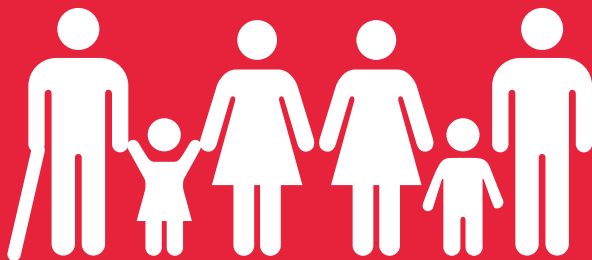


1 NO POVERTY



1 NO POVERTY



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



SDG PIONEER



MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



NO POVERTY
PARTNERSHIPS FOR THE GOALS
SDG PIONEER
MEDIA FOR RESPONSIBLE
BUSINESS IN GEORGIA
RESPONSIBLE
CONSUMPTION
AND PRODUCTION
INDUSTRY,
INNOVATION
AND INFRASTRUCTURE
DECENT WORK



1 NO POVERTY



ADJARA GROUP

UDABNO

Eradicating poverty in Georgia is one of Adjara Group's main CSR goals. The Udadno Project aims to reduce poverty in the underprivileged municipality of Sagarejo by creating job opportunities for the local population.

The project is operated by 60 full-time employees, approximately half of which, are from neighboring towns and villages. These workers create daily work tasks and allocate them to daily contractors.

The Udadno Project's employment program activities provide local communities with the opportunity to directly participate in developing a modern agricultural initiative, which is equipped with the latest technologies. The employment program creates a flow of information about the latest trends in the agricultural industry, which the local communities are able to utilize to develop their own businesses.

Between 2017-2019, 978 locals were employed as daily contractors. This has had a significant positive impact on regional economic development.

4 QUALITY EDUCATION



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA





CARREFOUR

THE WISH TREE

Corporate sustainability is one of Carrefour's chief priorities. Since 2017, the company has actively assisted underprivileged families fully integrate into society.

The Wish Tree project has helped socially unprotected children for three years. Each year, with the assistance of the Ministry of Education, Carrefour employees contact students from underprivileged families and provide them with basic living resources, including clothes, household items and food.

Carrefour's Wish Tree project has helped children from more than 5,000 underprivileged Georgian families.



1 NO POVERTY



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



EFES GEORGIA

NATAKHTARI FOUNDATION

In 2011, Efes established the Natakhtari Foundation, which aims to empower orphaned children and prepare them for independent living.

To date, the Natakhtari Foundation has helped its beneficiaries with housing, vocational and higher education, assistance in paying utility bills, as well as preferential travel support. Additionally, the foundation has covered the costs of textbooks, internships, and driving license courses for adolescents. Psychologists, together with craftsmen, have helped these youths adapt to their new environment, develop practical skills and assist them in finding employment.

Since 2011, the Natakhtari Foundation has devoted GEL 892 593 in an effort to help approximately 600 youths. Additionally, more than 320 beneficiaries (including people with disabilities) have been employed, and more than 280 young people have received vocational education during this time.



MICRO BUSINESS CAPITAL (MBC)

FINANCIAL ADVISOR

As part of its 2018-2019 CSR strategy, MBC has provided pro bono services to various civil society organizations with the goal of eradicating poverty.

In 2017, MBC developed a strategy and identified resources that have been used to help organizations with their social and economic needs. Digital marketing and workshop quality service trainings have been held within the framework of the Action Against Hunger entrepreneurship program. These trainings have assisted in the personal and professional development of ethnic groups living in Georgia.

MBC's Financial Advisor project partnered with participants of the Zugdidi, Poti and Tsalenjikha entrepreneurship program to raise awareness regarding the financial issues people living in the regions face. The program also seeks to acquaint the groups with one another, compare banking products and alternatives, and to discuss financial decisions.

In addition to various large-scale projects, MBC has also partnered with local charity organizations and has financed hundreds of beneficiaries to support their full social integration.

1 NO POVERTY



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



VIP SECRETARY

BUSINESS ADVICE TO START-UPS

VIP Secretary has been focused on alleviating poverty by promoting start-ups and helping small businesses succeed.

The company has implemented a project that offers business advice to the unemployed, while helping them turn various business ideas into reality. For a minimal price, they provide online financial consulting and tax assistance, as well as assist clients in understanding the various types of business activities and their requirements.

To date, the project has helped form and develop 70 small businesses.



4 QUALITY EDUCATION



1 NO POVERTY



4 QUALITY EDUCATION



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CONSUMPTION
AND PRODUCTION
INDUSTRY,
INNOVATION
AND INFRASTRUCTURE
DECENT WORK



1 NO POVERTY



CARREFOUR

4 QUALITY EDUCATION



PROMOTING EDUCATION FOR CHILDREN WITH DISABILITIES

One of the main foundations of Carrefour's corporate social responsibility strategy is providing diverse quality education to children.

8 DECENT WORK AND ECONOMIC GROWTH



The company has been actively helping schools and children all over Georgia. In 2019, Carrefour signed a memorandum with a school that enrolls 143 children with special needs. Apart from providing the school with much-needed equipment, the project also supports cultural education by organizing theatre trips and other cultural events for the students.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



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SDG PIONEER



MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



Additionally, Carrefour promotes the development of education in the villages of Georgia by providing schools with new textbooks to help bolster their academic achievement.



CLIP ART

COMMON WORKSPACE “BOOK CLUB”

Clip Art is interested in providing quality education to youths living in various regions of Georgia.

In 2018, a common workspace called “Book Club” was established in the village of Chochkhati in Lanchkhuti region. Book Club provides residents with a comfortable and modern platform that encourages them to become actively involved in public life; learn and implement business ideas, as well as create social projects. In 2020, Book Club partnered with the Taso Foundation and organized business-educational workshops for five women from Lanchkhuti. At the end of the project, Clip Art financed three business projects created by these women.

Clip Art also regularly holds seminars, lectures, and workshops for students that focus on human rights topics, technological development, agriculture and social activism. In total, GEL 15 000 was allocated for the renovation the working space and on raising awareness about the project.

1 NO POVERTY



4 QUALITY EDUCATION



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10

CRYSTAL

CRYSTAL ACADEMY, LIBRARY AND BOOK CLUB

The Quality Education Project aims to secure professional development opportunities for the company's employees, as well as for young people and those interested in working in the financial sector.

