

SEPA Project

28th – 30th of March 2012

SOFIA

AGENDA OF THE EVENTS

Tuesday, the 27th of March 2012

Arrival of the participants and accommodation

Wednesday, the 28th of March 2012

09.30 Registration of the participants into the fair

(SEPA Project Stand 6-A2, Hall 6)

10.00-18.00 European b2b Matchmaking Event in the Field of Waste Management, Recycling & Environment, organised by Enterprise Europe Network

Information and registration for pre-arranged B2B meetings at www.b2b.shtrak.eu

Thursday, the 29th of March 2012

10.00 Steering Committee opening (SEPA Project Stand 6-A2, Hall 6)

Ms. Andreea Sava - INFORMEST

10.15 SEPA Project State of the art

Monitoring of the achievement of Project's results

Ms. Andreea Sava – INFORMEST

10.45 WP2 - State of the art and future activities

Ms. Cinzia Bertino – INFORMEST

11.00 Monitoring of project activities and budget

All PPs

- 12.00 Action Plan for future activities**
Ms. Andreea Sava – INFORMEST
- 13.00 Closure of the SC**
- 13.30 – 15.00 Lunch break**
- 15.00 – 18.00 Free program for the participants**
(see Annex I – parallel events into the fair)

Friday, the 30th of March 2012

Public Conference, SEPA Project Stand 6-A2, Hall 6

The Green Marketing:

a tool for the promotion of eco-industrial parks and businesses

- 9.15 Registration of the Participants**
- 9.30 Presentation of SEPA Project - Sustainable and Equipped Productive Areas**
Ms. Andreea Sava – INFORMEST
- 9.45 The Green Marketing – a tool for the promotion of eco-industrial parks and businesses**
Mr. Daniel Caratti (Ecuba)
- 9.45: 1st Session: Brief description of Green MKTG & Territorial MKTG
 - 10.15: 2nd Session: How to develop a Sustainable territorial MKTG Plan
 - Territorial and Market Analysis
 - Strategy definition and stakeholder engagement
 - 11.00: Coffee Break
 - 11.10: Operative actions, useful implementations and tools:
 - Energy Management
 - Services (administration, water and waste management, security, Insurances, Training, Meeting Rooms, Start up tools, ect)
 - Communication (internal and external) and CSR (Corporate Social

Responsibility)

- Logistics and transport (private and business)

A Case study, guidelines or a project will be presented for every tool.

12.45 **Questions&Answers**

13.00 **Conclusions and Closure of the Conference**

Annex I - Parallel Events

Free Attendance at the Seminar Zone in Hall 6:

28th of March

- 10.00 – 18.00** European b2b Matchmaking Event in the Field of Waste Management, Recycling & Environment, organised by Enterprise Europe Network
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29th of March

- 14.30 - 15.00** Survival of the fittest in the photovoltaic market - based on efficient modules and a strong company. Speaker: Mrs. Kerstin Schmidt, Senior Sales Manager DACH Projects and Eastern Europe
- 15.00 -15.30** PV and Solar thermal technologies of the German leader Schüco
- 15.30 -16.00** Refusol GmbH - Cost and loss effective solutions thanks to the latest REFUsoL technology
- 16.00 - 16.30** Solvay Sodi - Solar Impulse: Inventing the future
- 16.30 –17.00** Solarezo Europa - Presentation of Solarezo Europa, the subsidiary company of the French Solarezo, in Bulgaria: PV modules manufacturing and solar plant construction

30th of March

- 10.00 -13.30** Workshop: Green Business Network in the BSEC region
- 14.00- 14.30** Smart Solar: Methods for Project & Installation of maximum capacity PV Parks. New Generation PV Modules
- 15.00 – 18.00** Info Day about the EU Project Install+RES - Sofia Vocational High School of Electronics
John Atanasov



SEPA Project Events
Sofia, 28 – 30 March 2012