



**WORKSHOP ON DEVELOPING A GREEN BUSINESS SUPPORT
STRATEGY FOR UKRAINIAN PRIVATE BUSINESS
ORGANIZATIONS
Donetsk, Ukraine
7-8 October 2010
in Hotel Central, Artyoma str. 87, Donetsk 83001**

AGENDA

Introduction/Background

This idea that mainstream changes must be driven by business does not need further verification. This could be also applied in case with green economy. The private **business organizations** can play an important role in this process. They can accompany private sector on this way by **providing information they need to stay competitive, bringing different stakeholders together to accelerate change for more environmentally and economically sustainable models, to help developing and defining their ideas on how to take their efforts in «greening» their business to the next level.** This requires a systematic approach and a proper plan of activities which the business organizations in the Black and the Caspian Sea Region are missing at the moment. In view of it and upon request of UBCCE- members (Union of Black Sea and Caspian Confederation of Enterprises) a **project aiming at developing a Green Business Support Strategy for the UBCCE** has been launched. 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. Ukraine due to its important regional role has been chosen as one of the pilot countries in this project. The current workshop serves as a milestone on the way towards the elaboration of the strategy in question.

Workshop objectives:

- Discussion of the concept paper of green business strategy for Ukrainian business organizations and elaboration of recommendations on the basis of it
- To raise awareness of climate-change challenges and the business opportunities for private sector among Ukrainian private business organizations and business representatives
- To demonstrate examples of “greening “ business and economic benefits of green technologies
- To offer the opportunity for information exchange on green business and network building for business organizations interested in tackling climate-change challenges

Target group (20 persons):

- All-Ukrainian and local (Donetsk region) private business organizations
- Local business representatives: metallurgy and mining industry

WEDNESDAY, 6 OCTOBER 2010

18:30-21:00 **Reception given by Consul General of German Federal Republic in Donetsk, Klaus Zillikens, to mark the German Day of Unity**
(with welcome address by Ambassador of the Federal Republic of Germany Mr. Hans-Jürgen Heimsoeth). Venue: Donbas Palace, ul. Artema 80, Donetsk (*By invitation only*)

THURSDAY, 7 OCTOBER 2010

09:00 – 10:00 **Registration of Participants and Coffee**

10:00 – 10:30 **Opening Speeches**

- **Mr. Andrey Shishatskyi**, Head of the Donetsk Oblast Counsel
- **Dr. Hans-Jurgen Heimsoeth**, Ambassador of the Federal Republic of Germany to Ukraine, Kiev
- **Mr. Viktor Panteleyenکو**, Vice-President, Confederation of Employers' of Ukraine (CONFEU)
- **Mr. Ioannis Patsiavos**, Executive Board Member of UBCCE and Int. Relns. Coordinator of Hellenic Federation of Enterprises

10:30 -12:00 **Session One: Presentations**
“Green business opportunities and challenges”

Chairperson: Mr. Viktor Panteleyenکو, Vice-President, Confederation of Employers' of Ukraine (CONFEU)

- **Mr. Detlef Schreiber**, Head, Environment, Resource Efficiency and Waste Management Section, GTZ Germany
- **Mr. Herbert Köpnick**, Senior Adviser, German Association of Green Enterprises (BAUM)

12:00-13:00 **Lunch**

13:00 – 14:00 **Session Two: Panel Discussion**
“From speaking about green business to doing green business”:
Obstacles and incentives on the way towards Green Economy in Ukraine and the role of private business organizations in this process

Moderator: Mrs. Nataliya Denisenko, Chairman of the Board, NGO Letavitsa

- *The view of business itself*
Mr. Jock Mendoza-Willson, Director of Department on Development and Foreign Relations, System Capital Management (SCM)
- *The view of state authority of Ukraine:*
Mr. Oleksandr Kolisa, Deputy Head, Department of Technical Policy, National Agency on Efficient Use of Energy Resources (NAER)
- *GTZ-Experience in Ukraine*
Mr. Anton Wirth, Team Leader, GTZ-Project in Ukraine “Sustainable Economic Development”

- *Representative of Global Carbon on energy efficiency measures in Ukraine*
Mr. Yevgeniy Altukov, Head of Global Carbon Representation in Donetsk

14:00 – 14:30 **Q&A Session**

14:30 – 15:00 **Coffee Break**

15:00 – 17:30 **Session three: Elaborating recommendations on the concept of the Green Business support strategy for Ukrainian private business organizations**

Moderator: **Mrs. Olena Maslyukivska**, Senior Lecturer, Department of Environmental Studies, National University of “Kyiv-Mohyla Academy”

- **Short presentation of the strategy concept by the expert, Mrs. Maslyukivska**

- **Break-out Groups**

Working in groups by making comments and developing recommendations on following points:

1. (Group N1) The role of business association in the process of “greening” economy
2. (Group N2) Key segments (group or subgroups) the private business organizations(PBO) should target to reach the expected results
3. (Group N3) Activities of national and regional PBO which they should perform (e.g. for improving green economy enabling conditions), as well as tools and tactics that will best advance the goals

16:15-16:45 **Coffee Break**

16:45-17:30 • Representatives of each group report the discussion results (recommendations made) to the whole group

18:00 **Official Dinner**

FRIDAY, 8 OCTOBER 2010

08:00 – 13:00 **Company visits**
OJSC Alchevsk Iron and Steel Works (*experience in use of energy efficient technologies*)

The workshop language is Ukrainian/Russian (interpreter will be provided).