To institutionalize the learning process and boost employee morale, the company established Crystal Academy, whose mission is to prepare and train "Crystalians", providing them knowledge and practical skills compatible with the company's strategy. Various clubs operating within the academy bring together employees oriented on knowledge sharing. In order to increase access to training and increase involvement, the company introduced a distance learning platform (<https://academy.crystal.ge/>), established a Crystal Library with electronic books, and created a Readers' Club to encourage reading and the exchange of ideas among employees.

The company has also developed women's empowerment programs as well as internships to increase opportunities for professional education.



EAST EUROPEAN UNIVERSITY

PREPARING STUDENTS FOR EXAMS

One of East European University's most important areas of social responsibility is the sharing of high-quality education.

During the 2020 pandemic-induced restrictions, the East European University funded uninterrupted internet connections for about 611 entrants across Georgia, who had difficulty accessing the internet. As a result, they were able to fully prepare for the Unified National Exams. Additionally, over the course of two months, the university conducted free distance learning classes for 427 entrants and Master's candidates to help prepare them for the Unified National Exams in three disciplines. Free classes were also held for Common Master's Exams in all four components via the Microsoft Teams online communication platform.

Through this project, entrants worked remotely to enhance their knowledge to successfully pass the Unified National / Common Master's Exams.

1 NO POVERTY



4 QUALITY EDUCATION



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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



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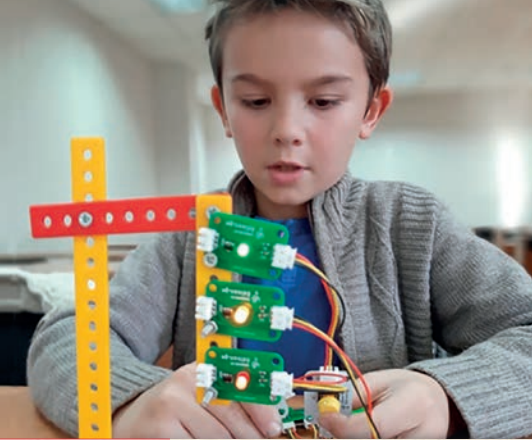


SDG PIONEER



MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA





Edison

1 NO POVERTY



4 QUALITY EDUCATION



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



EDISON

SCHOOL OF TECHNOLOGY

Edison School of Technology is an innovative platform based on block scheme/modular robotics that teaches students from grades 1 to 12 robotics, engineering, programming and innovative thinking.

The project was first operated at Free University and later, at the University of Georgia. The project is fully built on the Asana platform, where at any time, any partner can comment, write a recommendation, or offer advice on specific processes online.

Edison provides students with the opportunity to create engineer-quality prototypes of ideas, and as a result, gives them an opportunity to increase their knowledge and experience in the field.





EFES GEORGIA

NATAKHTARI FOUNDATION

In 2011, the company established the Natakhtari Foundation, which aims to provide quality education to orphaned children. Additionally, the company actively helps new artists, as well as Natakhtari employees advance in their professional development.

The Natakhtari Foundation finances much-needed textbooks and supplies for youths, as well as driving license courses and professional internships. During the 2020 pandemic, the foundation provided the necessary technical resources for distance learning, and funded various online training courses and webinars for at-risk youths and company employees.

Efes Georgia pays special attention to the professional development of young artists, sponsors music festivals and events, produces videos about their work and achievements, while contributing to the advancement of their careers.

1 NO POVERTY



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



GEPRA

BUSINESS LITERATURE LIBRARY

Supporting education is one of Gepra's main CSR priorities. As such, the company has created a knowledge database containing the best business literature, and made it available to Georgian entrepreneurs in the Georgian language.

The aim of the Business Literature Library project is to promote business education in Georgia by translating and publishing the works of modern business literature. This is a long-term initiative: Gepra plans to publish at least 20 books by 2022. So far, 20 seminars, training courses and workshops have been held since the project's inception, where the founder of Gepra explained in detail the importance of the books and discussed the risks that startup companies should be aware of.

Because of the increased demand for online events during the pandemic, the company is developing a web page containing the information about their upcoming seminars and lectures. A masterclass tour is also planned in Georgia's rural regions to increase awareness on modern business methodologies.



MOVE ON GEORGIA

NEXIA TA

MOVE ON GEORGIA

Developing employee competence and supporting public education is one of the core values of Nexia TA.

Due to the significant economic challenges caused by the 2020 pandemic, Nexia TA created a project called "Move on Georgia", which enables organizations and individuals who have suffered significant hardships during the pandemic, to receive and/or take part in the company's training programs and basic services, free of charge.

The areas of business activities that have been negatively impacted due to the pandemic were identified, and include companies in the tourism and hospitality sectors, as well as hospital networks involved in the management of COVID-19. These entities were provided with two types of services – webinars and consulting services, which helped them increase their financial literacy.

1 NO POVERTY



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SILKNET

HOME SCHOOL

“Home School” is one of Silknet’s most important projects. The project is designed to deliver school subjects in the form of video lessons through Silknet’s TV and internet channels. The content includes school study programs from Grades 1 to 12 and is available free of charge on Silk TV or online.

The project content is in line with the national study curriculum, is user friendly and applies individual study methods. Each discipline is divided into classes and topics. The duration of each video lesson is around 15-20 minutes and is delivered by a specially selected, highly-qualified instructor.

At the start of the COVID-19 pandemic, Silknet helped facilitate improved accessibility to the Home School project by removing the registration requirement. After a few weeks, the number of customers tripled and number of people with access to education increased.



უფასო წაკითხვა
6000-ზე მეტ წიგნზე
პაციკანით SABA READER



TBC BANK

SABA FREE LIBRARY

In 2012, TBC Bank founded the e-book platform called 'Saba'. Over the years it has uploaded more than 6,000 books and has more than 200,000 users, both in Georgia and abroad.

The Saba Free Library is an unprecedented TBC Bank initiative. Through its partnership with the Livingstone Advertising Agency, publishing houses throughout Georgia now upload their books to Saba's e-book platform. With the onset of the COVID-19 crisis, more than 6 000 books became free for everyone – both for the tens of thousands of existing Saba users and for the newly registered ones.

Up to 60,000 new users joined the app in less than two months. Saba has recorded 55,000 active readers during this time, and a total of 140,000 new and existing readers.

