project**

Being professional marketer requires specific techniques, innovative solutions, creative ideas, new skills, open mind, because the marketing is one of crucial keys for companies success and creating sustainable brands.

The wider objective of this project is to develop marketing solutions for sustainable brands. solutions that will create competitive brands on the market. One of the most important priorities of our project is achievement of relevant and high quality skills and competences by developing program for marketing and event management. Within our project, we will design professional development program to improve the knowledge, skills and competences of marketing and event managers, using innovative and adult learner-centred pedagogical approaches and developing appropriate assessment and certification methods.

**Target group**

The target group consists of marketing managers, event managers, entrepreneurs, who wish to upgrade their knowledge and to be competitive on market and bring value to the company where they work. The professional development program will improve their competences, linked to their professional profiles, increase opportunities for professional development, and will increase the motivation and satisfaction in their daily work, bring benefit to the company. The benefits for the companies will be in improving knowledge in developing marketing solutions so they can build sustainable brands.

**Project partners:**

- Institute for Research in Environment, Civil Engineering and Energy – IECE;
- CESIE, Italy
- Technische Universitaet Chemnitz, Germany
- CRYSTALCLEARSOFT ANONYMOS ETAIREIA PAROCHIS YPIRESION LOGISMIKOU, Greece
- ICQ Consulting Ltd, United Kingdom

**Period of project implementation:** September 2017 – August 2019

**Budget line:** Erasmus+ Programme of the European Union

**Effects:**

- Develop new innovative educational program for strategic event management, tailored and implemented to the needs and expectations of marketing and event managers;
- Create exceptional quality of higher education, combining high level of excellence and attractiveness;
- Expand marketing and event management knowledge and performance through improvement of competencies in marketing and event management and developing marketing solutions for sustainable brands;
- Learn innovative techniques for marketing event management to develop solutions for competitive brands on the market.



➤ **Pioneering construction skills for collaboration towards sustainable energy and efficient zero energy buildings - BIMCert**

**Project Objectives:**

The projects aims to improve energy efficiency through the use of BIM: processes, better materials, products and energy sources. This was done by engagement with the entire construction sector supply chain to raise awareness of how BIM can drive sustainable energy efficiency at all stages of the process. The projects encouraged upskilling to achieve better employability and energy efficiency through a blended training programme.

**Target Group:**

- Supply chains manufactures, especially pre-fabrication and modular construction manufactures
- Design Teams (architects, engineers, etc.)
- Construction and installation works SMEs and their associations
- Estates& Facility managers
- Housing Executives
- Universities and training centers including teachers, trainers, VET providers

**Period of project implementation:** March 2018 - October 2019

**Budget Line:** Horizont 2020 Work Programme: Clean, Secure and Efficient Energy

**Project Partners:**

- Belfast Metropolitan College, UK (Lead Partner)
- Construction Industry Training Board, UK
- Dublin Institute of Technology, RI,
- Future Analytics Consulting, RI,
- Instituto Superior Técnico, Portugal
- Energy Institute Hrvoje Pozar, Croatia
- Institute for Research in Environment, Civil Engineering and Energy, Macedonia.
- Macedonian Chamber of Certified Architects and Engineers is one of the Project Industry Associated Partners

**Effects:**

- Increase in the number of skilled construction workers
- Improved collaboration and understanding across different trades and professional groups.
- Demonstrated reduction in the gap between designed and actual energy performance through improved quality of design and construction.
- Primary energy savings triggered by the Project: 30,328 GWh/year
- Renewable energy production triggered by the Project: 2,744 GWh/year
- Improved market recognition of skills, by a recognized certification scheme.

**Website:** [www.energybimcert.eu](http://www.energybimcert.eu)

➤ **Beyond borders –introducing smart tourism and sharing economy**

**Objectives of the project**

Overall objective of this project is to introduce smart tourism development concept based on more innovative and efficient use of our current cultural and natural resources and existing human capital. This will result in increased business opportunities for local tourism service providers, greater number of tourists in the region and generated new employment.

