

**Kick-off and Training Workshop**  
**“Developing a Green Business Support Strategy for UBCCE”**

*A UBCCE-GTZ project*  
*supported by the Federal Ministry for the Environment of Germany (BMU)*  
*in the framework of its International Climate Initiative*

**Summary Report**



**Mercure Hotel, Eschborn, Germany**

**24-25 June, 2010**

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## 1. Background and Objectives

The *Union of Black Sea and Caspian Confederation of Enterprises* (UBCCE) is carrying out a project aimed to develop a Green Business Support strategy for its members. This project is supported by the GTZ on behalf of Federal Ministry for the Environment of Germany (BMU) in the framework of its International Climate Initiative.

On 24-25<sup>th</sup> of June 2010 a kick-off and training workshop was held in the Mercure Hotel, Eschborn to officially start the project. Representatives of the UBCCE and its member organizations came together with representatives of German and European private sector organizations as well as GTZ-partners from the regional department and the technical areas for private sector development, energy, environment, climate change and resource efficiency.

The joint project aims at developing 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 Green Business Support Strategy should provide 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).

Besides serving as a starting point for the project, the objective of the kick-off workshop was to train and give information on Green Business to business sector representatives of UBCCE and its member organisations, as well as to plan in more detail the activities related to the strategy development in pilot countries, in Azerbaijan and Ukraine. The further aim of the workshop was to create new ideas on practical approaches towards Green Business and potential business opportunities, to enhance cooperation between private sector organisations as well as to develop a common understanding of the project.

## 2. Development of the workshop

With regard to geographical distribution, the workshop was attended by UBCCE-representatives from the following countries: Albania (1), Azerbaijan (4), Georgia (1), Kazakhstan (1), Romania (2), Ukraine (1) and Turkey (1) and UBCCE Secretariat (2) In addition, representatives from BMU, German or European private sector organisations, consulting, as well as GTZ participated (see annex 1: List of participants).



In the opening session on 24<sup>th</sup> of June, participants were welcomed by Mr. Bartels from the GTZ Regional Department, followed by Ms. Schabel from BMU who explained the vision of the Ministry as well as the scope of the International Climate Initiative. Afterwards Mr. Zöngür presented the point of view of UBCCE and the importance of the project for their members. At the end of this session Mr. Schreiber gave an overview of the project and the workshop in the context of the international discussion on “Green Growth” and “Greening the Economy” (Workshop programme see Annex 2)

In the second part of the morning, representatives of German private sector organisations presented their vision of Green Business, namely Mr. Köpnick for BAUM (German Association of Green Enterprises), Dr. Sossdorf from the VDMA (Confederation of Producers of Machinery and Equipments), and Mr. Ptok of the VBW (Business Association of Bavaria, associated member of UBCCE). Before lunch break, Mr. Wolf gave an introduction to corporate environmental management of GTZ. (List of all presentations see Annex 3<sup>1</sup>).

The topic was further developed on the second day of the workshop and supplemented on the one hand by a presentation given by Mr. Franz of BusinessEurope and on the other hand by GTZ experts for private sector development (Mr. Höcker) and energy (Mr. Rzepka) reports on the part of the GTZ.

Every presentation was followed by a lively question-and-answer session, where the participants wanted to know for example whether “green technology” corresponds only to big or also to small companies (Japaridze, Georgia) or whether there are any incentives for small companies, e.g. in the law in Bavaria, in order to follow Green Business. Another question referred to the existence of any “back up” or risk minimizing mechanisms if a company invests in green technologies (Mehdiev, Azerbaijan).

All the speakers and representatives of private sector as well as GTZ emphasized their interest and willingness to answer additional questions and serve as a contact in the coming time. The afternoon session of the workshop’s first day (24.06.2010) was devoted to company visits. Three companies (GTZ itself, Lufthansa Technik and Binding brewery) have been visited, where the environmental management and related technologies as well as facility management were shown and many different aspects and details could be discussed.

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<sup>1</sup> All the power point presentations have been collected in an additional “special annex” that will be made available for the participants separately



### **3. Main results of the workshop - planning sessions**

#### **3.1. Analysis of needs and challenges**

The workshop was moderated by Detlef Schreiber (GTZ). He asked the participants on the 2<sup>nd</sup> day – after a series of information, presentations and viewpoints on Green Business had been shared - to identify needs and challenges, which the organization (UBCCE) and its members will face related with these issues in their home countries. By doing that the participants also pointed out inter alia the key messages Green Business brings along and which could be used in promoting “green” activities in the business sector, as well as the role business organizations have to play. The ideas were collected and elaborated as summarized in the following:

##### *Key messages:*

- Green Business: saving energy helps earn money
- Green Business: sustainable future and profitable business
- Green Business also means involvement of financial institutions
- Green Business is also feasible for SMEs
- Green Business: profit side and credit side together

##### *Needs:*

- Survey as a base for identifying actions and policies
- Assessment with diagnostic tools: needs at company level
- Survey versus practical approach?
- Who will share risk of investment in new technologies?
- Looking at real examples from “Real Business”
- Legally binding obligations, framework coordination (role of the state / responsibility to set the right incentives, see next point)
- Incentives for Green Business, especially from government’s side
- Capacity building needs: to raise awareness among members and to show that Green Business is a good Business

##### *Challenges:*

- Improving energy and resource efficiency without (or with low) costs
- Earning money by reducing costs, improving efficiency and reducing waste



