



ევროკავშირი
საქართველოსთვის

Project funded by the European Union

EU4Environment
Green Economy in Eastern Partner Countries



Media breakfast on Green Economy in Georgia

AGENDA

Wednesday, 26 October 2022
11:00 - 13:00 (Tbilisi time, GMT+4)

Venue: Hotel Savaneti, Telavi Region, village Ikalto, Georgia

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 of the Agreements' articles foresee the transformation towards Green Economy principles, Sustainable Consumption and Production patterns, Sustainable Public Procurement (SPP), as well as promotion of eco-labelling and eco-innovation. Georgia has since made significant steps to harmonize its laws with EU legislation. Contributing to this process is Georgia's liberal foreign trade policy, which implies simplified foreign trade and customs procedures, relatively low import tariffs, and a minimum non-tariff regulation.

The United Nations Environment Programme (UNEP) is one of the five partner agencies implementing the EU-funded EU4Environment Action. This regional programme supports 6 Eastern Partnership (EaP) 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 supported Georgia in assessing and promoting Green Economy approaches. In particular, the following areas were assessed: i) with support from the Environmental Information and Education Centre, an assessment of eco-labelling systems and their application was prepared; ii) with support from the Global Compact Network Georgia (GCNG), an assessment of key sectors with potential for eco-innovation among SMEs, was also developed; and iii) in close cooperation with the State Procurement Agency, the principles of SPP were suggested into national legislation, and currently, sustainable public procurement awareness raising activities are being carried out, including trainings and meetings on the benefits of sustainable public procurement.

This work and assessments have demonstrated that Georgia has made significant progress towards implementing Green Economy activities and principles.

This media breakfast, with involvement of journalists, media experts and social influencers, will help to distribute information on the findings, achievements and future plans of the EU4Environment programme in Georgia, also leveraging the attention of different stakeholders to contribute, learn from and/or apply eco-labelling, SPP and eco-innovation approaches.

Objectives of the media breakfast

The Media breakfast aims at gathering national and local media representatives, entrepreneurs, business owners, start-ups, marketing professionals, decision makers and other national actors to exchange their views and plans on sustainable business practices and the overall Green Economy transition in Georgia.

Participants

The Media breakfast will be attended by representatives of national and local experts on media, social media influencers, Georgian governmental organizations, SMEs, business associations, as well as representatives of UNEP and other implementing partners of EU4Environment.

Practical information

The Media breakfast will be held on the 26th of October 2022 (11:00-13:00) at Hotel Savaneti, Telavi Region, village Ikalto, Georgia. The event will be held in English and Georgian languages, with simultaneous interpretation.

Format and suggested questions to the enterprises

The Media breakfast will be organized as an informal discussion between the journalists, media experts, social influencers and the representatives of the governmental organizations, entrepreneurs, SMEs' representatives etc.

The moderator in her introductory speech will present the key achievements and plans in Georgia towards Green Economy models application, key findings of recent assessments supported by the EU4Environment project (as mentioned above), followed by journalists' questions.

The moderator will guide the discussion with the following questions, inter alia:

Q1: How do you see the role of SMEs in contributing to Georgia' national goal of economy transformation into greener models, including in the framework of post-COVID green recovery? What role does the media have in leveraging a shift to sustainable lifestyles and consumer choices?

Q2: What are the economic, social, and environmental benefits of the application of eco-innovation? How do tools such as eco-labelling and SPP contribute?

Q3: How would you evaluate the level of knowledge of eco-innovative approaches and access to new, greener technologies among national companies? What challenges to the promotion of eco-innovation in Georgia do you see? Are any financial risks involved?

Q4: What steps can be taken to raise the profile/increase public visibility of the Georgian government's and international organisations' efforts to promote Green Economy/Sustainable Consumption and Production in the country? What support is needed to improve national/local media's capacity to report on environmental issues?

About EU4Environment

The "European Union for Environment" (EU4Environment – Green Economy) Action helps the Eastern Partnership countries 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.

It is funded by the European Union and implemented by five Partner organisations - OECD, UNECE, UNEP, UNIDO, and the World Bank – over 2019-2024 period, with a budget of EUR 20 million.

For further information contact: EU4Environment@oecd.org.

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

Time	Item
08:00-10:30	Transportation to the hotel from Tbilisi (transportation to Hotel Savaneti, Telavi Region, village Ikalto, Georgia)
11:00-11:15	<p>Opening Remarks</p> <ul style="list-style-type: none"> • Mr. Solomon Pavliashvili, Deputy Minister, Ministry of Environmental Protection and Agriculture of Georgia (TBC) / Ms. Tamar Aladashvili, Director, Environmental Information and Education Centre of the Ministry of Environmental Protection and Agriculture of Georgia • Mr. Kakha Demetrashvili, Deputy Chairperson, State Procurement Agency of Georgia • Mr. Davit Advadze, Head of Sustainable Development Division, Ministry of Economy and Sustainable Development of Georgia (TBC) • Mr. Farid Yaker, Programme Officer, Economy Division, Resources & Markets Branch, United Nations Environment Programme (TBC)/ Ms. Lesya Nikolayeva, International SPP Expert, UNEP
11:15-11:30	<p>Brief presentation on Green Economy</p> <ul style="list-style-type: none"> • Mr. Solomon Pavliashvili, Deputy Minister, Ministry of Environmental Protection and Agriculture of Georgia (TBC) / Ms. Tamar Aladashvili, Director, EIEC of the Ministry of Environmental Protection and Agriculture of Georgia
11:30-13:00	<p>Discussion</p> <ul style="list-style-type: none"> • Questions: Q1: How do you see the role of SMEs in contributing to Georgia' national goal of economy transformation into greener models, including in the framework of post-COVID green recovery? What role does the media have in leveraging a shift to sustainable lifestyles and consumer choices? Q2: What are the economic, social, and environmental benefits of the application of eco-innovation? How do tools such as eco-labelling and SPP contribute? Q3: How would you evaluate the level of knowledge of eco-innovative approaches and access to new, greener technologies among national companies? What challenges to the promotion of eco-innovation in Georgia do you see? Are any financial risks involved? Q4: What steps can be taken to raise the profile/increase public visibility of the Georgian government's and international organisations' efforts to promote Green Economy/Sustainable Consumption and Production in the country? What support is needed to improve national/local media's capacity to report on environmental issues? <p>Moderator: Ms. Tamar Aladashvili, Director, EIEC of the Ministry of Environmental Protection and Agriculture of Georgia</p>
13:00-14:00	Lunch

