



ევროკავშირი
საქართველოსთვის
The European Union for Georgia

EU4Environment
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

Green Economy and New Growth Opportunities for SMEs in Georgia:

***Eco-innovation, Resource Efficiency and Cleaner Production
Launch Event under the EU4Environment programme***

MEETING AGENDA

25th of February 2020

**Courtyard Marriott Hotel,
4 Freedom Square, Tbilisi 0105, Georgia**

Action implemented by:



Green Economy and New Growth Opportunities for SMEs in Georgia, 25 February 2020

Background

A Green Economy is one that routes materials, parts and products back into use several times and creates more value and less waste. It is an alternative, in which value is maintained for as long as possible, products are designed to last, and the generation of waste is minimised.

Eco-innovation is one of the enabling instruments identified by the EU for the transition to a greener, more resource-efficient economy. The approach promotes systemic innovation based on a holistic life-cycle thinking around the entirety of a company's operations – including the products and services offered, as well as value chains, market outreach, internal processes and organizational structure. Eco-innovation has proven a successful tool for reducing inputs, recovering materials and minimising waste, as well as extending product/service life cycle.

Resource Efficient and Cleaner Production (RECP) is used as an umbrella term for the application of preventive environmental strategies to achieve the triple aims of production efficiency, environmental management and human development. The RECP Programme builds national capacities, fosters dialogue between industry and government and facilitates investments for the transfer and adaptation of Environmentally Sound Technologies.

The European Union-funded EU4Environment programme aims to help small and medium-sized enterprises (SMEs) in Georgia in their transition to a Green Economy. It serves to evaluate SMEs position in the global value chain, and to seek innovative solutions to strengthen their environmental performance, market position and competitiveness. It also promotes introduction of RECP among manufacturing enterprises, building capacity and demonstrating business opportunities of its application in different sectors.

Meeting objectives

The meeting aims to:

- i) briefly introduce the EU4Environment Programme and activities dedicated to promoting the transition of SMEs to a Green and Circular Economy;
- ii) increase capacity/understanding of eco-innovation and RECP approaches among businesses, SMEs and government officials, including demonstration of case studies and inter-linkages between the two concepts;
- iii) present the planned work on eco-innovation in Georgia and identify specific sectors that are best suited to implement this approach; and
- iv) identify local technical partners for company audits and business strategy review/development.

Participants

The meeting will gather participants from SMEs and other businesses, as well as national technical organisations, support providers and experts. It will also involve relevant policy makers, including government representatives at the national and regional levels, academia and civil society.

Practical Information

The meeting will be held at the Courtyard Marriott Hotel, 4 Freedom Square, Tbilisi 0105, Georgia. The meeting is supported and co-organised with the Ministry of Economy and Sustainable Development of Georgia.

About EU4Environment

The “European Union for Environment” (**EU4Environment**) programme aims to help the six partner countries: Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova and Ukraine to preserve their natural capital and increase people's environmental well-being. It does so by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts.

The programme is funded by the European Union and implemented by five Partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank, based on a budget of some EUR 20 million. The implementation period is 2019-2022.

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Time	Item
9:30 – 10:00	Arrival and registration (including tea/coffee)
10:00 – 10:30	Session 1: Welcome and introductions <ul style="list-style-type: none"> ▪ Welcome and opening remarks <i>Ms. Ekaterine Mikabadze, Deputy Minister of Economy and Sustainable Development of Georgia, EU4Environment National Focal Point</i> <i>Ms. Nino Tandilashvili, Deputy Minister of Environment Protection and Agriculture of Georgia, EU4Environment National Focal Point</i> <i>Delegation of the European Union to Georgia (to be confirmed)</i> ▪ Tour de table
10:30 – 12:00	Session 2: Introduction of the EU4Environment programme’s eco-innovation and RECP components (UNEP & UNIDO) <ul style="list-style-type: none"> ▪ Overview of the EU4Environment programme and planned eco-innovation activities <i>Mr. Alex Leshchynskyy, UNEP</i> ▪ Introduction of RECP approach and planned activities <i>Ms. Tatiana Chernyavskaya, UNIDO</i>
12:00 – 12:15	Overview of the national context (Government of Georgia) <i>Mr. David Advadze, Ministry of Economy and Sustainable Development of Georgia</i> <i>Ms. Irma Gurguliani, Ministry of Environment Protection and Agriculture of Georgia</i> <ul style="list-style-type: none"> ▪ Previous achievements, existing reports/analyses of the SME sector in Georgia ▪ Policies related to SME development and greening ▪ Potential priority sectors for further work on eco-innovation and RECP
12:15 – 12:30	Business perspectives on eco-innovation and RECP in Georgia (to be confirmed) <ul style="list-style-type: none"> ▪ Needs and priorities of SMEs in Georgia ▪ Examples of existing environmental/sustainable business models
12:30 – 14:00	Lunch
14:00 – 15:45	Session 3: The eco-innovation approach (UNEP) <i>Ms. Bettina Heller, UNEP</i> <ul style="list-style-type: none"> ▪ Overview of existing tools: Eco-innovation manual and supplements ▪ Training on the eco-innovation process: <ul style="list-style-type: none"> ○ Preparation ○ Setting business strategies and models ○ Building roadmaps ○ Implementing actions ○ Review Group exercise
15:45 – 16:00	Tea/coffee break
16:00 – 17:00	Session 4: Further discussion and summary of group exercises <ul style="list-style-type: none"> ▪ Business case studies and practical examples of eco-innovation (UNEP, time permitting)
17:00 – 17:30	Session 5: Summary, feedback questionnaire and closing remarks <ul style="list-style-type: none"> ▪ Outstanding questions from participants ▪ Next steps for project implementation ▪ Closing remarks