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EU4Environment
Green Economy in Eastern Partner Countries

RECP media breakfast and tour of Georgian industries

AGENDA

Date: December 13, 2023

Time: 10:00 - 18:00 (Tbilisi time)

Venue: Raddison Blue Iveria Hotel, 1 Rose Revolution Square, Tbilisi 0108

[REGISTRATION LINK](#)

Format: in person
Language: Georgian

Action implemented by:



AGENDA

Moderator: George Abulashvili

Time	Item
	Venue of media breakfast (Raddison Blue Iveria Hotel, 1 Rose Revolution Square, Tbilisi 0108) Coffee/tea, snacks, and soft beverages will be available throughout the meeting
10:00 – 10:20	Welcoming remarks and overview of the project “Resource Efficient and Cleaner Production and Eco-innovation among SMEs” Mr. George Abulashvili, National Implementing Partner-Project Coordinator, UNIDO Project on “Resource Efficient and Cleaner Production and eco-innovation among SMEs” component of EU4Environment Action in Georgia
10:20 – 10:50	Promoting efficiency in production processes- An overview of the RECP assessments and action plans in Demonstration and RECP Clubs Mr. Konstantine Barjadze, RECP Expert Dr. Nick Javshanashvili, RECP Clubs Facilitator
10:50 – 11:20	Questions & answers session for media representatives
11:20 – 11:30	End of the media breakfast meeting and the start of the media tour to the RECP companies
11:30 – 17:00	Site visits to the RECP companies: <ul style="list-style-type: none">● Teleti poultry farm;● Megaplast (producer of plastic items) or Liderplast (producer of plastic items);● Caucasus Organic Fruits (dried fruits). <p><i>(All the selected companies are in the vicinity of Tbilisi.)</i></p>
17:00 – 18:00	Dinner in Mtskheta/Natakhtari and return to Tbilisi at the end of the tour

RECP media breakfast and tour of Georgian industries

Event objectives, expected outputs, and outcomes

The media breakfast and tour of industrial SMEs aims to bring closer the concept of Resource Efficient and Cleaner Production (RECP) to national media representatives, social media influencers, Governmental organisations, SMEs, business associations, civil society organisations and other national actors. This way, the event will showcase the benefits of resource efficiency and green growth to the wider public. The event will start in an informal setting with presentations and discussions over breakfast (buffet format), followed by an RECP tour of selected industries and dinner. It includes the results obtained by the Georgian enterprises involved in several demonstration activities, a discussion on sustainable business practices and the overall transition to a Green Economy in Georgia, as well as visits to selected enterprises part of EU4Environment.

This press tour aims to raise the awareness of the public and interested SMEs on the benefits of RECP and sustainable production. It will be through dedicated visits to at least four enterprises that have already taken steps towards greening their production processes, thereby providing examples, best practices, and lessons learned for other interested businesses. These visits and interactions with company representatives will enable them to produce articles and media content while also improving the overall capacity of journalists and influencers to communicate about topics related to resource efficiency, cleaner production, and Circular Economy.

Overall, the event will help distribute information on the findings, achievements, and future plans of the EU4Environment programme in Georgia. More specifically, within EU4Environment's component on "Circular Economy and New Growth Opportunities", UNIDO, supported by Energy Efficiency Centre Georgia as its National Implementing Partner, highlights and promotes resilience and green growth in Georgian enterprises by showcasing the benefits of Resource Efficient and Cleaner Production (RECP) in the transition to a Circular Economy.

Participants

The target audience is comprised of at least 20-25 participants, representatives of various media outlets, social media influencers, Governmental organisations, SMEs, business associations, civil society organisations, and businesses interested in the practical application of the RECP methodology.

Practical information

The event will start with a media breakfast organised on December 13, 2023, at 10:00 at Raddison Blue Iveria Hotel, 1 Rose Revolution Square, Tbilisi 0108. For participation in the event, please register at: <https://forms.gle/mrDtgyGa77f8JTmP9>.

For more information, please contact Ms. Liana Garibashvili, Project Coordinator Assistant in Georgia (l_gari@eecgeo.org, Tel: +995 599 548782)

Background

Within EU4Environment, the United Nations Industrial Development Organization is working in Georgia to implement activities related to Result 2 on Circular Economy and New Growth Opportunities:

- Demonstrating the Resource Efficient and Cleaner Production (RECP) approaches at selected Small and Medium-sized Enterprises (SMEs) and their groups (RECP Clubs), and training RECP experts;
- Piloting Industrial Waste Maps (IWP) in selected areas;
- Piloting the Product Environmental Footprint (PEF) methodology to promote the EU Single Market for Green Products (SMGP) in Georgia.

RECP is the continuous application of preventive environmental strategies to processes, products, and services to increase efficiency and reduce risks to people and the environment. In Georgia, the RECP Demonstration Project consisted of: the training of RECP experts, the coaching of RECP Demonstration Companies, and the facilitation of two RECP Clubs of SMEs located in specific regions. The selected companies received support in developing business plans to invest in selected RECP measures through their own financing.

In the course of the project, 11 RECP experts were trained, 20 SMEs involved in the food, chemical, and construction industries participated in the training programme and developed RECP action plans, 27 companies RECP assessments were performed, specifying measures to help the companies increase efficiency, produce with fewer resources, and minimize environmental impacts. In total, for the 27 RECP Club companies and RECP Demonstration companies, 115 RECP measures were identified. Potential annual energy savings from the implementation of these measures would be 19,628 MWh per year, and emission reductions would amount to 17,236 tonnes of CO₂-eq per year. Out of 115 recommended measures, currently, 26 RECP measures have been implemented resulting in annual energy savings of 1,393 MWh and annual emissions reductions in the amount of 278 tonnes of CO₂-eq.

About EU4Environment

The EU4Environment is an EU-funded Action that aims to help 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. It is implemented by five partner organisations: OECD, UNECE, UNEP, UNIDO, and the World Bank in 2019-2024, with a budget of EUR 20 million.

For further information, visit: www.eu4environment.org

For more information about RECP in Georgia, visit: www.recp.ge