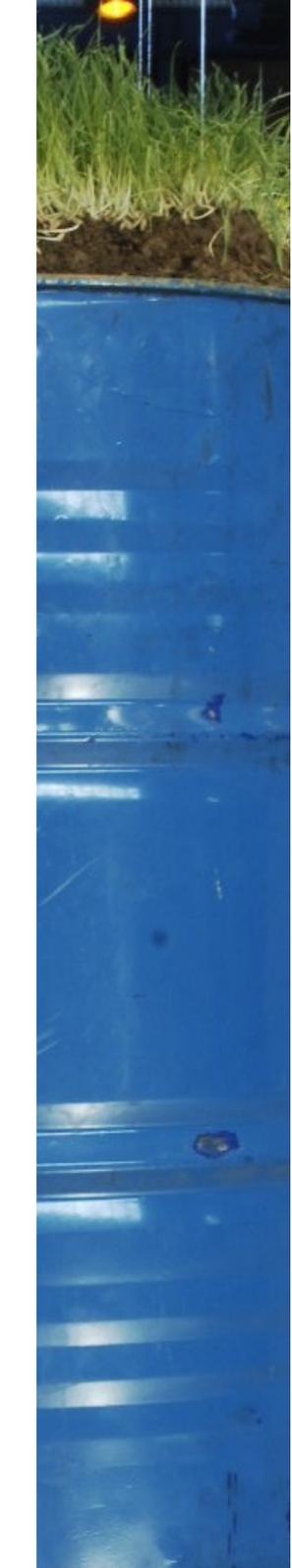


MARKETING AND GREEN MANAGEMENT IN INDUSTRIAL AREAS: RESULTS AND CAPITALIZATION OF ECOMARK PROJECT (M. CAVALLO, PROVINCE OF BOLOGNA)



Eco-innovation and competitiveness
in industrial areas
31th May 2013
ENEA, Via Giulio Romano n. 41 - Rome



MISSION

Combine environmental awareness and entrepreneurial goals

GOALS

To plan, test and monitor innovative services for SMEs

To tune green marketing plans (GMP) for industrial areas

Innovative approach in
logistics, energy management,
communication and green marketing

5 REGIONS INVOLVED:

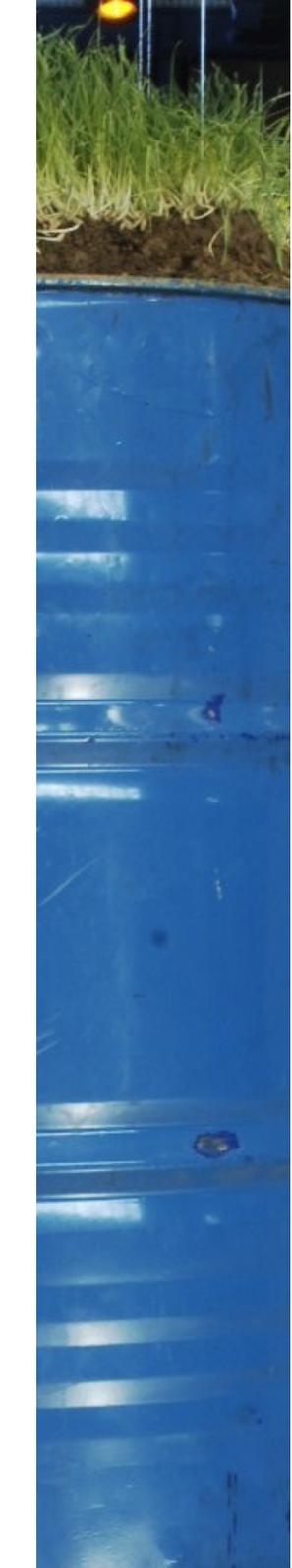
Emilia-Romagna (IT)

Cote d'Azur

Comunidad Valenciana (ES)

Western Greece – Thessaloniki (GR)

Slovenia (SLO)



GREEN MARKETING

Green communication has become an essential marketing and competitive tool for positioning. If a company and a product are green, you have to communicate it with strength to customers and to the target market

FOR INDUSTRIAL AREAS

a conjunction between
marketing tools for products and services
and
marketing tools addressed at the promotion of territories
and clusters

HANDBOOK

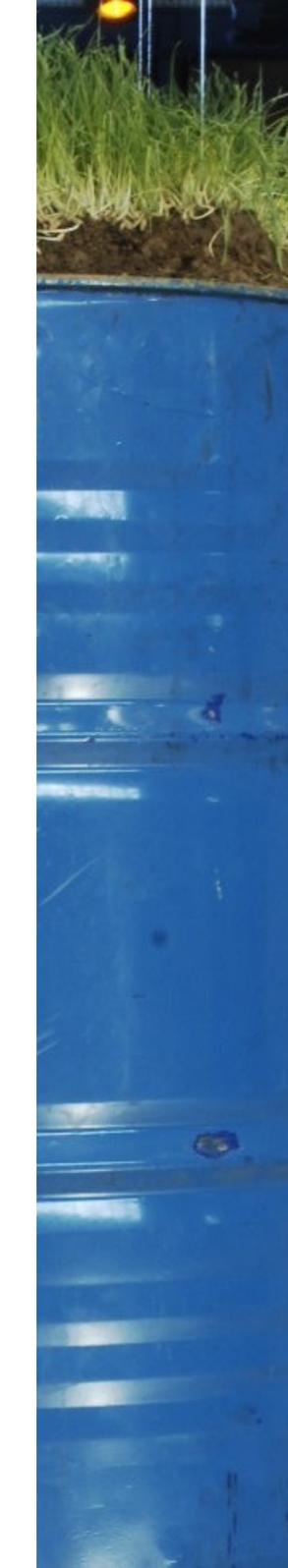
guidelines for a Marketing Plan: all essential information suitable to make decisions and choices become concrete actions and work programs

OTHER TOOLS DEVELOPED:

- Benchmarking on good practices
- Guidelines for Innovative services with special focus on energy efficiency and logistics
- Multimedia product
- Pilot actions
- Training



www.ecomarkproject.eu/media/ecomark-multimedia



TO CREATE NETWORK

....importanza del creare reti e
raggiungere il livello politico

capitalizzazione MER

MER Marketing and governing Innovatives industrial areas

Med capitalization project of which the Province of Bologna is Lead Partner

Axis: 1.2: Strengthening cooperation between economic development stakeholders and public authorities

It involves **11 partners** from **all 9 Med programme's states**, capitalizing results from **7 cooperation projects** (5 Med projects, 1 South East project and 1 Central Europe project).

The project MER is based on the guide principle that the green promotion of territories and industrial areas is a key value to invest on.

MER project will work to make **green marketing** a tool for integrated governance of industrial areas, contributing to **improve the competitiveness and attractiveness of the Med area** according to Europe 2020 targets for a sustainable growth.

KEY DELIVERABLES:

1. *Study visits and Joint thematic workshops*
2. *Mer integrated guidelines*
3. *Training packages*
4. *MER commitments*