**Target Group:**

- The key stakeholders in this action are individual entrepreneurs living and working in target municipalities (artisans, craftsmen, farmers, athletes) not involved directly in tourism sector; local tourist service providers (tour guides, local agencies, family restaurants) who are already in the tourism sector.

**Target Region:**

- Ohrid, Struga, Vevchani, Debar, Centar Zhupa, Mavrovo and Rostusha, Mat, Diber, Bulquze, Klos

**Period of project implementation:** December 2017 – February 2020

**Budget Line: IPA Component :** IPA 2, Cross border cooperation: former Yugoslav Republic of Macedonia – Republic of Albania, allocations 2014-2015

**Project Partners:**

- CSO “Local Agency for Development” – LDA Struga
- Biologists of Albania from Tirana
- Municipality of Mat

**Effects**

- Project will start with research and development phase, supported with the training phase, and will result with creating innovative people to people online platform that will provide range of tourism experiences to contemporary consumers and promote the region.
- Conduct quantitative and qualitative analysis of demand and supply in target region, compare current situation with benchmarking trends using the European Tourism Indicator System.
- Mobilize key stakeholders and help them to transform their existing products/services into more attractive experiences. 5 module training course, webinars and online trainings will be designed and implemented for 100 representatives from the target groups using classroom and practical experiences, mentoring and peer support
- Promote cross-border region as all-year-round, attractive tourism destination.

**Website:** <https://genuinexperiences.com/>

➤ **Promoting Academia-Industry Alliances for R&D Through Collaborative And Open Innovation Platform - All4R&D**

**Project objectives:**

- To reinforce existing and to establish new university structures – Cooperative R&D Units together with industry partners in the areas of knowledge creation and transfer, research and innovation, commercialisation of R&D results;
- To develop a methodology for collaboration and open innovation and establish web based platform focusing on knowledge transfer, innovation and networking potential
- To test and review the model of collaboration between universities and companies via pilot projects
- To enhance career development and employability of students and alumni by offering new and innovative opportunities in research and education.

**Timeline:**

The project will last 3 years and it begins on 15.11.2018.

**Budget Line:** Erasmus+, Capacity building

**Partners:**

1. Civil Engineering Faculty at “Ss.Cyril and Methodius” University in Skopje, Macedonia - UKIM
2. Ruhr - Universitaet Bochum
3. Univeristy of Sarajevo
4. Dzemal Bljedic Univeristy of Mostar
5. National University Architecture and Construction of Armenia
6. National Polytechnic University of Armenia Foundation
7. Yerevan Telecommunication Research Institute CJSC
8. Institute for Informatics and Automation
9. Winner Project d.o.o.
10. HP Investing Mostar
11. World University Service - Austrian Comittee
12. Vaasan Yliopisto

**Effects:**

- The aim of the project is to accelerate research, innovation, knowledge and technology transfer in B&H and Armenia through enhancing strategic academia-industry alliances.
- This project activity will address the priority to improve the knowledge triangle and accelerate innovation in B&H and Armenia. All project activities will increase the awareness on importance of cooperative research and ultimately academia--industry alliances will influence on national innovativeness and competitiveness.

**Website:** <http://all4rd.net/> & <http://platform.all4rd.net/>

## ➤ **Trainings and Creative Actions towards Sustainability Practices - Treasure**

### **About the project**

The Project TREASURE aims to influence the creation of a healthy future for our country with sustainable lifestyles, green skills and strategies that reflect on economy, society and environment. Together with our partners we will develop and implement methods and understanding (through workshops, trainings, mentorship, action projects and campaign) on how to make sustainable decisions and build sustainable lifestyles. Actions will be taken in 3 cities (Skopje, Tetovo and Negotino), involving professionals from public and private sector and young people from elementary and high schools. It is important to mention that this project will be delivered transnationally, taking into account particular experiences from already existing frameworks from the V4 countries (Czech Republic, Hungary, Poland and Slovakia) , to develop models for best practice and facilitate action for sustainability behavior in different cities in Macedonia.

During the implementation of the project, an active campaign of raising awareness will take place, showing the previously gathered knowledge on the same subject from the partner organisation, together with the pilot project implementation. The final conference will gather all of the affected policymakers to a round table and open discussion about the urgent topics targeting sustainability issues in Macedonia.