1 NO POVERTY



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TBC BANK

BUSINESS EDUCATION PROJECT

The Business Education project was launched by TBC Bank in 2013.

Within the framework of the project, business representatives and those interested in the business field can take free business courses from TBC Bank free of charge. The TBC platform offers a wide range of business courses including marketing, finance, taxation and design thinking. Before the pandemic, TBC Bank allocated a special space for a business education project, a training center, and once the pandemic arrived, it reorganized the entire system in 2 days pivoting to an online educational platform. At the end of each training course, the attendee receives a certificate.

By 2020, the platform was used by more than 25,000 people, including but limited to business representatives.



EUROPEAN SCHOOL

FABLAB (Fabrication Laboratory)

European School's Fabrication Laboratory or FabLab, is a project created to enhance student interest in technological disciplines, and to help students develop special skills, as well as creative and innovative approaches to problem solving.

FabLab is a space where students can turn any idea into reality. The lab was designed to act as a prototyping infrastructure for local entrepreneurs and is integrated into the School Project-Based Learning (PBL) and the STEM development of practical products. Students in the lab learn to design objects and create them according to their personal interests and tastes. They teach and mentor each other and receive in-depth knowledge on the use of high-tech equipment.

During the two years since the start of the project, a number of activities have taken place in the FabLab, including charitable events, public lectures, trainings and hackathons.

1 NO POVERTY



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 DECENT WORK



VEON (GEORGIA)

WORK FROM WHEREVER YOU WANT

Despite the economic hardship caused by the COVID-19 pandemic, VEON guaranteed that employee salaries would not be cut. On the contrary, in April 2020, salaries for most employees were increased, and the company launched the “Work from Wherever You Want” strategy.

“Work from Wherever You Want” means that employees can decide whether they want to complete their assigned duties at the office, from home or from elsewhere. Beeline has offered the “Be Free” strategy to its employees for many years, which has enabled them to decide what space is most comfortable for them.

The company has a yearly system of creating and implementing assessment programs that allows them to measure the effectiveness and productivity of each worker.

1 NO POVERTY



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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



CRYSTAL

YOUNG ENTREPRENEURS' SCHOOL

Crystal, an organization that focuses on financial inclusion, launched a project entitled the Young Entrepreneurs' School with the support of USAID.

The project aims to enhance education among young people between the ages of 17 and 28, and to facilitate socio-economic empowerment, so that they can effectively manage their own finances. 818 young people were selected to participate in the project, out of which, 515 successfully completed the training course. Crystal financially supported 55 business projects developed by the course participants.

The Young Entrepreneurs School is being implemented in 2020 despite the impediments caused by COVID-19. Currently, 107 young people (64 women and 43 men) are enrolled in the Young Entrepreneurs School. Training and workshops started the first week of April and are being conducted remotely on the ZOOM platform.



EFES GEORGIA

PROMOTING EMPLOYEES' INDIVIDUAL DEVELOPMENT

Efes Georgia aims to create a dignified and safe working environment for its employees.

The company offers an Individual Development Plan to each employee. Efes finances the trainings or courses organized by the employees both within the company and by other organizations. Access to these educational resources is completely equal for all employees, depending on their specific needs. For example, since the first of the year, about 60 trainings have been conducted, including online training course during the pandemic.

Additionally, the company covers the costs of the employees' health insurances, food, and transportation, creating a safe and enjoyable working environment.

1 NO POVERTY



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SDG PIONEER



MEMBER FOR RESPONSIBLE BUSINESS IN GEORGIA





GLCC

1 NO POVERTY



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SDG PIONEER



MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



GLCC

FREE LEGAL CONSULTATION TO NEW BUSINESSES

Under its CSR strategy, the GLCC law firm offers free legal services to enterprises, small businesses, women entrepreneurs, and start-ups, which in turn contributes to the economic growth of the country.

GLCC partnered with Bank of Georgia and offers free one-time legal consultations to their clients on topics of civil and corporate law. The company has also collaborated with various organizations and associations and held educational seminars and workshops. Since the start of the pandemic, GLCC helped two start-ups in the development of their strategy of protecting personal information as well as their terms and conditions.

GLCC's long-term strategy of creating safe working conditions aims to create opportunities for professional growth and the development of different skills. The company holds quarterly training courses on topics that include emotional intelligence, time management, teamwork and motivation.



GPI

ACTION DAY

“Action Day” is a project which gives GPI employees one whole day to dedicate to volunteering.

GPI announced 2018 as “The Year of Action”. Prior to the company’s New Year corporate event, GPI divided employees into 12 groups and asked them to create a social project that they would be interested in implementing on their assigned day. The groups presented their projects and received full financial support from the management team.

GPI continues to offer interesting projects and activities to its employees and strongly believes that such a strategy motivates employees and contributes to their sense of unity.

1 NO POVERTY



4 QUALITY EDUCATION



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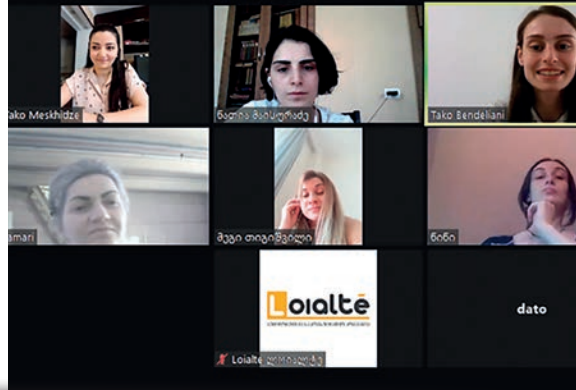
HG

PRODUCING FACEMASKS FOR THE VULNERABLE GROUP OF PEOPLE

The COVID-19 pandemic has created various operational challenges and caused a shortage of surgical masks on the market. In response, HG began producing protective masks with the goal of helping prevent the spread of the virus.

With the facilitation of Global Compact Network Georgia, HG participated in a partnership initiative that aimed to help vulnerable groups of Georgia. The company partnered with two local NGOs – the Welfare and Development Center in Gori, and the For a Better Future in Tserovani. As a result, HG created around 30 jobs for the internally displaced women.

HG believes that this experience will help the company to create more innovative products in the future, efficiently respond to the needs of the market, and contribute to the country's economic development.



HIRO

PROMOTING JOB OPPORTUNITIES FOR PwDs

Hiro is a platform that connects employers and job seekers, while advertising career opportunities in various fields. Hiro, in a partnership with the Anika Association, is implementing a project that aims to promote job opportunities for people with disabilities.

