



Global Compact  
Network Georgia



შვედეთი  
Sverige

# CORPORATE RESPONSIBILITY AWARD 2021

BUSINESS  
for SDGs



ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia

**EU4Environment**  
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

# QUALITY EDUCATION

---



**BUSINESS**  
for SDGs

კოდინგის სკოლა ქალებისთვის



## BUSINESS AND TECHNOLOGY UNIVERSITY

### CODING SCHOOL FOR WOMEN

Derived from the implementation of UN Women Empowerment Principles (WEPs), the Coding School for Women was established at BTU in 2019. The main objective of the Coding School is to increase the number of women educated in tech and to boost their employment in tech following graduation. The School aims to raise awareness nationwide about the prospects in pursuing a career in IT for women, train women and develop their skills, support their employment in both local and international companies, and encourage internationalization by helping the trained women get employed in the international market.

In the Coding School, more than 250 women have been trained in IT (including front-end, back-end, ui/ux, data analytics, AI) and more than 2500 women have been trained in IT entrepreneurship.

The project significantly contributes to increase employment of women in tech, as well as strengthen their role in the field, in general. Interest towards the Coding School is consistently increasing.

ბორჯომი



## BORJOMI GEORGIA

### BORJOMI TRAINING CENTER

Contributing to quality education is one of the priority areas for IDS Borjomi. In 2012, the "Borjomi" Training Center was opened in Borjomi, allowing school children of the town and surrounding areas to deepen their knowledge in their chosen subjects: foreign languages, computer programming, mathematics and general skills. In addition, the center leads lessons in crafts, arts, acting and journalism. The admission of students takes place twice a year.

Since 2012, more than 4,000 students and university entrants have been educated at the "Borjomi" Training Center. It is noteworthy that upon completion of their education at the center, university entrants successfully pass the national exams. The main goals of the center are to make quality education accessible to students living in and around Borjomi, to ensure that the next generations have the opportunity to study the subjects of their interest, to expand their knowledge and to help them acquire additional skills.

In 2000, by decision of Borjomi Georgia, a monthly scholarship was awarded to successful students in Borjomi and its surrounding areas. Currently, there are 14 fellows in the company, but their number is systematically increasing.



## GOODWILL

### GOODWILL TRAINING CENTER

Goodwill has been actively supporting and promoting vocational education in Georgia. The company successfully cooperates with Georgian Employers' Association and 14 VET colleges across the country. Cooperation includes various components: employment of graduates, designing, planning and implementation of joint programs.

Goodwill Training Center actively participates in the implementation of various training modules. Students have the opportunity to acquire theoretical and practical knowledge in a real work environment. Furthermore, the company's leading specialists participate in training activities as teachers and instructors. The training modules are divided by topics and the decision to implement a specific module at the training center is made together with the college. The learning process is implemented according to the German model, i.e. 4 step teaching method.

Since 2016, over 700 students have been trained at the Goodwill Training Center. In 2021 alone, 11 groups of students were retrained in cooperation with Icarus College. Goodwill also provides ongoing staff training and development, through both internal and external training and retraining. Contribution to quality education is especially important to the company, as it creates opportunities to employ qualified professionals, as well as constantly developing the skills and expanding the knowledge of the staff of the company.



## APM TERMINALS POTI

### PROGRAM INPORT

In terms of contribution to sustainable development, one of the priority areas for APM Terminals Poti is supporting quality education. APM Terminals Poti has been implementing the Talent Acquisition & Development Program, known as InPort since 2017. Within the program, up to 10 young people undertake a four-month theoretical and practical course that covers Poti Sea Port activities.

The InPort program offers participants a very diverse learning environment. During the course, they are introduced to the training modules, conduct interesting discussions with the company's management on important topics, undertake group or individual assignments and prepare presentations. This helps participants develop competitive skills, team spirit and better prepares them for future career opportunities.

After several weeks of classroom-based courses, which mainly contribute to the development of organizational and leadership skills, program participants have on-the-job training. This allows them to engage in departmental activities, thus enabling them to better understand the specific functions of different organizational units and make more informed career decisions.

Approximately 50 young local people have gained experience while engaging in the program, out of which 30 were granted full-time jobs at APM Terminals Poti.