**Period of project implementation:** February 2019 - January 2020

### **Project partners:**

- - Hungarian Environmental Partnership Foundation, website: <https://okotars.hu/en>
- - Perfect Project, website: <https://perfect-project.eu/en/>
- - SYTEV, website: <https://sytev.sk/sk/>
- - Czech Environmental Partnership Foundation, website: <https://nadacepartnerstvi.cz/>

### **Budget line**

This project is funded by the Visegrad Fund.

### **The specific goals of the project are:**

- Interdisciplinary and Inter-generational group working together on action projects;
- Increased collective awareness about the environmental problems that the society is facing;
- Inclusion of policy makers who can lobby change of the law regulative.

**Website:** <http://www.iege.edu.mk/index.php/en/treasure/>

### **3. Creating national strategic documents for environmental protection and sustainability:**

#### **➤ Local Environmental Action Plan**

Local Environmental Action Plan (LEAP) as a strategic document serves as a blueprint for environmental improvements in the community and facilitates cooperation among various implementing bodies are closely related to other activities such as sustainable development programs, Local Agenda 21, environmental management systems and SDGs. Having that in mind, we have prepared four LEAPs in order to gain sustainable future. LEAPs for the municipalities of Aerodrom, Karposh, Bitola and Bogdanci were prepared by the team of CEIM and IECE. Right now, we are preparing LEAP 3 for the city of Skopje (the capitol city of Republic of North Macedonia). First of all, the existing situation with the environment was described, followed by identifying and evaluating the environmental problems in city of Skopje. This comprehensive evaluation of environmental problems provides a firm basis for setting environmental priorities and searching for adequate solutions. For the first time in North Macedonia LEAP is correlated to achieving SDGs. This is ongoing project.

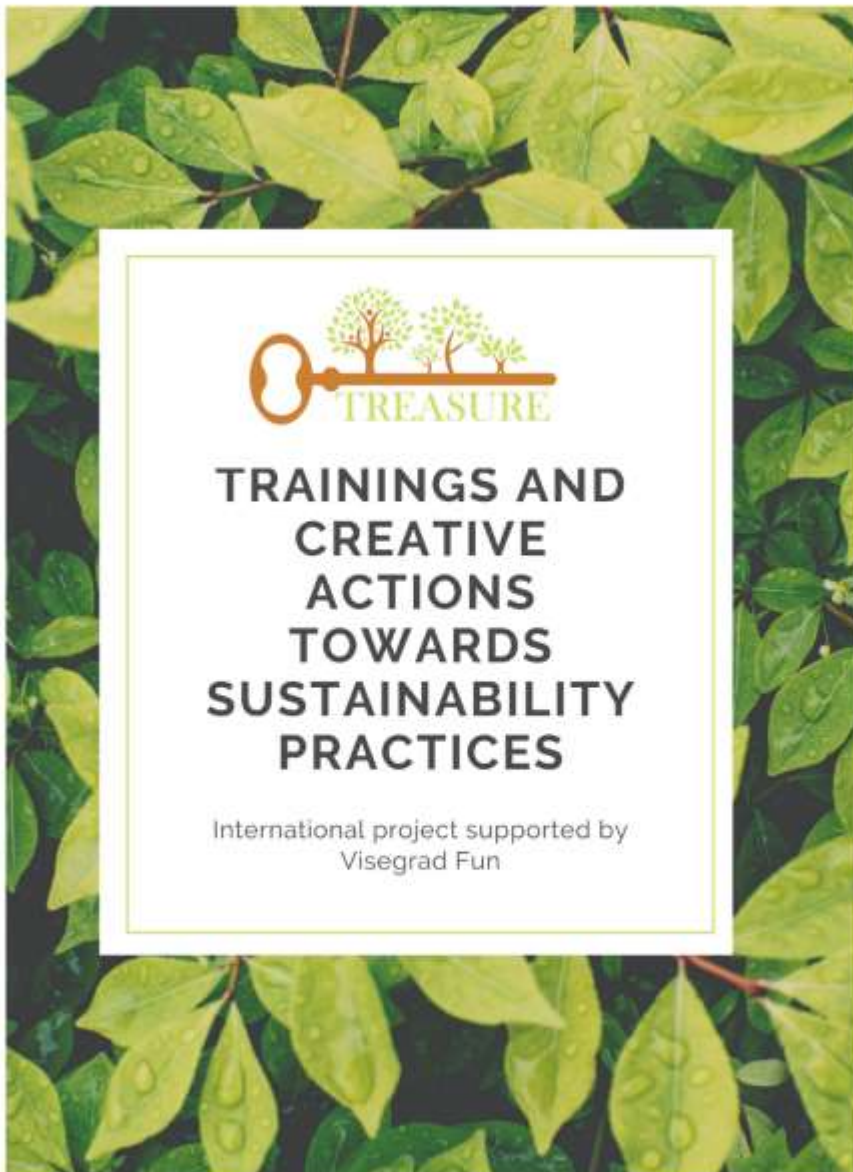
#### **➤ Ecological Footprint and biocapacity**