Under the project, the company has held online webinars and workshops on resume and cover letter writing skills, emotional intelligence, and stress management. The CVs of the beneficiaries of these services were examined and advertised on Hiro's job platform. In addition, the company plans to hold workshops and seminars for businesses on the importance of creating an inclusive workplace.

The project will lead to better economic and social integration of people with disabilities.

1 NO POVERTY



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PMCG

SUPPORTING PROFESSIONAL DEVELOPMENT OF EMPLOYEES

In 2017, PMCG actively began working to create a professional development program for its employees. PMCG hired a human resources consultant and adopted a human resources development strategy. This strategy allows employees to find and attend professional development courses of their interest and receive funding of up to 1,000. Additionally, the company also holds training sessions that any employees can attend for free.

In 2018, 42,000 was spent on employee training; in 2019, 42,000, and in 2020, 50,000.

Apart from formal learning opportunities, the company has created a working environment that encourages the informal sharing of learning experiences that results in a higher participation of employees.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



1 NO POVERTY



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DECENT WORK

TRAVEL GUIDE

Just Go!



Social Media Platform for Travel

1 NO POVERTY



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TRAVEL GUIDE

4WASTE

4Waste is an innovative household waste disposal platform that offers customers fast, reliable, and qualified household waste services.

To use 4Waste, the user must first register. Through web or mobile application, the user then indicates their address, type of household waste, how it's sorted, whether there is mixed household waste, the number of packages where household waste will be stored and the time it should be taken out. The platform then sends information to the operator. The household waste disposal operation is then performed, and an image certifying this operation is taken and uploaded to the system.

In the long run, the company is planning to select and recycle household waste and deliver it to recycling companies.





ALDAGI

DIGITAL TRANSFORMATION PROJECT

Digital transformation – the full automation and digitalization of processes – is the priority of Aldagi's Strategic Development Plan.

During COVID-19, Aldagi completed its Digital Transformation Project, making all its services and products available digitally.

The new web application enabled the company to offer fully digital services to its customers. As a result, user experience became easier and more enjoyable (the web application identifies a user, applies artificial intelligence, and allows an electronic insurance policy to be issued in the client's name without physical contact or document exchange). Most importantly, the new app provides customers a safe way to secure an insurance policy remotely without being exposed to the COVID-19 virus.

The project will help the company to support innovations in the future.

1 NO POVERTY



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12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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SDG PIONEER



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1 NO POVERTY



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DIO

THE ISOLATION CURTAIN-WALL

Due to the COVID-19 health crisis, Dio created a transparent space divider for use inside a car's cabin. The divider is one of the best ways to protect yourself from the virus.

The isolation curtainwall (divider) made it safe to transport people by car. At the same time, the product price is as close to the net cost as possible, allowing more people to travel safely.

The product is gradually being refined, according to customer feedback.





EDISON

ARTIFICIAL VALVES AND A DISINFECTION CABIN AGAINST COVID-19

During the COVID-19 crisis, Edison created artificial valves for respirators, which are crucial for their effectiveness. Such respirators are currently in high demand on the global market.

Additionally, Edison created a disinfection cabin that measures temperature. When passing the cabin you will be sprayed with a special liquid which does not damage the mucous membranes on the skin and simultaneously disinfects your luggage, making it safe to be in a building. Such a device is incredibly useful for crowded spaces like airports and hospitals.

Edison gifted the first models of the cabin to the Gagua Clinic and the Levan Samkharauli National Forensics Bureau.

1 NO POVERTY



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EUROPEAN SCHOOL

FABLAB (FABRICATION LABORATORY)

European School's Fabrication Laboratory or FabLab, is a project created to enhance student interest in technological disciplines, and to help students develop special skills, as well as creative and innovative approaches to problem solving.

FabLab is a space where students can turn any idea into reality. The lab was designed to act as a prototyping infrastructure for local entrepreneurs and is integrated into the School Project-Based Learning (PBL) and the STEM development of practical products. Students in the lab learn to design objects and create them according to their personal interests and tastes. They teach and mentor each other and receive in-depth knowledge on the use of high-tech equipment.

During the two years since the start of the project, a number of activities have taken place in the FabLab, including charitable events, public lectures, trainings, and hackathons.

1 NO POVERTY



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GPI

ECOIST

Ecoist is a GPI Holding loyalty program aimed at promoting a healthy lifestyle and eco-practices.

GPI offers its customers an eco-coin that can be generated by living a healthy lifestyle. It is the first healthy living currency in Georgia. Users who download the mobile app have the opportunity to earn eco-coins from the money paid for their insurance or from eco-friendly habits like exercise, bike riding, checking vehicle emissions, etc.) and then spend it on insurance again.

GPI is constantly focused on offering new and innovative products to its clients.



1 NO POVERTY



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TBC BANK

STARTUP LEAVE

Startup Leave is an innovative project created specifically for TBC Bank employees which aims to encourage entrepreneurship within the organization.

This is a competition where employees can apply once a year and use a six-month-long leave to work on their start-up ideas. After using the "Leave", an employee can choose to return to work or stay in their new business full-time.

One of the goals of "Startup Leave" is to encourage the development of innovative businesses throughout Georgia.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



1 NO POVERTY



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1 NO POVERTY



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EFES GEORGIA

EFFECTIVE MANAGEMENT OF WASTE

Efes Georgia has a waste management policy that aims to minimize negative impacts on the environment. This policy includes the efficient use of water, energy, natural gas and other resources.

To reduce harmful effects, Efes has created wastewater treatment plant and an optimized energy efficiency system. The company reuses glass bottles; it collects, purifies and reuses carbon dioxide released during beer production, and reuses water for technical purposes. Additionally, Efes is also raising awareness about the environment through training, exercises and workshops.

The company is always looking for ways to reduce its carbon footprint and minimize its impact on the environment by constantly monitoring emissions and discharge points.



CHIKATAI

TOYS FOR ANIMAL CONSERVATION

Chikatai creates handmade products from ecologically clean materials.

This year, the company began offering a new line of products made entirely of recycled materials. Chikatai partnered with large companies that use certified textiles, and taking their waste, which is then used to make toys.

Currently, the company is working on creating a social media campaign to raise awareness on the importance of using recycled materials and minimizing waste.