## APM TERMINALS POTI

### SIMULATION LABORATORY

In terms of contribution to sustainable development, one of the priority areas for APM Terminals Poti is supporting quality education. In March 2021, APM Terminals Poti's laboratory purchased ARI Crane and Lifting Simulator with the value of USD 130,000 and granted it to the Maritime Training Center in Poti. The simulator is owned by the training center, through which they deliver classes to students and prepare them as future professionals in 6 types of technics: Mobile Harbour Crane (MHC), Ship-to-Shore (STS) Crane, Rubber-Tyred Gantry (RTG) Crane, Container Truck, Forklift, and Excavator.

STS and RTG Cranes are not yet used in Georgia, but with Poti's forthcoming deep-water port expansion, STS & RTG operating skills will certainly be essential. Accordingly, the terminal prepares qualified personnel in advance in order to employ them in the new port, assists them in developing necessary skills and supports quality education locally.



## ELEMENT CONSTRUCTION

### SUPPORT TO EDUCATION FOUNDATION

Quality education and promoting access to quality education is one of the priority areas for Element Construction.

During the COVID-19 pandemic, due to the lack of proper conditions and technical resources for distance learning for some students, Element Construction decided to support the Education Foundation in Kakheti. The company provided tablet computers and internet access to 15 exceptionally successful students. Along with technical support, the company has also expressed willingness to mentor students by exchanging knowledge in various fields and providing future support. Element Construction was awarded a certificate of appreciation by the Education Foundation for its contribution to youth education.

With the mobilized resources for this project, several problems caused by the pandemic were addressed and students were given opportunity to participate in the distance learning process.





## ELEMENT CONSTRUCTION

### STAFF PROFESSIONAL DEVELOPMENT SYSTEM

Element Construction is committed to creating the maximum opportunities for employees to realize their potential via participation in international training and involvement in various ongoing events in the construction industry. Consequently, team members offer innovative approaches and solutions to the company, which greatly contributes to the development of the construction industry. In 2020-2021, more than 40 employees were trained in various important areas.

Training areas are determined by the HR department at the beginning of each year and relevant interesting activities are identified for each department. The company is open to and ensures the implementation of initiatives from its employees, in accordance with the established measures.

The company has a practice of sharing experience gained during training. Moreover, Element Construction employees often share their knowledge and experience with stakeholders. Students of public, private, higher education or vocational schools regularly visit the company's construction sites and head office.



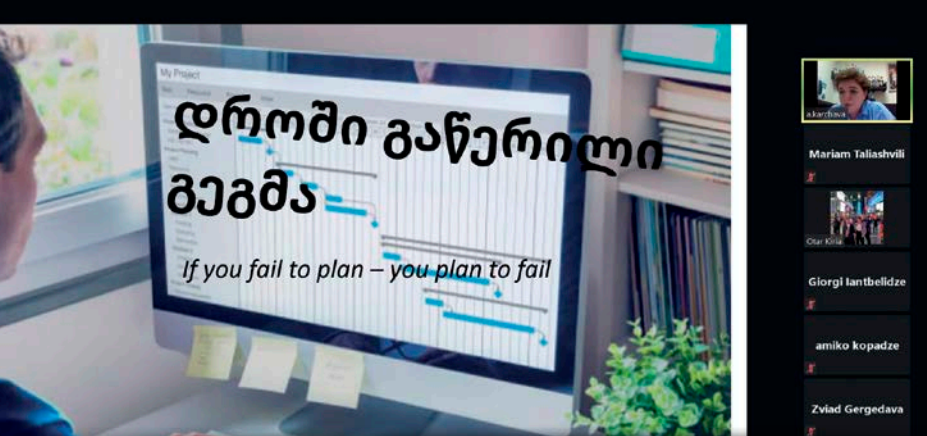
## EDISON TECH

### STEM BOX

Developed by the Edison team, STEM BOX is an innovative project in this field. The project, Subscription Box, includes Smart Modules & Constructors which children can use to create smart projects. It allows them to build projects according to their imagination after building ones which have instructions.

STEM BOX Block Modules are designed in such a way, that they include practically every component from a modern engineering block. The only difference is that children can build Circuit Boards by simply connecting those modules to each other according to the Logic and then programming them using Software IDE, which is based on MIT Scratch. Thereby, kids can create prototypes of projects in a few days that engineers work on for weeks.