In 2016 we assessed the Ecological Footprint and biocapacity of city of Skopje to support local strategies and reach SDGs targets. Lessons from this study point to specific policy insights for managing key consumption sectors and reaching key targets such as the UN SDGs.

### **4. Participation on conferences, symposium and round tables on the topic Global Compact, Corporate Social Responsibility and Sustainable Development Goals.**

### **5. Conducting research and publishing the results on international conferences.**

## Annex





## PROJECT OBJECTIVE

The Project TREASURE aims to influence the creation of a healthy future for our country with sustainable lifestyles, green skills and strategies that reflect on economy, society and environment. The period of project implementation is February 2019 - January 2020

The project involves developing and implementing methods and understanding (through workshops, trainings, mentorship, action projects and campaign) on how to make sustainable decisions and build sustainable lifestyles.

Actions will be taken in 3 cities (Skopje, Tetovo and Negotino), involving professionals from public and private sector and young people from elementary and high schools. It is important to mention that this project will be delivered transnationally, taking into account particular experiences from already existing frameworks from the V4 countries (Czech Republic, Hungary, Poland and Slovakia), to develop models for best practice and facilitate action for sustainability behavior in different cities in Macedonia.



### 3 WORKSHOPS

International trainers are transferring their experience in solving environmental problems.



### 8 PROJECT IDEAS

Interdisciplinary and Inter-generational group working together on projects ideas.



### 3 ACTIONS

Awarding the 3 best ideas and realising them with budget of 500 euros.

## EFFECTS

- Interdisciplinary and Inter-generational group working together on action projects;
- Increased collective awareness about the environmental problems that the society is facing; and
- Inclusion of policy makers who can lobby change of the law regulative.



# CULTHER

Sustainable Cultural Heritage

## PROFESSIONAL COURSES FOR PRESERVATION AND CONSERVATION FROM CLIMATE CHANGE INFLUENCES OF THE BUILT CULTURAL HERITAGE

Educational program for sustainable cultural heritage



## PROJECT OBJECTIVE

Conservation and prevention of our cultural heritage is the crucial key for sustainable development of our country. Being professional conservator requires specific techniques, creative ideas and mind, and special skills.

The wider objective of this project is to develop sustainable solutions of conserved built cultural heritage, that will contribute to sustainable future of our country.

The most important priority within the project is enhancing the quality and relevance of VET learners' s knowledge and skills by developing professional courses for sustainable cultural heritage.

Within our project we will design joint courses for preservation and preventive conservation of cultural heritage from climate change influences, using innovative and VET learner-centred approaches and developing appropriate assessment and certification methods.



## RESULTS

- Expand the knowledge for conservation and preservation of the built cultural heritage through improvement of competencies in the field of conservation;
- Develop new innovative educational program for conservation and preservation of built cultural heritage from climate change influences;
- Create exceptional quality of VET education, combining high level of excellence and attractiveness;
- Learn innovative techniques on conservation to develop solutions for sustainable cultural heritage.