1 NO POVERTY



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CRYSTAL

GREEN FINANCING

The financial inclusion organization Crystal launched its "Green Financing" line in 2017 as part of the investments it received from the Dutch Development Bank FMO, which included the allocation of funds for the introduction of "green" loan products.

Green Financing offers "green" alternatives to consumers and promotes the financing of environmentally friendly products. Green Financing funds green alternatives like energy efficient household appliances, eco-friendly building materials, hybrid and electric vehicles, irrigation systems and so on.

The Green Financing portfolio is growing every year; in December of 2019, it reached 7.6 million.



ECO-GENERATION

GREEN PRODUCTS INSTEAD OF PLASTIC

Eco-Generation supports preventive/alternative methods for addressing ecological problems.

The company aims to develop an increased sense of responsibility in society towards ecological issues by raising awareness on the negative impact of using plastic.

In a partnership with other companies, Eco-Generation created a project that unites tens of restaurants, cafes and delivery services. When ordering food from member companies, consumers can choose to use Eco-Generation's eco-friendly utensils to help minimize waste.

1 NO POVERTY



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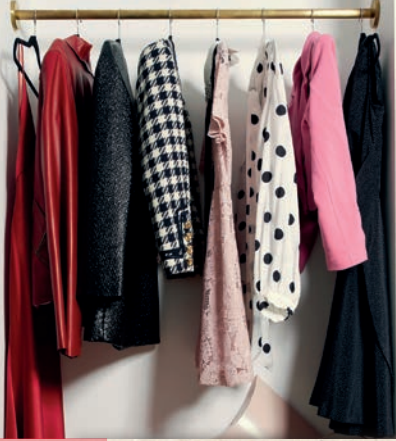


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PHUBBER

AN ONLINE CLOTHING STORE

Phubber is a mobile application that is one part marketplace and one part social media, where customers can sell and buy clothes, shoes and accessories.

Phubber offers its users a simple and flexible interface, an integrated and secure instalment and payment system, promotions, and free delivery service in Tbilisi and in the regions.

The company aims to circulate existing items in order to replace the need to produce new clothes and avoid pollution caused by the production process.



17 PARTNERSHIPS FOR THE GOALS



1 NO POVERTY



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CHIKATAI

TOYS FOR ANIMAL CONSERVATION

One of Chikatai's main goals is to actively involve themselves in the protection and conservation of animals.

Through their partnership with WWF Georgia, Chikatai has created sturgeon rattle and gazelle toys for WWF's conservation campaigns. All profits from the sales of Gazelle toys will be transferred to WWF Georgia's program to mobilize the purchase of the necessary equipment for their monitoring.

Chikatai hopes that this partnership will raise awareness on the importance of maintaining and supporting each ring of the biodiversity chain.



EFES

GEORGIA



EFES GEORGIA

NATAKHTARI FOUNDATION

In 2011, Efes established the Natakhtari Foundation, which aims to empower orphaned children and prepare them for independent living.

To date, the Natakhtari Foundation has helped its beneficiaries with housing, vocational and higher education, assistance in paying utility bills, as well as preferential travel support. Additionally, the foundation has covered the costs of textbooks, internships, and driving license courses for adolescents. Psychologists, together with craftsmen, have helped these youths adapt to their new environment, develop practical skills and assist them in finding employment.

Since 2011, the Natakhtari Foundation has devoted 892,593 in an effort to help approximately 600 youths. Additionally, more than 320 beneficiaries (including people with disabilities) have been employed, and more than 280 young people have received vocational education during this time.

1 NO POVERTY



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ERTIANOBA

SUPPORTING VULNERABLE GROUP OF PEOPLE DURING THE COVID-19

Ertianoba is a foundation established by the Adjara Group, Georgian Farmers' Association and Business Accelerator Spark.

An online platform www.1anoba.ge was created where users can register to either receive assistance or volunteer to raise funds to help families in need. Through business involvement and donations, the project was able to help single mothers, the elderly and the disabled receive home delivery of essential supplies, medicines and other basic necessities.

The project created a COVID-19 map and as of today, all 7,000 registered families have received assistance.



FINA LLC



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FINA

SOFTWARE DEVELOPMENT FOR BANKS AND GOVERNMENT INSTITUTIONS

Fina Ltd. was established in 2006 and offers software development and consulting for central banks, regulatory organizations, and government agencies.

Fina implemented a project that seeks to develop a new information communication infrastructure for banking supervision, which also includes the purchase of physical servers, the purchase and maintenance of software, and the training of staff at the National Bank of Tajikistan.

As a result of this project, the amount of manual work decreased for employees, the infrastructure was upgraded and information flows were fully automated.

1 NO
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HG

PRODUCING FACEMASKS FOR THE VULNERABLE GROUP OF PEOPLE

The COVID-19 pandemic has created various operational challenges and caused a shortage of surgical masks on the market. In response, HG began producing protective masks with the goal of helping prevent the spread of the virus.

With the facilitation of UNGC Georgia, HG participated in a partnership initiative that aimed to help vulnerable groups of Georgia. The company partnered with two local NGOs – the Welfare and Development Center in Gori, and For a Better Future in Tserovani. As a result, HG created around 30 jobs for the locals and provided 500 socially unprotected, disabled, and underprivileged persons with reusable masks.

HG believes that this experience will help the company to create more innovative products in the future, efficiently respond to the needs of the market, and contribute to the country's economic development.



HIRO

PROMOTING JOB OPPORTUNITIES FOR PwDs

Hiro is a platform that connects employers and job seekers, while advertising career opportunities in various fields. Hiro, in a partnership with the Anika Association, is implementing a project that aims to promote job opportunities for people with disabilities.

Under the project, the company has held online webinars and workshops on resume and cover letter writing skills, emotional intelligence, and stress management. The CVs of the beneficiaries of these services were examined and advertised on Hiro's job platform. In addition, the company plans to hold workshops and seminars for businesses on the importance of creating an inclusive workplace.

The project will lead to better economic and social integration of people with disabilities.

1 NO POVERTY



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MBC

FINANCIAL ADVISOR

Low levels of financial literacy among vulnerable groups in Georgia's rural regions is a problem. So MBC and the Taso Foundation launched a social project called "Financial Advisor", with the goal of helping vulnerable groups kick start economic activities and rehabilitation projects.