Children from 6 years old can participate in the STEM BOX platform, which allows them to quickly learn science, technology, engineering and mathematics. STEM BOX gives them the possibility, according to their age, to learn which module does what and build pre-defined projects from detailed instructions or their own hardware project ideas in numerous configurations. When starting, children can do simple projects and start playing with smart modules & constructors, but after a while they will be able to use those modules to develop and prototype huge projects like professionals do.



## EFES GEORGIA

### SUPPORT TO EDUCATION

EFES Georgia supports higher education institutions and periodically delivers lectures to the students on various topics (marketing, PR, CSR, manufacturing). The lectures are delivered by experienced personnel of EFES Georgia, and they discuss specific examples. The company also provides public lectures, in cooperation with universities, which can be attended by any interested person.

Efes Georgia promotes student employment and development. In 2021, the company launched new internship programs in various fields to allow students to develop practical skills from professional teams. These internship programs are remunerated.

EFES Georgia has established a program for each beneficiary of the Natakhtari Foundation, and a set of individual activities has been planned, thus contributing to the effectiveness and success of the Natakhtari Foundation. One of the priority tasks is to train young people that are left without parental care in crafts. It is also important for us to promote higher education for adolescents. During the pandemic, the Natakhtari Foundation provided the beneficiaries with access to online learning.

In addition, a long-term training project has been developed for the sales team of EFES Georgia, which was launched in 2021. The main goal of the training is to support their professional development. This is accomplished by strengthening their knowledge and enhancing their skills and professional competencies by using a complete learning methodology with tools (such as training workshops, on-the-job training, seminars, and coaching).

The company promotes the professional development of young artists by raising the public awareness of their artworks. To this end, music festivals and events have been funded, which showcase short films and videos about the artists' achievements and works produced. In this regard, a music competition of Beer Karva is noteworthy, which was held throughout Georgia to support young performers.



## TBC BANK

### START-UP SUPPORT: START-UP LEAVE

One of the strategic directions of TBC bank is to support the development of entrepreneurship. This is supported through by various initiatives, including the TBC Business Awards, TBC Business Club etc.

Startup Leave is an innovative project that aims to promote entrepreneurship and innovation among employees, as well as support the development of a startup eco-system in the country in general. Any employee who has worked with TBC Bank for more than 18 months is eligible to participate and submit a business idea. An independent jury reveals the most innovative business idea and gives the authors a chance to use fully remunerated Startup Leave for up to 6 months, in order to develop their startup.

At the same time, employees can use "Startuper" services - a special package of offers developed by Bank for startups, which includes an educational component for the program. Startup Course aims to promote entrepreneurship and innovation among employees. It supports employees and young people in better realization of their startup ideas. The course covers the following topics: what is an innovative start-up, product design, validation of the idea, business model, financial management of a start-up, brand and communication, digital marketing, investment raising and pitching. This year, 150 TBC employees participated in the course. After using the startup leave, the employee has the option to return work at the bank or to switch to the new business.

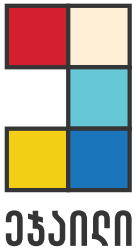


## TBC BANK

### AGILE TRANSFORMATION

In 2019, TBC Bank started Agile Transformation, which is one of the most important steps towards leadership and career development. TBC was the first company in Georgia to introduce Agile. The aims in pursuing this transformation were better customer orientation and a quicker response to customer needs, freedom from bureaucracy and hierarchical limitations, speeding up product-to-market time and creating more innovative products, increasing employee satisfaction and supporting their self-realization, and creating a special work environment for attracting top talent.

Since the Agile structure supports the empowerment of employees and instills an open culture, people in the Agile structure were better prepared to work remotely and adapt to the new reality during the pandemic. In order to increase awareness and share experience about Agile working practices and their benefits with the banking sector in the CIS region, an online conference was held for companies from 16 countries.







## TBC BANK EDUCATIONAL PROGRAMS

TBC Bank implements a number of educational programs. In 2011, TBC Academy was established to provide learning programs to employees.

The academy unites several schools: a business school, Agile Academy, and Avalanche (analytics) Academy. In 2020, 855 employees participated in various learning activities in TBC Academy. In 2021, TBC bank launched TBC Marketing School, in which 23 employees are the participants of the first group (19 women and 4 men).