# DEVELOPING ECO SKILLS FOR A GREEN ECONOMY – DECOS



## PROJECT OBJECTIVE

The project Developing Eco Skills for a Green Economy - DECOS is approved within Erasmus + program. DECOS combines labor market integration with social integration through environmental awareness and green skills. The main objective in the project is to develop a new and innovative curriculum for fostering social and labor market integration of low-skilled adults through green skills. Within the DECOS project will be created Courses with three different modules: waste management, energy management and sustainability for low-skilled adults. Also within the project will be developed Cross-Media Platform, an interactive online platform for connecting future trainers, trainees, project partners and everyone interested in the project.



## PROJECT PARTNERS

- Institute for Research in Environment, Civil Engineering and Energy – IECE
- Civil Engineering Institute Macedonia - Macedonia
- PAPILOT Zavod za vzodbujanje in razvijanje kvalitete zivljenja - Slovenia
- BIT-Management Beratung Gesmbh - Austria
- Valkeakosken kaupunki - Finland
- Austromed Holding -Romania

## PERIOD OF PROJECT IMPLEMENTATION

November 2018 – October 2020





# DIMENSION

## DEVELOPING MARKETING SOLUTIONS FOR SUSTAINABLE BRANDS

Educational program for strategic event management



## PROJECT OBJECTIVE

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Being professional marketing event manager requires specific techniques, innovative solutions, creative ideas, new skills, open mind, because the marketing is one of crucial keys for companies success and creating sustainable brands.

The wider objective of this project is to develop marketing solutions for sustainable brands. solutions that will create competitive brands on the market.

One of the most important priorities of our project is achievement of relevant and high quality skills and competences by developing program for marketing and event management.

Within our project, we will design professional development program to improve the knowledge, skills and competences of marketing and event managers, using innovative and adult learner-centred pedagogical approaches and developing appropriate assessment and certification methods.



## EFFECTS

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- Develop new innovative educational program for strategic event management, tailored and implemented to the needs and expectations of marketing and event managers;
- Create exceptional quality of higher education, combining high level of excellence and attractiveness;
- Expand marketing and event management knowledge and performance through improvement of competencies in marketing and event management and developing marketing solutions for sustainable brands;
- Learn innovative techniques for marketing event management to develop solutions for competitive brands on the market.



# ALL4R&D Platform

## collaborate with Universities and Companies

When companies and universities work in tandem they can push the frontiers of knowledge, and become a powerful engine for innovation and economic growth. The ALL4R&D Platform is oriented towards bridging university and industry and overcoming challenges. ALL4R&D Platform creates university-industry collaborations and facilitates university-industry research, education and innovation projects.

The academia-industry collaboration has effect, positive influence, and significant impact on personal, organizational and societal level.

- Effects and benefits for academia: publications, new researchers, more funds available, exploring innovative topics;
- Effects and benefits for companies: commercialisation, applicable and practical solutions relevant for every day operations, introducing new services or products to the market, knowledge for the employees on latest technologies, competitiveness; and
- Effects and benefits for society: positive effects from the results, local and regional development, effects on health, quality of life, increased safety, new job openings.



# Functionalities

## RESEARCH



- CREATING NEW PARTNERSHIPS
- SUBMITTING OR FINDING RESEARCH PROPOSALS
- DISCOVERING NEW FUNDING POSSIBILITIES
- CONDUCTING JOINT RESEARCH PROJECTS

## EDUCATION



- HAVING ACCESS TO AT LEAST 50 COURSES CREATED ON NEEDS ANALYSIS OF INDUSTRY
- E-LEARNING WITH INNOVATIVE LEARNER-CENTERED PEDAGOGICAL APPROACHES
- STAYING IN TOUCH ABOUT THE NEWEST TRENDS AND CUTTING-EDGE TECHNOLOGIES

## INNOVATION



- HAVING POSSIBILITY TO BE A PART OF INNOVATION ACTIONS
- BE INSPIRED BY BEST PRACTICE EXAMPLE
- HAVE ACCESS TO THE LATEST STRATEGIC POLICIES IN DIFFERENT COUNTRIES

Become a member free of charge and enjoy the benefits of the  
**ALL4R&D Platform.**

<http://platform.all4rd.net>