The Financial Advisor project supported the Taso Foundation project "Joint Efforts for Women's Economic Empowerment" by implementing a training and retraining program for women living in the villages of Jgali and Muzhava in the Tsalenjikha District. The purpose of the training was to get them ready for the upcoming grant competition, help the women prepare appropriate business plans, increase their financial literacy, and to train them on how to manage grants.

As of today, up to 100 women have received free financial consultations and up to 150 have been trained and retrained.



NEXIA TA

MOVE ON GEORGIA

Promoting sustainable development has become a particular priority for Nexia TA.

Due to the significant economic challenges caused by the 2020 pandemic, Nexia TA created a project called "Move on Georgia", which enables organizations and individuals who have suffered significant hardships during the pandemic, to receive and/or take part in the company's training programs and basic services, free of charge.

The areas of business activities that have been negatively impacted due to the pandemic were identified, and include companies in the tourism and hospitality sectors, as well as hospital networks involved in the management of COVID-19. These entities were provided with two types of services – webinars and consulting services, which helped them increase their financial literacy.

1 NO POVERTY



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TBC BANK

STARTUPPER

"Startupper", TBC Bank's annual competition of mobile applications, is aimed at encouraging the development of innovative businesses in the country.

Every year a call for applications is announced, and then a competent jury identifies three winning startup teams. The prize fund for the competition total 60,000. The first place winner receives 30,000, and the second and third place winners receive 15,000 each. In 2020, the project partner was FMO (Dutch Development Bank) and Georgia's Innovation and Technology Agency.



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TBC BANK

SUPPORTING ENTREPRENEURS

The goal of the "Enterprise in Georgia" initiative is the development of entrepreneurship in Georgia, increased support for entrepreneurs, the creation of new enterprises and the expansion or re-equipping of existing enterprises.

Existing projects with the state serve the sustainable development of the economy since the industry development component enables entrepreneurs to develop hotel businesses in the regions, create new jobs and attract more tourists.

With the participation of TBC Bank, the project funded 163 beneficiaries (enterprises/hotels) and as a result, approximately 5,600 new jobs were created.

1 NO POVERTY



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TBC BANK

ONLINE SHOP IN THREE DAYS

Two months after the COVID-19 pandemic began, TBC Bank created a new offer – “Online Shop in Three Days” – which opened a rapidly adaptable sales channel to businesses negatively impacted by the pandemic.

TBC Bank established a platform for webpage creation, where within minutes, users can create a web page without web-development skills. TBC also offered an integration of payment system, as well as photography services by Kikala Studio.

TBC partnered with Visa who expressed its wish to fund the costs of the creation and operation of 100 shops before the end of 2020. Because of the high interest in the project, Visa later doubled the number of shops financed under the project.



TBILISI MALL

LISTEN TO THE MAGICAL WORLD

As part of the "Listen to the Magical World" project, Tbilisi Mall issued an audio book package for blind and visually impaired children.

With the support of the Palitra L publishing house and a range of NGOs, 10 Christmas fairy tales were selected, which famous actors voiced. During the January 26 presentation of the audiobooks on a stage constructed in Tbilisi Mall, blind and visually impaired children staged a spectacle based on the motives of the Christmas stories.

The project supports the social integration of children with disabilities.

1 NO POVERTY



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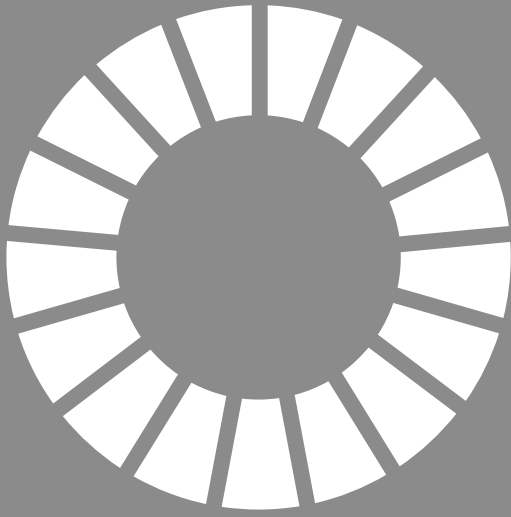


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 DECENT WORK



MBC



TAMTA ASLANISHVILI

Tamta Aslanishvili is a CR and PR manager at MBC.

When she took on this position, Aslanishvili began planning powerful communication activities by involving employees in them, developing a sustainable strategy for social responsibility, and renewing the company's vision and mission. On her initiative, the company became a member of the GCNG and the Georgian Pro Bono Network, signer of the WEP and supporter of Action Against Hunger.

Tamta initiated the project "Financial Advisor" with the aim of increasing financial literacy among the public. She also set up an online platform called "Employee's Voice", which enables an employee, with full anonymity, to report any misconduct or suggest improvements to the management. She has led or supported campaigns like #TsindaMinda, "Clown Care", "For the Sake of the Environment", and educational seminars on financial literacy near the occupation line in Bershueti.

Tamta is enthusiastic about her work and she constantly encourages her employees to push to achieve the SDG goals.

1 NO POVERTY



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Edison

EDISON

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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA



GIVI BERIDZE

Givi Beridze is the CEO of Edison - a company that aims to create the highest quality technology knowledge as well as innovative, hi-tech products.

On Beridze's initiative, Edison created an Educational Tech platform called BuildIoT, which aims to increase tech-knowledge. The platform currently targets an equal number of men and women, in an effort to boost women's participation in the STEM fields. One of the main goals of the project is to contribute to achieving SDG 4: Quality Education.

Beridze wants to give everyone a chance to develop technologies and innovate infrastructure. He believes that partnering with other businesses will allow for rapid economic growth and sustainable development in Georgia.



CATCHUP GEORGIA



ELENE EVSIA

Elene Evsia is the founder of CatchUp Georgia.

Each month, CatchUp Georgia focuses on one SDG and tries to promote it through educational projects, social activities, and information flow. With Evsia's initiative, the company introduced the CatchUp Box, which includes not only educational material on sustainable development, but also products that are carefully selected and purchased from individuals who share the company's eco-friendly values.

Evsia's work is guided by the belief that sustainable living is the only way to a better future.

1 NO POVERTY



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GEPRA

TAMAR VARAMASHVILI

Tamar Varamashvili is the Corporate Responsibility Manager at Gepra.

Her contributions have led to Gepra adopting a compliance mechanism for employees in cases where human and labor rights are abused. She proactively informs all employees about their rights and supports the company's anti-corruption commitments.