- Green Business to become a bottom up process (versus top-down)
- Green Business offers new market chances:
  - MARKETS: consumers getting more aware about green business
  - Markets for Green Business will increase and thus create new opportunities for SMEs
  - Green Products, Eco-Labels
  - Eco-Products: from niche markets to mainstream
  - Production processes can be optimized, often without significant investments

#### *Role of Business Organizations:*

- Business organizations have to react on the global agreements on climate change, green economy etc.
- Be prepared, pro-active, to fulfill a role as coordinator. Example: With coordination of a Business association 12-14 enterprises organized a “waste to energy” initiative
- Educate their members on legislation
- Provide new knowledge, advocacy and lobbying (dialogue with administration)
- Knowledge and capacities of UBCCE and its members form a basis for providing assistance to companies
- Coordination between different stakeholders – state, enterprises, consumers ect.

### **3.2. Task force and plan of activities**

According to needs and challenges regarded above, the participants agreed on next steps towards the Green Business Support Strategy (Plan of activities see Annex 4). As first one they created the **Task Force** on Green Business in order to carry out the project’s activities, especially in the pilot countries Ukraine and Azerbaijan. That consists of following members:

- *Murat Zöngür (UBCCE Secretary General)*
- *Rodion Kolishko (CONFEU, Ukraine)*
- *Rashad Rasullu (ATIB, Azerbaijan)*
- *Dimitri Japaridze (GEC, Georgia)*
- *Associated members (with advisory role): GTZ & BAUM*

In the next step a rough plan of activities was developed, especially for the activities in the pilot countries Azerbaijan and Ukraine.



### **3.2.1. Activities in pilot country Azerbaijan**

Mr. Rashad Rassoullu, as a member of the elected task force, presented his ideas on the activities in the pilot country Azerbaijan. He suggested organizing the workshop already this year (2010); that will be in line with declared “Year of Ecology” in Azerbaijan. The workshop should serve as a regional platform for information exchange on and promotion of Green Business while “regional” means the involvement of neighboring countries, first of all Kazakhstan as an important player in the Energy sector in the region, but also other UBCCE members from further countries.

The topics considered most significant by the force task for further collaboration in Azerbaijan are shown below:

- Discussion on changes in the tariff system for energy
- Campaign to bring Green Business to people
- Industrial pollution: ecological standards
- Waste management (Solid waste)
- Renewable Energy (and energy efficiency)

According to Ms. Nigar Gurbanoba and the representatives of the State Oil Company of Azerbaijan (SOCAR), SOCAR is ready, due to its own experience with environmental policy, to play a leading role in bringing the idea of Green Business to people (conducting a respective campaign) and to host the planned workshop.

### **3.2.2. Activities in pilot country Ukraine**

Mr. Kolyshko, who represented the Confederation of Employers of Ukraine, was in favor of organizing a workshop as a further step of the project in Ukraine as well. This should take place in the region Donetsk or Dnepropetrovsk (preferable in the latter one). This is because of the predominant industry sectors there and the importance of “Greening” industry and applying a feasible “Green Economy” approach (including branches like coal and metallurgy). While the seminar in Azerbaijan is intended to have regional character, Ukraine is going to concentrate on local stakeholders and capacities (companies).

He emphasized that the focal point for the future workshop would be to raise awareness of Green Business among companies. Another key issue would be to provide insights with respect to Green Economy into the areas such as:



- Waste management
- Energy efficiency
- Industrial ecology, including the question of workplace safety.

Due to Mr. Kolyshko, the workshop on Green Business will fit perfectly into a range of other activities on environment and climate change in Ukraine, e.g. the annual ecological forum or activities of Global Compact such as the National Campaign “Go Green”.

#### **4. Follow-up and timing of activities**

A more detailed plan of activities will be elaborated in both pilot countries on the basis of the rough plan of activities agreed upon (annex 4). The workshops are only a part of it, also serving for the discussion and elaboration of the Green business strategy, at first at pilot country or member level, then for UBCCE itself. Therefore the workshops have to be prepared carefully. The preparation depends from the specific objectives, thematic focus and target groups. It is recommendable to use part of the resources foreseen for short-term experts for this aim (e.g. drafting strategy documents and targeted recommendations for the priority areas defined). In each of the pilot countries, dialogue and cooperation with other important stakeholders is essential (e.g. Ministries of Energy, Industry, Economic Development in case of Azerbaijan and Ministries of Economy, Environment, Labour in Ukraine, but also other partners for instance from private sector, technical institutions etc.).

Activities and preparation of the workshops or seminars in the pilot countries should be carried out in close concertation with UBCCE defining also the resources needed and available for each case. The Task Force should also be involved at due time; important information and developments should be shared. On the other hand, GTZ and BAUM are also ready to give support and advice. GTZ will inform its local structures in the involved countries seeking support from the GTZ offices and relevant programmes. Referring to the way towards a Green Business Support Strategy, the following (preliminary) time-table was agreed:

- **Before 15<sup>th</sup> of August** 2010 – Draft programme of activities in Ukraine
- **End of August** 2010 – Draft programme in Azerbaijan
- **7-8<sup>th</sup> (or 11-12<sup>th</sup>) of October** 2010 – Workshop Ukraine (t.b.c.)
- **25-26<sup>th</sup> of October** 2010 – Business Forum (Georgia) (t.b.c.)
- **8-9<sup>th</sup> (or 15-16<sup>th</sup>)** of December – Workshop in Azerbaijan (t.b.c.)