In the direction of digital transformation and strengthening the team, as well as to promote ICT employment possibilities among young people, we established an IT Academy in 2019. The academy is run by experienced staff members and leading professionals from relevant fields. The program is free of charge and is comprised of courses for numerous specialties. Since 2019, more than 400 students were selected to join the academy and 114 were employed at TBC Bank after graduation. In March 2021, the IT Academy started a new program with a special focus on women in technologies. A series of webinars and courses are dedicated to encourage and empower women in tech industries, as well as provide them with opportunities to grow and develop professionally.

In 2020, Risk Academy was established, which offers various courses in risk management to young professionals. The aim is to equip them with specific banking sector knowledge in risk management and better prepare them for their future careers.

Startac Course are offered free of charge and the best students will be offered employment at TBC Bank. Startup Leave is an innovative project that aims to promote entrepreneurship and innovation among employees, as well as support the development of a startup eco-system in the country, in general. Besides, TBC created Startup Course. During this course, TBC employees learn how to develop an idea or deal with different problems they may face on their way to creating their own business.

TBC academies create an excellent environment to develop professional skills, attract new talents and contribute to employees' promotion, motivation, and productivity.



## FINANCIAL INCLUSION ORGANIZATION CRYSTAL

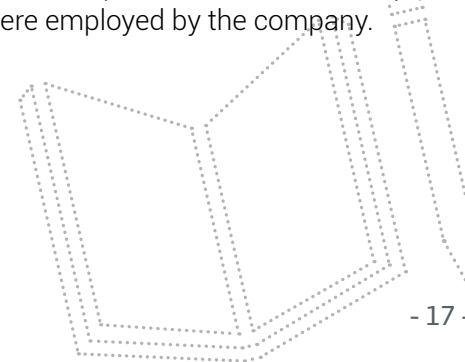
### INCREASING REMOTE WORK EFFICIENCY

To support the employees who switched to remote working during the COVID-19 pandemic, Crystal conducted research to identify which areas it was important to increase competence of employees. Accordingly, a special guide for employees and managers was elaborated on how to create a mechanism for remote work in the company. The guide helps employees develop the skills needed for remote work while maintaining a work-life balance in a new reality.

Based on the research, up to 500 employees were trained through thematic webinars. The webinar topics included effective management and strengthening of leadership skills. Team and individual coaching sessions have been conducted for all senior officers and senior managers. With the involvement of foreign and Georgian experts, a remote team coaching guide was developed specifically for managers, which significantly helped them to establish effective communication with teams and create a motivational environment during the pandemic. Across the company, all types of training processes have been digitized. This made it possible for new employees to adapt to the pandemic conditions quickly and effectively raises employee knowledge.

For the professional and career development of young people willing to start working in the financial sector in the company, Crystal has established an internship system based on the stages of orientation internship and professional internship. The internship system has been launched throughout Georgia in all locations where the company has its branches. Consequently, the opportunity to develop and master a new profession was given not only to residents of cities.

Crystal has set up a Mentor Club to increase access to training and internships for young people in rural areas. Crystal also offers young people employment and career advancement opportunities. During the internship process, in addition to mentor support, example-based study guides and video tutorials were elaborated, also an internal distance learning platform has been introduced for the interns. In 2020-2021, upon completion of their internship at Crystal, 55% of the young people were employed by the company.





## LEADER LTD.

TAILORING, SEWING AND PATTERN COURSES

The goal of the Leader social enterprise is to promote the elimination of inequality in the field of educational opportunities and to make quality education accessible to women and girls, regardless of their social status.

Since 2016, tailoring and sewing courses, as well as trainings for strengthening entrepreneurial skills, have been fully funded by the income of the enterprise for vulnerable women in Shida Kartli. The trainings are designed to promote empowerment and employment of women and girls and, on the other hand, to reduce the shortage of qualified staff in the labor market in the field of sewing, which contributes to the development of the sector. The learning process is implemented on the basis of the German model and incorporates 3 masterclasses by German experts.

236 socially vulnerable women have been trained since the establishment of the enterprise, out of which 84 are already employed (including self-employed). The project runs every year and the quantitative result increases by 35-45%.



## GEC | SYSTEMIC BUSINESS CONSULTING

YOUNG BUSINESS CONSULTANTS PROGRAM

GEC contributes to the development of qualified personnel in the market by supporting the employment and professional development of students and graduates.

Candidates selected within the frames of "Young Business Consultants Program" undergo a long term paid internship with the prospect of further employment with the company. Young people participating in the program have access to both electronic and print business literature and attend training courses organized for them. They are involved in the ongoing internal and external processes and projects in the company, which ultimately helps them gain professional experience based on real business cases.

The program comprises several components: theoretical and case-based training, direct involvement in work-related projects, development of leadership skills and other skills, and working with other program participants. Each participant also has an individual mentor - a company consultant or partner. In 2021, 8 young consultants were selected to participate in the program through a multi-stage selection competition. By participating in the program, young professionals have the opportunity to expand their knowledge and develop qualifications that will be an important prerequisite for their employment and future career success.



საქართველოს ბანკი

## BANK OF GEORGIA SUPPORT FOR EDUCATION

The Bank of Georgia actively supports education. Since 2020, educational projects implemented by the bank have more than 26,000 beneficiaries.

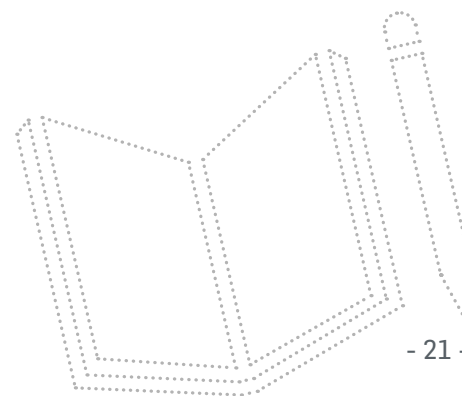
In 2020, the Bank of Georgia together with the Georgian Book Institute launched the project "Ideateka", which entails opening multifunctional libraries in public schools in border villages, mountainous regions, and towns populated with ethnic minorities. This space gives more students an opportunity access different types of educational resources – whether it is access to the internet, technological equipment, books, a workspace, etc . In 2020-2021, the multifunctional

library "Ideateka" opened in 9 schools in 6 regions of the country and around 4548 students have access to the resources.

Bank of Georgia sponsors some of the most prestigious scholarship programs in the world: Chevening Program in the UK, Fulbright in USA, Undergraduate Program for vulnerable groups at the University of San Diego, as well as the portfolio program "Nika Gujejiani Scholarship" at the leading creative University - Miami Ad School EU.

During the pandemic, the following projects were implemented for young people of different ages to get access to education:

- Bank of Georgia in partnership with Charite.ge provided internet access free of charge throughout the year for 300 socially vulnerable students;
- Bank of Georgia purchased a Zoom Education license for Tbilisi State University, as a result of which 68,912 meetings (lecture, seminar, workshop) have been held; - 1136 schoolchildren of grades I-IV attended online lessons as part of the online school project (by the TV show „წიგნების თარო“). Besides, 760 I-IV grade schoolchildren of Ditsi and Khurvaleti villages, Poti #1 and Tbilisi #146 public schools (for which the bank organized idea-theques in 2020) were provided with the opportunity to attend online lessons in the spring of 2021.







**EU 4 Digital**

## GEORGIAN RAILWAY

### PROMOTING EDUCATION

Promoting access to education is a priority for the Georgian Railway and programs are being implemented in several areas.

In cooperation with the Ministry of Education and Science of Georgia and the Georgian Technical University, the Railway Transport College was established in 2015. It prepares new staff based on the latest technologies and innovations introduced in the field. It ensures a continuous process of training railway employees. The program's revision of the modules and recommendations were provided by the German partner DB E&C.

Georgian Railway promotes professional development of Georgian citizens as well as its employees. Employees who need further education, training or development of new competencies and skills have the opportunity to improve their qualifications in college, while maintaining a salary during their studies.

Georgian Railway offers guaranteed employment to the graduates of the Railway Transport College and distinguished students are provided the opportunity to be employed in the railway sector in parallel with learning the practical component.

Since 2014, there is a support program for long-term education (master's degree, doctorate) in place which provides 50% co-financing for employees, GEL 9,000 in Georgia and GEL 20,000 abroad. Furthermore, the Railway Transport College program managers and instructors are employees of the Georgian Railway.

## EY GEORGIA

### EU4DIGITAL / EDTECH HUB

Within the frameworks of EU4Digital project, EY Georgia is working on EdTech Hub – the concept aiming at digitization of quality education. The program aims to improve technical / digital knowledge and increase the competitiveness of small and medium-sized businesses in the Eastern Partnership countries.