Gepra co-created a CSR Club with CIDA, and Varamashvili is active in the planning and execution of its activities. She created a CSR Promotion Plan for the company and implemented the use of eco-friendly paper products within the company. Varamashvili is also responsible for an annual monitoring of the company's CSR events and is currently working on empowering PWDs in the workplace.

Achieving SDGs is one of Varamashvili's chief priorities.

1 NO POVERTY



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ADJARA GROUP



VALERI CHEKHERIA

Valeri Chekheria is the CEO of Adjara Group.

With Chekheria's reforms, Adjara Group implemented an equal employment opportunity strategy, created job opportunities for LGBTQ individuals, people with disabilities, and encouraged women's participation in leadership positions. Currently, women make up 58% of the Adjara Group's executive board.

Chekheria also introduced the "Farm to Table" principle which has significantly increased the demand on locally-produced farm products and has encouraged employment in the agricultural sector.

Chekheria has established eco-friendly corporate practices such as the recycling of paper, reducing the use of plastic, buying electric cars and substituting company inventories with sustainable alternatives.

Chekheria recognizes that the business sector plays a crucial role in advancing the SDGs and therefore, he is committed to advancing Adjara Group's corporate sustainability strategy.

1 NO POVERTY



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HILTON BATUMI

GENO DZIDZIGURI

Geno Dzidziguri is an HR manager at Hilton Batumi.

At the beginning of 2018, the Hilton Batumi launched their first Dual Educational Apprenticeship Program which was established by Dzidziguri and representatives from a local college. Under Geno's leadership, Hilton Batumi opened the Hilton Operations Hub at the Black Sea Vocational College, which allows students to master practical skills on the ground and improve their employability.

Through Dzidziguri's efforts, the Hilton's HR Department is promoting the professional development of female employees and supporting career opportunities for those with disabilities. He has led eco-friendly initiatives like soap and waste recycling and organized educational seminars for Hilton employees on the importance of green behaviors.

Dzidziguri continues to be active in the promotion of CSR activities at the Hilton Batumi and encourages other businesses to become role models for one another by adopting their own CSR strategies.

1 NO POVERTY



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INDUSTRY, INNOVATION AND INFRASTRUCTURE
DECENT WORK



RADIO MOSAIC

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GIORGI DVALISVILI

“How CSR Helped Kula Increase Sales”

This article, created for Radio Mosaic, introduces Nino Vardzelashvili, who lives in Gori and was able to find a job through Kula's Youth Employment Program.

According to Dvalisvhili, the program is a good example of corporate responsibility. Through the interviews with the director and PR manager of Kula, the journalist tells us about similar projects the company offers and their social benefits.

The article highlight that through partnerships, companies can strengthen both their businesses and society.



GEORGIAN MEDIA BLOG

NINO VARTAPETIANI

“Corporate Responsibility During COVID-19”

In this article created for the Georgian Media Blog, Nino Vartapetiani illustrates successful examples of CSR activities conducted in the city of Borjomi during the COVID-19 pandemic.

The article includes photos of charitable and rehabilitation campaigns, as well as interviews conducted with beneficiaries.

At the end of the article, Vartapetiani discusses the social benefits of corporate responsibility and underlines the importance of having a CSR strategy.

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BORJOMI TV

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NINO VARTAPETIANI

“Dangerous Electric Transmission Facilities or Improved Electricity Supply?”

In this article created for the Borjomi Broadcasting website, Nino Vartapetiani discusses the conflict of interests that exist between the residents of the village of Sadgeri and Energo-Pro Georgia.

According to the article, the villagers are worried that the company's electric transmission facilities endanger their health, harvest and the ecological well-being of the village.

The journalist also incorporates an interview with CSR specialist Tamuna Kvaratskhelia, who briefly explains the idea behind corporate sustainability. She highlights the responsibility of companies in fully calculating the impact their projects have on society, the environment, and natural resources.



BORJOMI TV

NINO VARTAPETIANI

“Hotels are Closing in Borjomi: The COVID Impact on Tourism and the Local Population”

The journalist explores the crisis in Borjomi’s hospitality industry as a result of the COVID-19 pandemic, which has left hundreds of people without jobs and income.

Not only does the article include interviews with the people employed in the industry, but also includes the employers themselves, which allows us to see the challenge from multiple perspectives. At the same time, the journalist also illustrates examples of corporate responsibility by highlighting the companies that took care of their employees’ incomes - despite the economic hardship brought on by the pandemic.

The article aims to show how important it is for society to share successful business practices.

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GEORGIAN PUBLIC BROADCASTER

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MARIAM VACHNADZE

“Georgian CSR Money-Box: Charity or Responsibility?”

In the article written for the Georgian Public Broadcasting's TV show Business-Partner, Mariam Vachnadze tells us about the history of Georgian Corporate Responsibility and the modern tendencies in the field.

The article describes how Alexandre Sarajishvili created decent working conditions for his employees and details one of the first examples of corporate responsibility in the Georgian business sector. Vachnadze highlights the fact that despite the long tradition of CSR in Georgia, companies still struggle to fully understand its importance, and as proof, she cites the results of the research that GCNG conducted. According to the study, only 5% of Georgian companies have developed CSR strategies.

Through the interviews conducted with the representatives of large Georgian companies, the journalist aims to show us what successful CSR practices look like and how these practices benefit society.



CHEMI KHARAGAULI

NINO KAPANADZE

“The Wind-Belt will be very Important in the Future”

In this article published in *My Kharagauli*, Nino Kapanadze discusses a project that was created by the Ferro-Alloy Factory and Women for the Country's Future in the Georgian village of Safara. The project aimed to create a wind-belt to protect the village from pollution.

The villagers took part in the planting Lombardy poplars and Cypress trees to create the wind-belt, which, according to the journalist, is an example of an effective partnership between the population, the local government and businesses.

By introducing this initiative, Kapanadze underscores the importance these projects are for the ecological and social development of Georgian villages.

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GELA MAMULASHVILI

“Corporate Responsibility Will Save Us”

In an article written for the online portal ufleba.ge, Gela Mamulashvili shares his perspective on corporate responsibility and lists examples of positive and negative Georgian practices within the CSR field.

Mamulashvili pays special attention to the issues and challenges Georgian companies need to address and shares his experiences with the Georgian business sector.

