



ევროკავშირი
საქართველოსთვის
The European Union for Georgia

EU4Environment

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



Global Compact
Network Georgia

Market Assessment and Policy Analysis of Eco-innovation Landscape in Georgia

Working Meeting

Agenda

Date: 18th of May 2021

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. In collaboration with the Environmental Information and Education Centre (under the Ministry of Environmental Protection and Agriculture of Georgia) UNEP and the GCNG have carried out a market assessment and policy instrument analysis of the eco-innovation landscape in Georgia. The report aims to identify priority sectors for further engagement with the SMEs in the country. Based on the analysis of different public documents and reports, two sectors were identified as most promising to upscale eco-innovation measures among SMEs: a) Agriculture b) Accommodation and food (i.e. hospitality). The report also shows that there are already existing regulations as well as upcoming reforms that will encourage eco-innovative approaches in these sectors.

The aim of this working meeting is to consult the findings of the report among key governmental agencies in Georgia. Based on their feedback and recommendations, the report will be validated and finalised. It will then form the basis for UNEP's and GCNG's further engagement with Georgian SMEs in assisting them to develop new business strategies/models that are aligned with the eco-innovation approach.

Meeting objectives

- Gather relevant governmental agencies to discuss the findings of the draft eco-innovation market assessment and policy analysis, and to collect their feedback/suggestions; and
- Inform participants about the next steps that UNEP and the GCNG will undertake under the EU4Environment programme to assist Georgian SMEs to develop eco-innovation business strategies/models.

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/86023512180> from **16:00 to 17:30** (Tbilisi time, GMT+4) on **Tuesday the 18th of May 2021**.

For further information about the event please contact: alex.leshchynskyy@un.org and salome@cida.ge

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 about the programme please 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 - First Deputy Minister of Economy and Sustainable Development of Georgia

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

Mr. Alexandre Darras - Attaché, Team Leader Connectivity, Energy, Environment & Climate change, Delegation of the European Union to Georgia

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

16:20 – 17:00 Presentation of the research

Mr. Vardan Melikyan, International eco-innovation expert, EU4Environment

What is eco-innovation?

Mr. Ucha Dzimistarishvili, Consultant, Environmental Information and Education Centre

Part I: Market Assessment

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

Part II: Policy Analysis

17:00 – 17:25 Discussion

Moderator: **Ms. Lana Chkhartishvili**, Senior Manager, Government Relations and Educational Programmes, Global Compact Network Georgia

17:25 – 17:30 Next steps and closing remarks