



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries



# Highlights of implementing Product Environmental Footprint (PEF) in businesses of Georgia

**BUILDING THE GROUND FOR A GREEN ECONOMY:  
Lessons learned from cooperation  
in the Eastern Partnership (EaP) framework**

**Brussels, 13-14 March 2024**

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Product Environmental Footprint and Life Cycle Assessment Cottage Cheese

Sustainable Development Consultant - Tamar Chelidze  
Partner - Ekaterine Dojurishvili

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Company Overview

- Introduction
  - Overview of the Georgian company.
  - Commitment to sustainability and eco-friendly practices.
- Product Range:
  - Natural dairy products: Dambalkhacho, butter, and erbo (melted butter).
  - Emphasis on purity and absence of preservatives or additives.

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Dambalkhacho (Cottage Cheese)



Action Implemented by:





Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Company's Approach

- Location and Techniques:
  - Nestled in Tianeti, using a blend of traditional and sophisticated techniques.
  - Handcrafted products, reflecting ancestral knowledge and wisdom.
- History and Turning Point:
  - Started five years ago with a small grant from "Produce in Georgia."
  - Mission to revive Dambalkho, a 200-year-old ethno product.
  - Official recognition as an intangible cultural monument in 2014.

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Funded by the European Union

# Simapro Data Collection Survey

fx

B	C	D								
<p><b>Data Collection Survey Structure</b>            The stages involved in a (generic) life cycle assessment, given below, provide the basis for this data collection questionnaire.</p> <ol style="list-style-type: none"> <li>1. Raw materials</li> <li>2. Processing/Manufacturing</li> <li>3. Distribution</li> <li>4. Use phase</li> <li>5. End of life</li> </ol> <p>Based on the ease of data collection, the questionnaire has been divided into the following sheets. The boundaries for each life cycle are described in the column on the right</p> <table border="1"> <tbody> <tr> <td>1. Raw materials</td> <td>This stage covers the production-of the raw materials required for manufacturing of the product/component(s), including the sou</td> </tr> <tr> <td>2. Manufacturing</td> <td>This stage covers the manufacturing and assembly of the product and/or the components (if the product is made up of multiple c</td> </tr> <tr> <td>3. Packaging</td> <td>This stage covers the information on the packaging used for the product under study, including the packaging material, the proce transportation of the packaging from its manufacturing site to the site where the product will be packaged</td> </tr> <tr> <td>4. Downstream distribution</td> <td>This stage covers the distribution of the product over three transportation legs:            1) from the manufacturing site to the distribution center            2) from the distribution center to the retailer            3) from the retailer to the user</td> </tr> </tbody> </table>			1. Raw materials	This stage covers the production-of the raw materials required for manufacturing of the product/component(s), including the sou	2. Manufacturing	This stage covers the manufacturing and assembly of the product and/or the components (if the product is made up of multiple c	3. Packaging	This stage covers the information on the packaging used for the product under study, including the packaging material, the proce transportation of the packaging from its manufacturing site to the site where the product will be packaged	4. Downstream distribution	This stage covers the distribution of the product over three transportation legs: 1) from the manufacturing site to the distribution center 2) from the distribution center to the retailer 3) from the retailer to the user
1. Raw materials	This stage covers the production-of the raw materials required for manufacturing of the product/component(s), including the sou									
2. Manufacturing	This stage covers the manufacturing and assembly of the product and/or the components (if the product is made up of multiple c									
3. Packaging	This stage covers the information on the packaging used for the product under study, including the packaging material, the proce transportation of the packaging from its manufacturing site to the site where the product will be packaged									
4. Downstream distribution	This stage covers the distribution of the product over three transportation legs: 1) from the manufacturing site to the distribution center 2) from the distribution center to the retailer 3) from the retailer to the user									
<p>Introduction   1 Raw materials   2 Manufacturing   3 Packaging   4 Downstream distribution</p>										

Action implemented by:



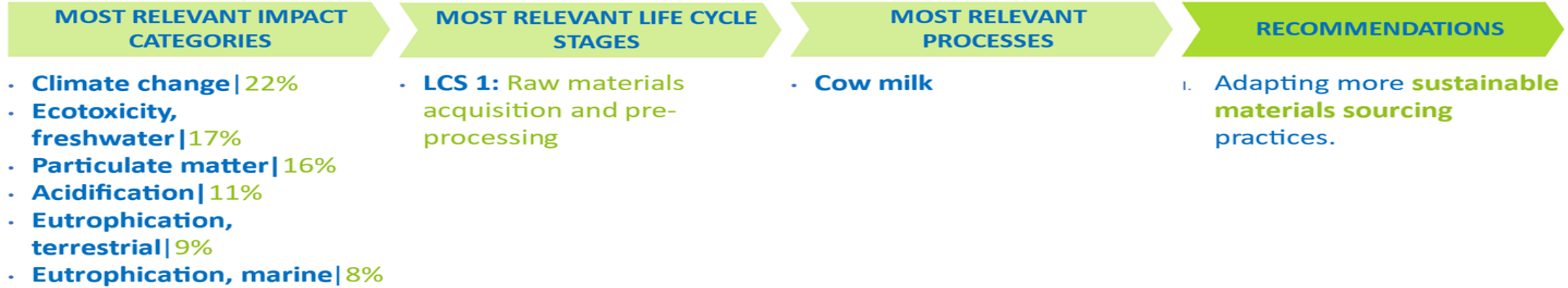
THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



Funded by the European Union

# EU4Environment

Green Economy in Eastern Partner Countries



## Ecotoxicity, freshwater Impact Category

- **LCS: Raw materials acquisition and pre-processing** | 99.9%
- **Process: Cow milk** | 99.8%

action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP





Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Challenges in PEF Study

- Limited Data Availability:

Challenge: Gathering comprehensive data on supply chain, energy consumption, and waste generation with limited resources.

- Resource Constraints:

Challenge: Managing environmental sustainability with limited financial and human resources.

- Regulatory Compliance Challenges:

Challenge: Navigating environmental regulations with limited expertise and resources.

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP





Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Strategies Employed to Overcome Challenges

- Simplified Data Collection:

Strategy: Work closely with the small dairy company to gather available data collaboratively, using simplified methodologies.

- Cost-Effective Sustainability Measures:

Strategy: Prioritize low-cost, impactful sustainability measures aligned with the company's limited budget.

- Regulatory Assistance:

Strategy: Provide guidance and resources to assist the small company in navigating and complying with environmental regulations.





Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Continued Strategies

- Localized Supply Chain Resilience:

Strategy: Strengthen local supply chains, building partnerships with reliable suppliers and exploring local sourcing options.

- Community Engagement:

Strategy: Engage with the local community to build awareness and support for sustainable practices.

- Incremental Implementation:

Strategy: Implement sustainability measures incrementally, allowing the small company to adapt gradually without overwhelming resources.



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries

# Company Role in PEF Study

- Information: Shared specific data and insights.
- Training: Participated in data understanding sessions.
- Independent Contributions: Contributed industry-specific knowledge.

Action implemented by:

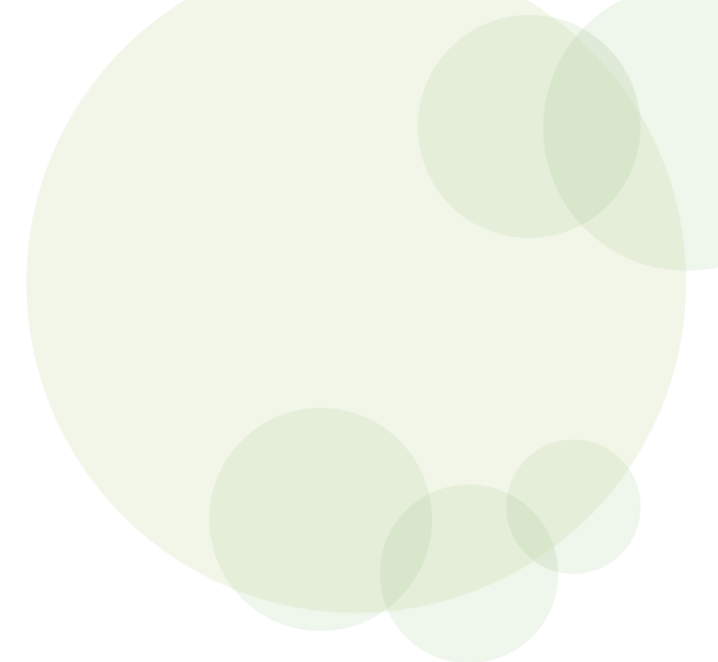


**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Funded by  
the European Union

**EU4Environment**  
Green Economy in Eastern Partner Countries



# Thank You!

Action implemented by:



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP