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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



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Introduction to the Company



- **Founding Year:** 2018
- **Location:** Tbilisi, Georgia
- **Sector:** Apparel
- **One of the key products:** Toddler Summer Dress (product under PEF study)
- **Main Raw Materials:** anti-allergic organic cotton, coniferous wood
- **Certifications:** EN71 Toy Safety Standard

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Apparel and Footwear PEFCR

CHALLENGE:

- Acquiring **comprehensive data**.
- The EF database related **limitations**.



SOLUTION:

- Incorporating the company's insights to determine optimal **assumptions** for specific data gaps and leveraging **the EF database**.
- Making logical **assumptions** according to **the PEF methodology**.

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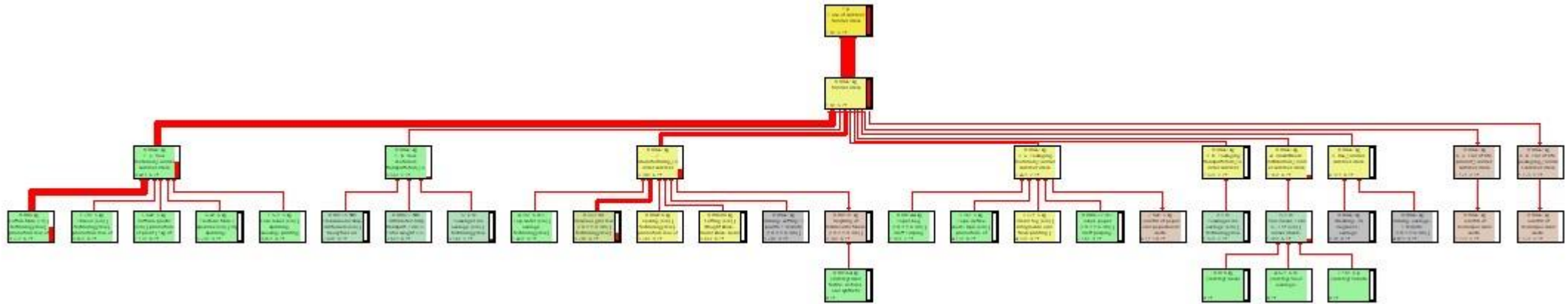


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PEF Results from SimaPro



Big Picture of **all the processes** and **Life Cycle Stages** for **1 use** of the product

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PEF Results from SimaPro

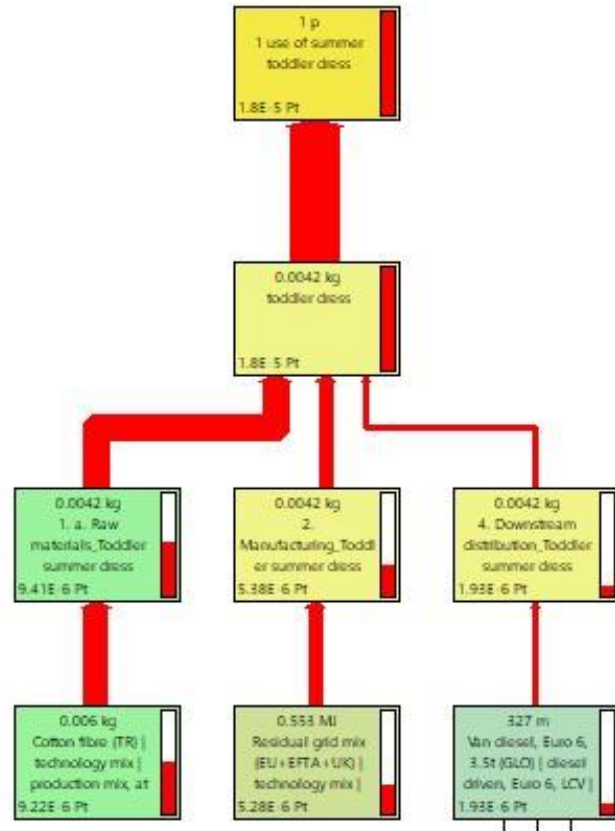


Diagram of Most Relevant Processes and Life Cycle Stages for 1 use of the product

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Interpreting PEF Results

MOST RELEVANT IMPACT CATEGORIES

- **Water use** | 34.3%
- **Climate change** | 26.4%
- **Resource use, fossils** | 12.5%
- **Particulate matter** | 7.76%

MOST RELEVANT LIFE CYCLE STAGES

- **LCS 1:** Raw materials acquisition and pre-processing
- **LCS2:** Manufacturing
- **LCS3:** Distribution

MOST RELEVANT PROCESSES

- **Cotton fibre**
- **Residual grid mix**
- **Van diesel**

RECOMMENDATIONS

- I. Collaboration with eco-friendly textile companies for **sustainable cotton sourcing**.
- II. **Energy efficiency measures** for reducing high electricity consumption.
- III. Implementation of **environmentally-friendly distribution practices** for products.

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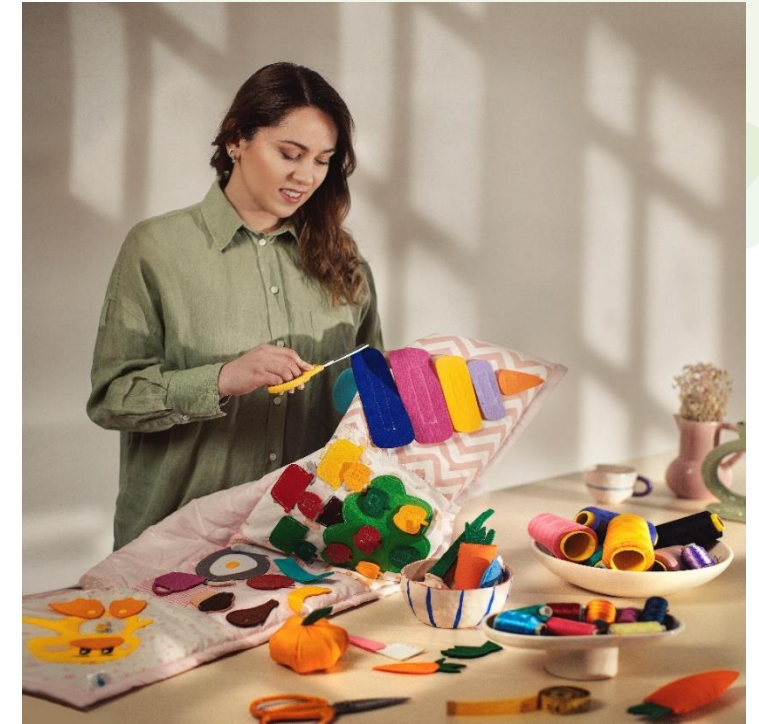
Handicraft
FOR KIDS

About Handicraft

 Brand philosophy is based on **supporting early childhood development** and uses **Montessori approaches, Waldorf education style** in production and design.

 Every touch and feeling of toys, imaginative play is another step on exploring the world.

 Future belongs to our new generation and we as a brand would like to be a part of their positive development.



STARTING TOGETHER EARLY DEVELOPMENT

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Motivation



Understanding Product Environmental Footprint (PEF).



Positioning on the market as **sustainable product producer**.



Understanding **EU market Requirements**.



Importance of **Green Economy**.



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Future Plans



Expanding Markets (U.S.A and EU market).



Delivering quality product.



Production Expansion.



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THANK YOU



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