



ევროკავშირი
საქართველოსთვის

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EU4Environment
Green Economy in Eastern Partner Countries



High-level Dialogue on Ecolabelling in Georgia

DRAFT AGENDA

Tuesday, 25 October, 2022
15:00-17:00 (Tbilisi time, GMT+4)

Action implemented by:



Background

In 2014, Georgia signed an Association Agreement with the European Union (EU) demonstrating its commitment and readiness to reform and harmonise different sectors' policies aligned with the EU approaches. Several Agreements' articles foresee the transformation towards Green Economy principles, more specifically, it calls for setting up the ecolabelling systems. Ecolabelling is also one of the sustainability criteria and tools for Sustainable Public Procurement (SPP) that the EU promotes in Georgia.

Development of ecolabels contributes to meeting important requests of society:

- General increase of concern in the population on the sustainability attributes of their products;
- Coherence between SPP and ecolabeling as tools for SPP (in case SPP become mandatory in a country, companies would be strongly motivated to obtain eco-labels for their products);
- Increase of the EU market access sustainability-marketed products grew more than twice as fast as conventionally marketed products in the past 6 years (Centre for sustainable business, 2021).

The eco-labelling system has not been set up in Georgia yet, despite the key legislative documents introducing ecolabelling related texts: the Constitution of Georgia guarantees an accessibility to environmental information; the Law of Georgia on Environmental Protection regulates ecolabelling aspects; and Biodiversity Strategy issues on mandatory insurance for extremely dangerous activities, economic stimulus and ecolabelling. Finally, the numerous international treaties which Georgia is a party to, formulate requirements on ecolabelling development and access to environmental information.

United Nations Environment Programme (UNEP) is one of the five partner agencies implementing the EU-funded EU4 Environment (2019-2022) Action. This regional programme supports 6 countries, including Georgia, in making policy planning and investment greener, stimulating the uptake of innovative products and technologies, and raising awareness about the benefits of environmental action. More specifically, within EU4Environment's component on "circular economy and new growth opportunities", UNEP supports Georgia to promote activities related to SPP issues and its complementary tools, such as ecolabelling.

UNEP in close cooperation with the Environmental Information and Education Centre (EIEC) implements a set of activities on promotion of ecolabelling system development in Georgia. In particular, the report prepared to analyse the national legislative acts regarding eco-labelling including primary and secondary legislation, the international treaties which impose obligations related to the eco-labelling in Georgia and the similar to eco-labelling system that is functioning in Georgia – Etiquette. Labels (Etiquette) provide information about the accreditation bodies operating in Georgia, those are voluntary scheme, such as BioProduction. The report was circulated among different state authorities and stakeholders. The report on assessment of existing eco-labeling systems in Georgia is available in [Georgian](#) and [English](#) languages on EIEC web-page.

Additionally, the information materials and a guideline about the existing labels, targeting different stakeholders (policymakers and business) were elaborated. They include topics about general definition of the eco-labelling and its types, connection with the Sustainable Development Goals (SDGs), Georgian certification of bio-production and quality mark, etc. The designed version of the materials are available in [Georgian](#) and [English](#) languages at the MEPA official e-library page and on the [EIEC new web-page](#). Raising awareness of governmental authorities, as well as the business sector, including small and medium enterprises (SMEs) and business associations on the ecolabelling benefits is envisaged.

Objectives of the high-level dialogue on ecolabelling

- Leverage the discussion on ecolabelling high in the governmental agenda to support ecolabelling system development in Georgia;
- Raise awareness of the Georgian authority, business associations, national stakeholders on ecolabelling, etiquette, certification of bio-production and quality mark etc.;
- Promote ecolabelling as an efficient tool on access of information to individuals, as well as a tool for SPP;
- Promote ecolabelling as a strategical tool to increase access to different markets (i.e. the EU market);
- Ensure awareness and full support of ecolabelling practices in Georgia as an efficient way to meet commitments of Georgia under the EU Association Agreement and numerous environmental multilateral agreements.

Participants

The high-level representatives of the Georgian governmental institutions, business associations, national stakeholders, as well as the EU Delegation and UNEP.

Practical information

The high-level dialogue will be held on 25 October (15:00-17:00) at [venue tbc] (Tbilisi, Georgia).

English and Georgian are the languages of the dialogue. English-Georgian simultaneous interpretation will be provided.

Format and questions to the panellists

The dialogue will be organised as the panel discussion with the moderation of the questions.

The panellists will contribute to the discussion by answering the following questions:

Q1: What are the benefits for Georgia to develop its ecolabelling infrastructure?

Q2: What are the policy development priorities of Georgia to create a favourable environment and conditions to promote and practice ecolabelling?

Q3: How effective are eco-labels in scaling up sustainable consumption and production?

Q4: How would you evaluate the level of understanding and knowledge of ecolabelling national stakeholders? What challenges of ecolabelling system in Georgia do you see?

Q5: How the government together with business representatives can encourage the private sector to get certified under existing ecolabels (including EU Ecolabel)? How SPP can be used as a tool to promote ecolabels?

Q6: How do you see the role of international partners (for instance, UN Agencies), as well as international projects (for instance, EU4Environment) in promoting ecolabeling at national level?

Q7: How can ecolabelling be better promoted at the highest national level so that to ensure support of Georgia on its way towards SDGs achievement, commitments under different agreements, including the EU Association Agreement are met?

Q8: Could you deliver as an example, how the country with the similar contexts as Georgia made its way to the best practice of using of eco-labelling of their production?

Q9: Considering Georgian context, could you highlight/identify the field of economic activity or type of production so far, to whom it is more advisable to apply eco-labelling approach.

Panellists of the dialogue

The panellists will be invited as followed (tbc):

- Chair of the Committee of the Environmental Protection and Natural Resources, Parliament of Georgia;
- Minister/Deputy Minister of Economy and Sustainable Development (MoESD);
- Minister/Deputy Minister of the Ministry of Environmental Protection and Agriculture of Georgia (MEPA);
- Representative of Business Association;
- Representative of the EU Delegation to Georgia;
- Director / Acting Director of the UNEP Europe Office;
- Representatives of civil society and international organisations (i.e. World Bank, GIZ, USAID, UNOPS etc.)

Moderator of the dialogue: tbc.

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.

For more information please visit our website: www.eu4environment.org.