The blog includes an interview with representative of the Georgian CSR Club, Kakha Maghradze, who discusses the state benefits that companies receive after implementing their CSR strategies. There's also a discussion about the role that the media plays in promoting the concept of CSR, as well as the lessons learned regarding the importance of corporate responsibility during the global pandemic.



ARGUMENTS AND FACTS

KETEVAN MGHEBRISHVILI

“The Greenhouse Behind the Prison Wire”

In an article published by Аргументы и факты, Ketevan Mghebrishvili describes a collaborative project initiated by the Georgian Farmers' Association and CiDA, which aimed to create greenhouses in three prisons where prisoners can grow flowers themselves.

The article discusses the reasons behind the implementation of the project. Through interviews with the representatives of both parties, we get a better understanding of how the project was planned and what activities were conducted to promote it.

The project described in the article highlights both the diversity and the socio-economic benefits of events planned under the corporate sustainability strategy.

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KETEVAN MGHEBRISHVILI

“Learn Without Leaving Home”

Learn Without Leaving Home describes Silknet’s “Home School” project which became popular during the COVID-19 pandemic.

The article discusses the history of the project, the specifics of Home School, as well as the initiative’s relevance to corporate sustainability.

Ketevan Mghebrishvili aims to explain the idea of CSR and its positive impact on the long-term sustainable development of the country.





ARGUMENTS AND FACTS

KETEVAN MGHEBRISHVILI

“Kitchen-Garden in the Penitentiary”

This article discusses a project initiated jointly by the Ministry of Justice of Georgia and organization Reformer. Under this project, the prisoners at the No. 8 prison in Gldani have the opportunity to grow their own fruits and vegetables.

The products grown in the greenhouse are sold at large market chains, while beans and tomatoes are brought by Cafe Litera to use in their dishes. Half of the sales are spent on the project, while the other half is transferred to the prisoners' cards.

The main goal of the article is to raise awareness of the importance of business participation in such projects and their implementation in corporate sustainability strategies.

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NINO OTARASHVILI

“We Don’t Learn Just from Books: Who and How We Should Care About Informal Student Education”

In this First News Agency article, Nino Otarashvili highlights the importance of informal education and the strategies through which companies can contribute to the accessibility of such education.

The journalist conducted interviews with three students from different public schools in Georgia and asked them about the changes they would like to see in the Georgian public schools.

The article also includes an interview with CSR Manager at Bank of Georgia - Tamar Gochashvili. She shares with readers details about the company's projects that contribute not only to informal education, but also to the achievement of SDG 4: Quality Education.

KVIRIS PALITRA

TIKO OSMANOVI

“How Corporate Social Responsibility is Understood in Georgia”

In an article published in Kviris Palitra magazine, Tiko Osmanovi discusses the challenges associated with the promotion of corporate responsibility in Georgia and shares examples of companies that have executed successful CSR initiatives during the COVID-19 pandemic.

The article includes interviews with the representatives of large Georgian companies as well as UN Global Compact Georgia. Business representatives discuss the campaigns implemented by their companies under their corporate sustainability agenda, while the coordinator of the GCNG details the fundamental differences between charity and true corporate responsibility.

The main goal of the article is to raise awareness about corporate sustainability and to highlight the benefits that it provides businesses and society.

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OLIKO TSISKARISHVILI

“In Georgia, Businesses Should Realize the Meaning of Corporate Responsibility”

In this op-ed article prepared for the Ekofacts Agency, Oliko Tsiskarishvili explores the history of corporate responsibility and the common CSR practices in Georgia.

Based on interviews conducted with representatives of large corporations, the journalist shares their experience in corporate sustainability. The article offers diverse statistics on the standards implemented in Georgian CSR strategies and the progress experienced by businesses in this direction.

Tsiskarishvili aims to underline how corporate responsibility develops in Georgia and what reforms are needed for long-term changes.



GEORGIAN PUBLIC BROADCASTER

EKA GAZDELIANI

“Business and Social Responsibility”

In the video reportage, prepared for the Business-Partner program, Eka Gazdeliani discusses the projects implemented under Georgian companies' corporate responsibility agendas.

The reportage introduces a partnership project between the Chikatai toy company and WWF Georgia, that aims to help the WWF's gazelle conservation project; a Ginventory eco-friendly charger, the profits of which are used for cleaning the environment from polyethylene waste; a business-consulting firm ACT project that helps small businesses, and Crystal projects that aim to strengthen inclusive development, nature-conservation and women empowerment in Georgia.

The goal of the reportage is to underscore how corporate responsibility strategies and initiatives benefit both businesses and society.

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MAGDA MAMATSASHVILI

“Corporate Social Responsibility in Georgia”

In the video reportage, made for Imedi TV's morning show Imedis Dila, Magda Mamatsashvili talks about corporate responsibility and discusses several projects implemented under CSR agendas both in Georgia and abroad.

The reportage brings together interviews with a PR specialist, representatives of the UN Global Compact Network Georgia and the Georgian Center for Strategic and Development Studies, who discuss the benefits that corporate sustainability provides businesses and society.

The reportage highlights the strategies that make CSR projects successful and how they can have a positive long-term socio-economic impact on society.



GEORGIAN PUBLIC BROADCASTER

KRISTINE GAMTENADZE

“SOCAR Energy Georgia Will Donate Food to 1,000 Families”

In this video reportage prepared for the Business-Partner TV program, Kristine Gamtenadze discusses the project initiated by SOCAR Energy Georgia under its corporate responsibility agenda.

According to the reportage, the company will help socially unprotected, elderly and PWD persons from three regions of Georgia, by providing them with food to ease the challenges they face on behalf of the COVID-19 pandemic.

The reportage underlines the special significance of corporate responsibility during times of crisis.



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NINO KHUGASHVILI

“CSR and Sector Partnerships During the Pandemic”

On radio Imedi's show Dghis Arkhi, Nino Khugashvili explores the idea of corporate responsibility under the COVID-19 conditions and the importance of business partnerships in effectively overcoming challenges.

The guests of the show include representatives of the Georgian Center for Strategic and Development Studies, the Global Compact Network Georgia, and the Georgian Red Cross Association. During the program, they discuss the CSR initiatives of responsible Georgian companies, the effectiveness of solving societal problems through united resources, as well as identify trends found in Georgian corporate sustainability agendas.

The show aims to raise awareness on the diversity of CSR partnerships and to highlight the economic, ecological, and social benefits that corporate responsibility can provide.

