

**FINAL REGIONAL CONFERENCE OF UBCCE – GIZ
PROJECT
“COMPETITIVENESS IN A LOW CARBON ECONOMY
PROSPECTS FOR 2012 AND BEYOND”
The Marmara Hotel Taksim, Ballroom
Thursday, 22 December 2011**

**LAUNCHING OF UBCCE “GREEN BUSINESS SUPPORT
STRATEGY” FINAL REPORT**

Special address by

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of Green Enterprises (BAUM) and Bavarian State
Ministry of Environment & Public Health**

GIZ and UBCCE Project

“Developing a Green Business Support Strategy for UBCCE”

Main Goal:

- Elaboration of a business strategy that helps private sector associations and enterprises in the Black Sea and Caspian Region to respond to the multiple challenges and opportunities of climate change in an efficient and proactive manner

Other goals:

- Create awareness in national business organizations and companies for the concept of Green Business and show how to implement the Green Business Concept in the UBCCE member states (including German and EU experiences).
- Promote the application of climate friendly technologies
- Explore market opportunities (green business)

GIZ and UBCCE Project

“Developing a Green Business Support Strategy for UBCCE”

Course of action:

- Project start (Kick off): June 2010
- 6 Workshops (Donetsk = Oct. 2010, Baku = Dec. 2010, Istanbul = March 2011, Munich = Mai 2011, Batumi = July 2011, Tibilisi = Oct. 2011)
- Project completion: Dec. 2011

Results:

- 3 pilot studies (Country Strategies)
- Final report (General Strategy)

GIZ and UBCCE Project

“Developing a Green Business Support Strategy for UBCCE”

1. Kick off in Eschborn, 24-25 June 2010 – Results

- **Definition Green Business:** Green Companies & Green Markets
- **Green Companies:** efficient in terms of energy, materials, water, waste, pollution, land use
- **Green Markets:** Environmentally friendly power generation, Energy efficiency, Material efficiency, Waste management and recycling, Sustainable water management, Sustainable mobility
- **Green Business Support Strategy:** Information, Support, Cooperation

GIZ and UBCCE Project
“Developing a Green Business Support Strategy for
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2. Workshop in Donetsk, 7- 8 October 2010 – Results

GREEN BUSINESS SUPPORT STRATEGY
FOR UKRANIAN PRIVATE BUSINESS ORGANIZATIONS
FOCUSING ON METAL AND MINING INDUSTRY

GIZ and UBCCE Project
“Developing a Green Business Support Strategy for
UBCCE”

3. Workshop in Baku, 13 – 14 December 2010 - Results

GREEN BUSINESS SUPPORT STRATEGY FOR
AZERBAIJAN PRIVATE SECTOR ORGANIZATIONS

GIZ and UBCCE Project

“Developing a Green Business Support Strategy for UBCCE”

4. Workshop in Munich, 11-13 May 2011 – Results

GREEN BUSINESS IN BAVARIA - STRATEGY AND PRACTICE

- Green Business Strategy of Business Associations: vbw, IHK, HWK, B.A.U.M.
- Green Companies: BMW & hamos GmbH
- Environmental Cluster: Network of 2.000 companies
- Environmental Pact of Bavaria: Voluntary Agreement between Business and Government
- B.A.U.M. Consult Munich

GIZ and UBCCE Project
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5. Workshop in Batumi, 30 June -1 July 2011 and
6. Workshop in Tibilisi, 19 Oct. 2011 - Results

GREEN BUSINESS SUPPORT STRATEGY FOR
GEORGIAN PRIVATE SECTOR ORGANIZATIONS

GIZ and UBCCE Project
“Developing a Green Business Support Strategy for
UBCCE”

7. Final report in Istanbul, 22 Dec. 2011 – Results

SUPPORTING UBCCE’S MEMBER ASSOCIATIONS
AS GREEN BUSINESS PROMOTERS – A ROADMAP

GIZ and UBCCE Project

“Developing a Green Business Support Strategy for UBCCE”

Why UBCCE member states should go green:

- Experiences from Germany show that it is possible to **save on average 40% of energy costs and 20% of material costs** by measures of resource efficiency in SME (corresponds to approximately 250.000 Euro p.a.). At the same time contribution to environmental protection is given and the companys image will be improved.
- For the economy as a whole transition to Green Business means a huge economic stimulus package. The global **market volume** for Green Business **is estimated to double** from Euro 1,650 billion in 2010 to Euro 3,100 billion in 2020.