



“DEVELOPING A GREEN BUSINESS SUPPORT STRATEGY FOR UBCCE” KICK-OFF AND TRAINING WORKSHOP DRAFT AGENDA

24-25 June 2010; Mercure Hotel, Eschborn (near Frankfurt)

Background:

The overall goal of the project is the **elaboration of a business strategy that helps private sector associations and enterprises to respond to the multiple challenges and opportunities of climate change in an efficient and proactive manner**. The strategy will give orientation to the business sector and address information needs, management issues, business opportunities, technology transfer and cooperation (focus: Green business, climate-friendly technologies, energy and resource efficiency). The project is **supported by the Federal Ministry for the Environment of Germany (BMU)** in the framework of its International Climate Initiative. BMU has charged the GTZ to support UBCCE.

Workshop objectives:

- Official project start (Kick-off)
- Training and information for business sector representatives on “Green Business”
- Detailed planning of project activities

Target group: Representatives of UBCCE & Member Organisations (Business Associations from the Black and Caspian Sea Region)

Thursday, 24 June 2010 (Presentation + Panel discussion + Site Visits)

Morning session (9:00 – 12:15)

Opening, welcome addresses and short statements by representatives of

- GTZ, Dr. Matthias Bartels, Deputy Director, Europe, Central Asia, Southern Caucasus
- BMU, Antonia Schabel, Division Eastern Europe, Central Asia & Southern Caucasus
- UBCCE, Murat Zöngür, Secretary General
- GTZ, Dr. Detlef Schreiber, Head of Section Environment, Resource Efficiency: Introduction to the workshop

Coffee break

Green business from the perspective of German / EU private sector organisations

- BAUM (Association of Green Enterprises), Herbert Köpnick, Senior Adviser
- VDMA (Confederation of Producers of Machinery and Equipments), Dr. Darius Sossdorf, Head of Technical and Environmental Affairs
- VBW (Bavarian Business Association - associated member of UBCCE), Rainer Ptok, International Economic Affairs Director



Lunch break (12:30 – 13:30)

Afternoon session (13:30 – 19:30): COMPANY VISITS

- 13:15 Departure
- 13:30–14:30 GTZ Environmental Management (“Green building” aspects; focus on energy and climate aspects)
- 15:00-17:00 Site visit to the LHT. Modern environmental management and technology at Lufthansa Technik.
- 17.30-19:00 Site Visit to Binding Brewery. Environmental management, facility management etc.
- 19:30 Dinner
- 21:30 Return to Mercure Hotel

Friday, 25 June 2010 (Green Business Planning Workshop)

Morning session (9:00 – 12:30):

- BusinessEurope, Folker Franz, Senior Advisor on Environmental Affairs
- Green Business: practical experiences (short inputs of GTZ planning & development)
 - Bernhard Zymla: Renewable energy and energy efficiency
 - Ulrich Hoecker: Green enterprise development
 - Detlef Schreiber: Profitable environmental management, recycling environmental technology
- Planning workshop
 - Joint review of the project concept
 - In-depth review and planning of activities at national level (Pilot countries: Azerbaijan and Ukraine)
 - Common activities
 - How to organize cooperation / formation, role and tasks of the foreseen UBCCE task force on Green Business Support Strategy
 - Monitoring and Evaluation

Lunch break 12:30 – 13:30

Afternoon session (13:30 – 17:00)

- Continuation of the planning workshop
- Summary of results, agreements and next steps