



Projet cofinancé par le Fonds  
Européen de Développement Régional  
Project co-financed by the European  
Regional Development Fund

**Total Budget:** :1.600.000 €

**Duration:** 28 months

**Starting date:** 09/2010

**Ending date:** 12/2012

**Partners:**



Province of Bologna—  
Lead Partner (IT)



Fundación Comunidad Valenciana  
– Región Europea (ES)



Energy restructuring Agency Ltd  
(SI)



Energy Agency of La Ribera (ES)



ANATOLIKI S.A. (GR)



ECUBA LTD (IT)



Province of Ravenna (IT)



Patras Science Park (GR)



Chamber of Commerce and  
Industry Nice Côte d'Azur (FR)

# ecomark



## ECOMARK - Eco marketing to promote Eco industrial Parks

SMEs play an important role in the economical structure of many countries, if not the backbone of some.

ECOMARK's main objective is to **apply the Green Marketing principle to Industrial Areas** (IA) where several SMEs are settled, raising environmental awareness among the actors of the industrial sector, without negative impacts onto the entrepreneurial goals.

Through concrete actions that consider environment and profit as equally important, the SMEs are stimulated either to settle in Eco industrial parks (EIPs) or to convert to 'sustainability' in an existing IA. Stimulating this sector is as important for society as is safeguarding the environment. ECOMARK acts to make these two entities meet.

The ECOMARK actions can be summarized as follows: a management board of the EIP (constituted and assigned by proxy by the SMEs established in the Park, acting in name and on behalf of its members) will develop and issue a common logistical programme for goods, develop and manage a common energy supply, water and waste cycle, establish the grounds to enable Third Party Financing for the agglomerated SMEs of the EIP.

The project partners will develop a Green Marketing Plan (GMP) for IA, that includes the ECOMARK brand for products and enterprises. Furthermore the GMP will set up a dissemination strategy based on the ECOMARK brand, looking at its transferability to other regions / nations. The GMP will foresee disseminations activities at different levels: through local public bodies for the replication in other municipalities, provinces or regions, through entrepreneurial associations for commercial replication at, national and trans-national level.

## Contacts

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