



ევროკავშირი
საქართველოსთვის
The European Union for Georgia

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



Global Compact
Network Georgia

Promoting eco-innovation among SMEs in Georgia

Introductory Workshop

Agenda

Date: 28th of December 2020

Time: 16:00 - 17:30 (Tbilisi time, GMT+4)

Location: Zoom conference

Action implemented by:



Background

SMEs play a crucial role in the EU's Eastern Partnership (EaP) countries' economies, and their collective environmental footprint often exceeds that of large enterprises. In order to mitigate their socio-environmental impact, while also improving SMEs' competitiveness and resilience to risk, the United Nations Environment Programme (UNEP) and the European Union (EU) have been supporting SMEs across the globe in the development and application of "eco-innovation" - a business model that incorporates sustainability and life-cycle thinking throughout all business operations and value chain partners. Eco-innovation entails a coordinated set of modifications or novel solutions to products (goods / services), processes, market approach and overall organizational structure of a company. As part of the EU-funded EU4Environment programme, UNEP, the EU and the Global Compact Network Georgia (GCNG) will be assisting SMEs in Georgia to develop new business strategies/models that are aligned with the eco-innovation approach. This meeting seeks to bring together relevant stakeholders and provide an overview of the opportunities for eco-innovation among SMEs in Georgia.

Meeting objectives

More specifically, the meeting aims to:

- Raise awareness among SMEs in Georgia on the EU4Environment programme and the eco-innovation approach - including its importance for SMEs' sustainable growth, competitiveness and resilience to global crises; and
- Gather relevant stakeholders, including government, business, civil society, academia and international organizations to discuss the challenges and opportunities for promoting eco-innovation among SMEs in Georgia as well as how these can shape future activities of the EU4Environment programme.

Practical Information

The meeting will take place virtually via the Zoom platform. The meeting can be accessed at the following link: <https://us02web.zoom.us/j/85210152120> from 16:00 to 17:30 (Tbilisi time, GMT+4) on Monday the 28th of December 2020.

Languages

The meeting will be conducted in Georgian, with simultaneous interpretation into English.

About EU4Environment

The EU-funded "European Union for Environment" (EU4Environment) programme aims to help six of the EU's Eastern Partnership (EaP) 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 implemented by five partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank. For further information contact: alex.leshchynskyy@un.org

Agenda

16:00 – 16:05 Opening

Ms. Salome Zurabishvili – Executive Director, Global Compact Network Georgia

16:05 – 16:20 Welcoming Remarks

Ms. Ekaterine Mikabadze - Deputy Minister of Economy and Sustainable Development

Ms. Nino Tandilashvili - Deputy Minister of Environmental Protection and Agriculture

Mr. Alex Leshchynskyy - Technical Officer, United Nations Environment Programme (UNEP), Europe Office

Mr. Malkhaz Adeishvili - EU4Environment National Action Coordinator In Georgia

16:20 – 17:00 Eco-Innovation: A new business approach

Mr. Vardan Melikyan - International eco-innovation expert, EU4Environment (and **Mr. Alex Leshchynskyy**, UNEP)

What is eco-innovation? What is its relevance for SMEs in the current global crisis?

Ms. Salome Zurabishvili, Global Compact Network Georgia

The benefits of eco-innovation and best practices in the region

17:00 – 17:30 Discussion

Mr. Bakur Kvaratskhelia, Global Compact Network Georgia

Discussion questions:

- What are the opportunities for the promotion of eco-innovation among SMEs, and specific sectors, in Georgia?
- What are the challenges for the promotion of eco-innovation within SMEs in Georgia?
- What could be the ways of overcoming those challenges and ensuring greater engagement of SMEs and their value chain partners towards socio-environmental sustainability?