

Recommendations to support companies in reducing resources for promotional material by use of digital solutions support

The recommendations in this document are aimed at supporting the company “EldaLux” in reducing resources for promotional material by use and development of digital solutions.

Keywords: Newsletter, web shop, optimisation, eco – friendly, responsive website, digitalisation, digital transformation.

Aims of this recommendation package

The recommendation package aims to present all the digital solutions to the company representatives in order to develop services which will be used to reduce use of hard copy and other non-environmental activities to the lowest level possible.

Target group of this recommendation package

- Company “EldaLux”
- Companies in Bosnia and Herzegovina
- General public

Background to the recommendation(s)

The document recommends use of the digital solutions in all day business to the company “EldaLux” from Banja Luka, Bosnia and Herzegovina. This recommendation is based on experience gain through many projects which tackled digitalisation and digitalisation processes, especially optimization of business processes, whether in production or business administration. Also, in experience gain through different kind of meetings during the Ecolnn Danube project, CCI BL got an insight on many services which could be useful and practical for SMEs use in order to make them “Green” and ecologically friendly.

This document aims to assist the organisation of promotional campaigns in recognizing the environmental

Quick read

Company “EldaLux” is advised to recognize the environmental aspects of promotional campaigns and have sustainability in mind.

CCI BL can offer transfer of knowledge based on the large network of experienced international partners and knowledge gained through education of its own employees.

Ministry of scientific – technological development, high education and informational society is active in raising awareness of usage of digital services and IT in general in business.

Small scale activities, like the activity from this recommendation package, could be a valuable source of information in guiding activities for development of programmes to support SMEs in future activities going in direction of ecology friendly processes.

aspects of actions and to facilitate the use of digital technologies.

Audience for this report is Ecolnn partner consortium, company "EldaLux" but all the companies in Bosnia and Herzegovina. Furthermore, the document intended to recommend the practice to the Ministry of scientific – technological development, high education and informational society for their future projects.

Company "EldaLux" is active in the area of home appliances. They are the official representatives and resellers of many brands. One of the most important activities in their business is promotion of their activities and offer.

In this light, the representatives of the company approached CCI BL as their business association in order to improve the activity of promotion and related activities. Since CCI BL has experience in promotion of usage of clean, digital technologies gain through implementation, whether as lead or regular partner in many projects, of which the latest is Ecolnn, representatives of the company concluded that CCI BL would be a good partner in consulting in the matter.

Summary of recommendation(s)

The document recommends use of new digital technologies and it aims to encourage the use of new energy saving practices business processes. The recommendation derives from many activities and educations organized by Ecolnn Danube partner - CCI BL.

This recommendation is aimed at improvement and optimization of business processes whether inside the company or to third parties, in this case, customers.

Summary of eco-knowledge, eco-solution or eco-technology featured in recommendation package

During many projects and educations, representatives of CCI BL were introduced to digital tools which could decrease the use of paper on other materials in order to make not only

higher business effects but also to be more ecological and to reduce carbon footprint of all players involved.

By analysing the information provided by the representatives of the company, CCI BL staff concluded that use of newsletter tools, completely new and user friendly website, especially in communication part with consumers as well as new visual design for the company are much needed in order to fulfil the request, not only for ecologically friendly business but also for user oriented operations as well.

It is recommended for companies' personnel in charge of promotion, to get educated on newsletter software/services and the list of proven companies in field of creation of website and visual identity was provided by CCI BL.

Summary of status of knowledge transfer

During the meeting with the CEO of the company "EldaLux" on 20th September 2018, the representatives of CCI BL were introduced with the demand on improvement company's business processes. By analysing the demand, it is concluded that mentioned services and activities needed to be implemented in next 12 months in order to fulfil the demand end expectations from the representatives of the company.

First step is to educate employees on services and tools used for newsletter, second step is the creation of completely new website with new visual identity.

During the meeting, CCI BL offered expertise for digital services as first step and timetable for this activity, which projected realisation of the activity till the end of 2018. Next step is projected for early 2019.

One of the conclusions is that special consideration should be given to the gathering of all contact information to final beneficiaries in order for newsletter with all information could reach target group.

In October 2018, member staff from CCI BL educated personnel from the company in usage of MailChimp services



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used for the creation of Newsletter, and meetings were organized with companies active in the field of creation of websites and graphical visual identity.

New website was created and new visual identity became active at the beginning of 2019.

In-depth details / explanations of recommendation(s)

Newsletter, responsive and two way communicated website as well as appealing visual identity is crucial for success of the company, especially when company is in technology products activities. By combining new tools, techniques and technologies in order not only to decrease expenses but also to be more eco friendly and to have easier communication with customers, company is in win-win situation.

Newsletter with template and corresponding contact list, created in cooperation with CCI BL, was prepared in MailChimp newsletter service. In addition, the new technology of creation of the websites enabled the company not only to present their offer but also to develop online shop which is active from 2019.

New visual design is also crucial for the activities of the company. All new visual design details are actively implemented in digital services and it is expected that will be implemented in hard visuals (logo on the building etc.) in next 6 months.

Date of recommendation package

April 29, 2019

Author

Chamber of Commerce and Industry of Banja Luka Region (CCI BL)

List of annexes

Annex 1: Visual design – old and new logo

About the EcoInn Danube project

The objective of the EcoInn Danube project is to increase the cooperation of innovation actors in the field of eco-innovations with special emphasis on development and application of eco-technologies in the Danube Region.

<http://www.interreg-danube.eu/approved-projects/ecoinn-danube>

Further reading

www.bl.komorars.ba

About EcoInn Danube recommendation packages

Recommendations in the context of the EcoInn Danube project are useful suggestions and proposals on how to bring eco-solutions into commercial value, particularly through forms of knowledge transfer.

Recommendation packages relate to specific eco-solutions, specific problems or specific areas within technology transfer.

Partnership guidance type:

This type of recommendation package aims to aid successful interaction between specific demand and supply side stakeholders. It contains recommendations and information about „how” to establish partnerships related to a specific eco-knowledge bundle or eco-technology.

Pitch type:

This type of recommendation package aims to aid successful knowledge transfer and/or commercialisation for a named stakeholder. It contains recommendations and information about „how” to establish partnerships related to the kind/size/location of potential partners and a specific eco-knowledge or eco-technology.

Events, consultations and interactions type:

This type of recommendation package aims to aid successful eco-knowledge transfer by focusing on a given issue, area or topic related to knowledge transfer.



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Annex 1

www.eldalux.com

Visual design – old and new logo



ELDA LUX



eldalux

Quick read

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Small scale activities, like the activity from this recommendation package, could be a valuable source of information in guiding activities for development of programmes to support SMEs in future activities going in direction of ecology friendly processes.