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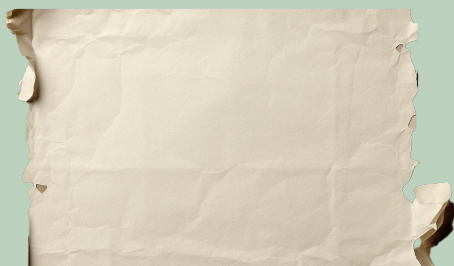


Advancing resource efficient and cleaner production in Armenia

The RECP methodology

Resource Efficient and Cleaner Production (RECP) is the integrated and continuous application of preventive environmental strategies to **processes, products, and services** to increase efficiency and reduce risks to humans and the environment. RECP is all about producing with fewer resources while minimizing environmental impacts and increasing overall productivity. For **Small and Medium-Sized Enterprises (SMEs)**, the RECP methodology can effectively lower production costs whilst improving the SMEs' competitive advantage and applying environmentally friendly practices. RECP is also an effective tool to introduce and promote Circular Economy principles among SMEs.

GOHAR HARUTYUNYAN PE – “TOO2P” - PAPER RECYCLING



Company overview

Location: Shirak marz, Gyumri

Key products: recycled paper, recycled game gadgets

No. of employees: 3

Main markets: Armenia, Liechtenstein

Founding year: 2020

“Gohar Harutyunyan” PE, better known to consumers as “TOO2P”, started its activities in 2020 as a waste processing organisation. Initially, the company produced decorative paper that was mechanically recycled from over three types of waste. The paper's composition mainly included organic, vegetable, and paper waste. These paper products were mostly used for individual items such as invitations, postcards, notebooks, and bookmarks. In 2022, thanks to improvements in the technology for the mechanical recycling of paper, the company began producing recycled paper for printing (primarily used for certificates, diplomas, certificates of appreciation, and contracts). Motivated to address production costs and improve energy efficiency, the company participated in the RECP Green Clubs project under EU4Environment (2019-2024). This publication details the company's experience reported after the assessment exercise conducted in 2024.

BENEFITS

1

3 RECP options
focused on
energy and
resource
efficiency

2

Potential
investment for
all 3 RECP
measures
of 2,875 EUR

3

Average payback
period of 4.7
years

4

Potential
energy savings
of 3,750 kWh
annually

Action implemented by:

The project's approach

The RECP assessment examined the production site and identified several RECP options, out of which the following three were prioritised by the company. These include medium and low-cost measures:

RECP option 1: Installing photovoltaic (PV) solar panels: With a capacity of 2.5 kWp, the PV panels would sufficiently cover the facility's own needs, including the additional electricity demand of the expanded area (the expanded roof loft). The annual generation of electricity from the PV system would be of around 3.8 MWh.

RECP option 2: Using organic waste as fertiliser: Once the production of recycled paper goods is completed, up to 20% of the raw materials and waste remain unusable. This residual waste could be used as a fertiliser, with the cost of fertiliser being estimated at about 15,000 AMD (approximately 36 EUR) per 1 tonne.

RECP option 3: Repurposing wastewater for irrigation: If implemented, the recycling technology would allow for 80% of the water to be reused for irrigation purposes. Overall, a total of 2,200 liters of wastewater could be utilised for irrigation, annually.

SAVING ACHIEVEMENTS

Main RECP actions

OPTION 1	Installing photovoltaic (PV) solar panels
OPTION 2	Using organic waste as fertiliser
OPTION 3	Repurposing wastewater for irrigation

Economic key figures

RECP OPTIONS	INVESTMENT (EUR)	SAVINGS (EUR/YR)	PAYBACK PERIOD (YR)
Option 1:	4,000	402	21.7
Option 2:	-	7.1	-
Option 3:	-	0.5	-

Resource savings

RECP OPTIONS	WATER (M ³ /YR)	ENERGY (KWH/YR)
Option 1:	-	3,750
Option 2:	-	-
Option 3:	2.2	-

Total pollution reduction

RECP OPTIONS	TOTAL CO ₂ -EQ (TONNES/YR)	GENERAL WASTE (T/YR)
Total:	1.6	0.198

“ In addition to our daily work, in 2023, we introduced a new product to the market, the “TOOP recycling” game-app. Prior to this, we also developed the concept of an “eco-hero”, aimed at teaching people to recycle paper waste. The core aim of the Armenian eco-heroes is to integrate a cultural and educational aspect into recycling by instilling eco-conscious knowledge and responsibility among children and young people, said Ms. Lilit Makaryan, Gohar Harutyunyan PE – “TOO2P”. ”

The introduction of the RECP GREEN Clubs has been part of the EU-funded EU4Environment Action and executed by UNIDO. In this context, “TOO2P” PE joined the Clubs programme to be monitored under EU4Environment. Follow-up visits have also been conducted to check on the implementation of the recommended RECP options. EU4Environment helps the EU's 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. For more details, visit: www.eu4environment.org

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