



ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia

**EU4Environment**

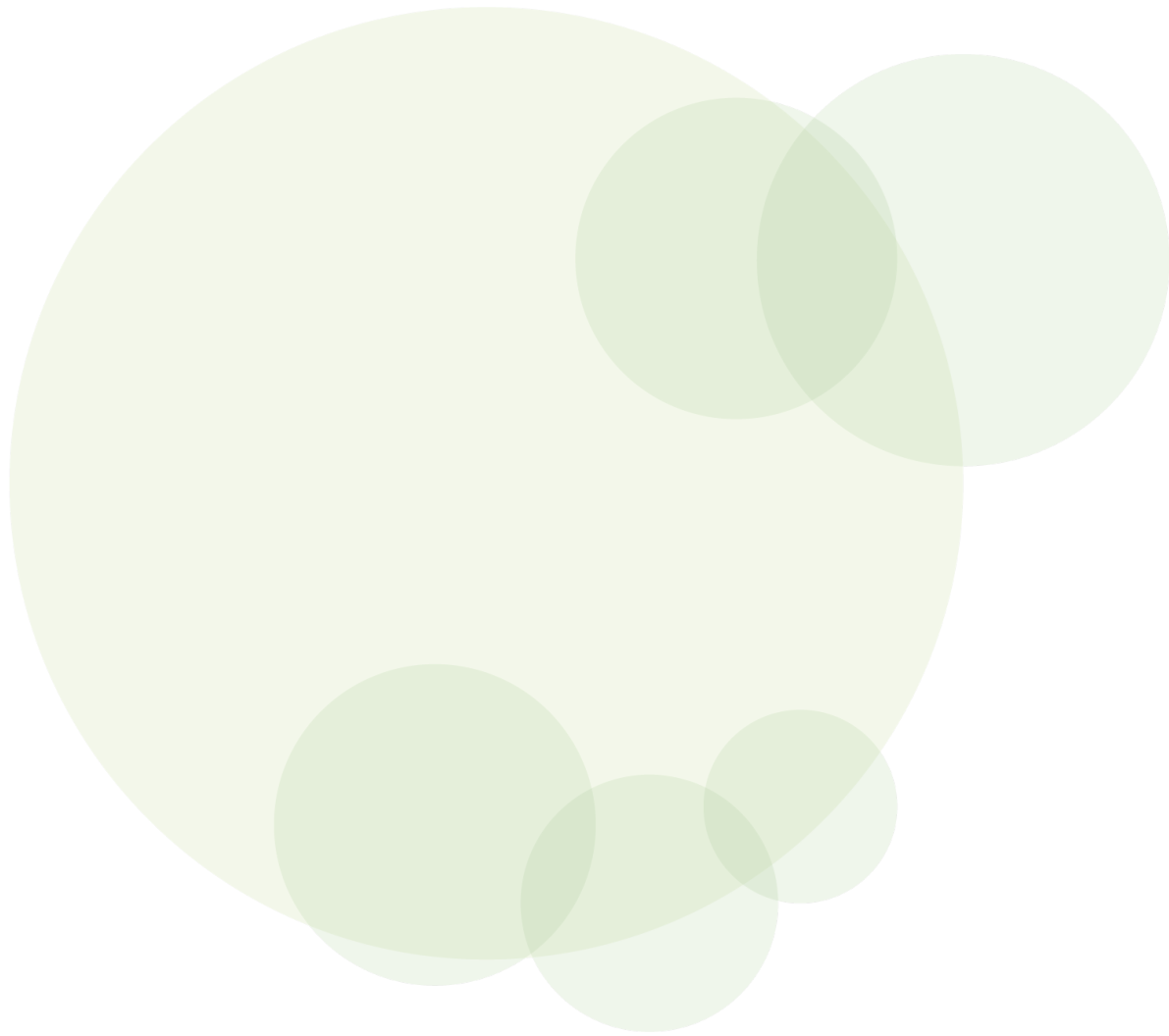
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

## Training on eco-labelling mechanisms in Georgia

### AGENDA

**20 May, 2021**

**12:00-14:00 (Tbilisi time; GMT +4)**



Action implemented by:



## Background

Eco-label is a mark, which is acknowledged and experienced to be a tool for increasing sales, as it grants competitive advantage on the market. Eco-labels are labelling systems for food and consumer products. More and more consumers respect the products and services, which follow environmental standards and requirements. For them, it is essential to have easy choices in a highly competitive market. Eco-labels are clear signs for consumers, that give them the possibility to make decisions simply, without much effort. Eco-labelling is also one of criterium for sustainable public procurement.

The purpose of this training is to raise awareness of the relevant public bodies, civil servants and members of the private sector in Georgia on the conception of eco-labelling and inform them about the benefits of the eco-labelling system for both the country (society) and the business, main challenges that Georgia faces in the implementation of the eco-labelling and the recommendations to tackle those challenges. The training will also present information on eco-labelling schemes in Georgia. The target audience of the training are the Government agencies and Business Associations - the main stakeholders for development of such schemes in Georgia.

## Meeting objectives, expected outputs and outcomes

- Inform participants about eco-labelling mechanisms;
- Share experience on eco-labelling schemes, including those that function in Georgia;
- Discuss key challenges and opportunities in application of eco-labelling systems in Georgia;
- Motivate participants to work actively on eco-labelling in their future activities via explaining benefits of using eco-labels.

## Participants

The meeting will gather up to 30 participants from Government agencies in Georgia and business associations.

## Practical Information

Ahead of the training, participants will receive Guidelines and Assessment of existing eco-labelling mechanisms in Georgia. This information will help participants during the training. Training materials (PPP slides in English and Georgian) will be prepared by the EIEC's expert and used during the training. Practical experience of use of eco-labels will be presented by the representatives of UNEP Economy Division and EU. The training will be held in English and Georgian. Training will be organized by using an electronic platform. Participants will receive the link of the training additionally.

## About EU4Environment

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

The Action 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 Action implementation period is 2019-2022. For further information contact: [EU4Environment@oecd.org](mailto:EU4Environment@oecd.org)

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**12:00-14:00 (Tbilisi time, GMT +4)**

Time	Item
12:00-12:15	<b>Opening remarks</b> <i>Ms. Nino Tandilashvili, Deputy Minister of the Ministry of Environmental Protection and Agriculture of Georgia</i>
12:15-12:30	<b>Eco-labelling: UNEP approach on eco-labelling and examples of support countries in promotion of eco-labelling</b> <i>Ms. Nils Heuer, United Nations Environment Programme (UNEP)</i>
12:30-12:50	<b>Legal frameworks on eco-labeling in Georgia</b> <i>Mr. Ucha Dzimistarishvili, National expert on eco-labelling</i>
12:50-13:10	<b>List of existing labels for different sectors in Georgia and procedures for getting them</b> <i>Mr. Ucha Dzimistarishvili, National expert on eco-labelling</i> <i>Mr. Tengiz Kalandadze, Ministry of Environmental Protection and Agriculture</i>
13:10-13:25	<b>Experience of the EU on eco-labelling: description, procedures, benefits</b> <i>Ms. Sylvie Ludain, DG Environment, European Commission</i>
13:25-13:50	<b>Key challenges and opportunities of using eco-labels in Georgia</b> <i>Mr. Ucha Dzimistarishvili, EIEC expert on eco-labelling</i>  Discussion
13:50-14:00	Closure of the training