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EU4Environment
Green Economy in Eastern Partner Countries

Introducing the EU Single Market for Green Products (SMGP) initiative in
Georgia, under the “EU4Environment” Action

Draft Agenda

Date: Monday, 24 April 2023
Time: 15:00 – 18:15 (Tbilisi time)

REGISTRATION LINK

Format: online event (via Zoom)
Language: English and Georgian (with simultaneous interpretation)

Action implemented by:



24 April 2023
DRAFT AGENDA

Moderator: Mr. Malkhaz Adeishvili, National Action Coordinator

Time	Item
15:00-15:20	<p>Welcoming remarks</p> <p>Ms. Tamar Aladashvili, Director of the Environmental Information and Education Centre (LEPL) of the Ministry of Environment and Agriculture of Georgia</p> <p>Mr. David Advadze, Head of Sustainable Development Promotion Division of the Ministry of Economy and Sustainable Development of Georgia</p> <p>Ms. Lieze Vanwymelbeke, Team Leader, Green Deal, Connectivity, Economic and Investment Plan, Delegation of the European Union to Georgia</p> <p>Ms. Tatiana Chernyavskaya, EU4Environment Project Manager, Circular Economy and Resource Efficiency Unit, UNIDO</p>
1	Promoting greener products at national/international level
15:20-15:35	<p>Greener product instruments to support the transition to greener economic growth</p> <p>Ms. Tatiana Chernyavskaya, EU4Environment Project Manager, Circular Economy and Resource Efficiency Unit, UNIDO</p>
15:35-15:50	<p>Enhancing Sustainable Public Procurement and ecolabels as key tools to promote greener production</p> <p>Ms. Lesya Nikolayeva, International Expert, UNEP Europe Office</p>
15:50-16:10	<p>The EU policy landscape on green products</p> <ul style="list-style-type: none"> ● Introduction to the EU Single Market for Green Products (SMGP) ● Main objectives of the Product Environmental Footprint (PEF) ● Link between SMGP and PEF and Organisation Environmental Footprint (OEF) ● The EU Green Deal <p>Mr. Luca Zampori, Senior Consultant, UNIDO International SMGP/PEF Expert (PRé Sustainability)</p>
16:10-16:40	<p>Preliminary results of assessments on green products initiatives in Georgia</p> <ul style="list-style-type: none"> ● Overview of existing approaches ● Product greening practices and legislative background

	<ul style="list-style-type: none"> • Benefits of greening: focus on target groups • Conclusions and further steps <p>Mr. Otar Antia, SMGP Facilitator in Georgia</p>
2	Applying PEF at company level
16:40-17:00	<p>Establishing a comparable baseline environmental performance system for products and organisations</p> <p>Mr. Luca Zampori</p>
17:00-17:15	Coffee Break
17:15-17:25	<p>PEF application example from the EU-funded SwitchMed project</p> <ul style="list-style-type: none"> • Target stakeholder benefits • Lessons learnt from project experience • Possible follow-up actions by the manufacturing company (e.g. improvement suggestions that were adopted) <p>Mr. Makram El Bachawati</p>
17:25-17:45	<p>The potential impact of the PEF system for enterprises exporting to the EU market</p> <p>Mr. Luca Zampori</p>
17:45-18:00	<p>Objective of the pilot PEF project in Georgia</p> <ul style="list-style-type: none"> • Awareness raising: Exposing national stakeholders to the potential impact of the PEF system • PEF pilots (engagement of national companies and experts) <p>Mr. Otar Antia, SMGP Facilitator in Georgia</p>
18:00-18:10	Questions and answers Session
18:10-18:15	<p>Closing remarks</p> <p>Mr. Malkhaz Adeishvili, National Action Coordinator</p>

Meeting objectives, expected outputs and outcomes

The event aims to introduce stakeholders from Georgia to the potential impact of the Product Environmental Footprint (PEF) methodology by focusing on industries exporting to the European Union (EU) market. The main objectives of the event are:

- Raising awareness among participants and key stakeholders on the EU Single Market for Green Products (SMGP) initiative, Product Environmental Footprint (PEF);
- Demonstrating the application of the PEF initiative and its relationship to Circular Economy and the EU Green Deal;
- Presenting the benefits and opportunities of the SMGP and PEF for manufacturing enterprises;
- Discussing the planned activities for introducing the PEF pilots in Georgia for national companies and experts.

The expected outcomes are to better understand the processes related to green products and principles in Georgia, and to focus on the potential to implement the SMGP/PEF methodology in the country. This will help export-oriented enterprises evaluate their production processes and follow practical steps to access the EU market.

Participants

The event is open to all stakeholders interested in and working on issues related to green economy, circular economy, resource efficient and cleaner production, and environmental protection. The target audience for this event consists of representatives from national organisations, industrial enterprises, local authorities and agencies, business associations, and NGOs. These include sector or product experts, sustainability professionals, researchers, policymakers and other stakeholders from Georgia. The meeting is organised by UNIDO in collaboration with PRÉ Sustainability and the consortium led by CIVITTA Georgia.

To attend the event, [please register here](#).

Background

Product Environmental Footprint (PEF) is an approach based on Life Cycle Assessment (LCA) to quantify the environmental impacts of goods or services. It was developed by the European Commission to harmonise and improve the information on the quality and sustainability of products for the consumers, encouraging, thus, the consumption and production of sustainable products in the EU Single Market. The PEF methodology defines how a producer can calculate and communicate an environmental score of a product by

covering its entire life cycle. The PEF methodology makes it possible to determine a wide range of environmental, health, and resource-related impacts related to a product in a single assessment. PEF also enables enterprises to effectively improve the sustainability of their supply chain. A PEF study will provide valuable insights into the most impactful ingredients, processing steps, or life cycle stages of a product; and is, therefore, the perfect starting point for the reduction of the environmental impact of products. The introduction and promotion of the concept and tools of the EU Single Market for Green Products (SMGP) initiative is one of the EU4Environment initiative components, and is led by UNIDO. It includes mapping existing practices and barriers for current labelling schemes, raising awareness and understanding of opportunities and benefits of SMPG, and piloting PEF in selected industries.

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 the 2019-2024 period, with a budget of EUR 20 million.

For further information visit www.eu4environment.org and <http://www.recp.ge/>

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