EdTech Hub is considered a regional educational program, which is designed to build opportunities for improving digital skills through an online teaching platform. The platform, created within the EdTech Hub, will host digital development courses and offer achievement Badges in three levels: Gold, Silver and Bronze.

The program has three key target groups of stakeholders: SMEs, innovation support organizations and public servants. The initiative will enable SMEs to gain opportunities for digital personalized learning and modular learning and to develop advanced digital skills and competencies in various areas. These areas include data and cloud, web and mobile software development, business and innovation management, marketing via digital technologies etc. Upon completion of the courses the students will be awarded EU-accredited badges.

The program will function to upskill employees, increase digital competitiveness of small and medium-sized businesses, improve work performance, and enable enterprises to adapt to changes and grow. In addition, from a broader point of view, the development of the ICT sector is essential for the development of Georgia, and the program will contribute to the expansion of this sector in the country.





## GEPRA

### DIGITIZATION OF MANUSCRIPTS OF PUBLIC FIGURES

In cooperation with the National Center for Manuscripts, within the framework of Niko Nikoladze Award, GEPRA has digitized the manuscript of Niko Nikoladze.

In connection with the 180th anniversary of Iakob Gogebashvili, GEPRA presented the handwritten font of Iakob Gogebashvili to the public.

In the spring of 2021, the handwritten fonts of the leaders of the National Liberation Movement Zviad Gamsakhurdia and Merab Kostava were created.

Currently, in cooperation with the National Archives, fonts are under development based on the monuments distinguished from the three types of Georgian alphabet (Anbandidi Gospel - Asomtavruli, Sakhareba-Palimpsest - Nuskhuri, "Jason and Medea Story" - Mkhedruli) and they are dedicated to the 5th anniversary of enlisting the Georgian alphabet to the UNESCO List of Intangible Cultural Heritage of Humanity. The fonts will be presented to the public in October.



## GEPRA

### NIKO NIKOLADZE UNIVERSITY AWARD

In spring of 2019, the Niko Nikoladze Award was established. The purpose of the award is to strengthen the link between the business and education sector, to encourage the introduction of programs tailored to the needs of the business and, on the other hand, to identify talented students, encourage their innovative ideas and promote professional development.

Competitions are held in higher education institutions with the sponsorship of business companies. The competitions have real assignments with cash prizes and the Niko Nikoladze award bestowed to the winning teams. The target groups are universities and business companies that prioritize corporate responsibility and are willing to contribute to the provision of quality education.

The first competition within the framework of the award was held in the spring of 2019, in cooperation with TSU Student Competition "Mission" and "Basisbank". While working on the project, students were also given lectures on of project management, marketing research, communication methods and businesses, in order to progress quality education. The prize fund of the competition was GEL 5000 and an additional prize from GEPRA was awarded to the first prize winner.

In February 2021, Ilia State University and GEPRA organized a large-scale hackathon to create Niko Nikoladze's Chatbot. It was attended by X-XII grade children and students from across the country. In the spring of 2021, the next competition "Piarton" was organized by the University of Georgia and GEPRA.



## HANDICRAFT

### CREATING A WORK ENVIRONMENT FOR WOMEN

The Handicraft produces a product that allows parents to spend more time with their children. Additionally, all employees in the company are women and the work environment is maximally tailored to them. In addition, the Handicraft project aims to create a work environment for women that will enable them to develop and establish themselves in the job market and be able to acquire or develop their own profession in the field of sewing. The main goal of Handicraft for 2021, is to expand production and employ an additional 3 female employees.

Despite being a small entrepreneur, the company's goal is to bring the product to the overseas market, for which it is important to have export management training (Produce Georgia, GIZ). If the export is successful, the company's potential to employ more women will increase and, as a small enterprise, will contribute to the development of the economy.



## HILTON BATUMI

### SUPPORTING EDUCATION PROGRAMS

Hilton is continuously working to increase awareness and learn more about workplace opportunities that strengthen the roles of employees. The "leadership excellence" program at Hilton Batumi, with 35 leaders participating, is comprised of various trainings and seminars.

Since 2015, Hilton Batumi has been cooperating with VET colleges in Adjara in a variety of ways. It is actively involved in internship and employment process for college students and graduates, including people with special educational needs, which is noteworthy. At present, Hilton employs 7 people with special needs from VET colleges. Hilton Batumi actively cooperates with VET colleges and currently three programs are being implemented - employing 12 students.

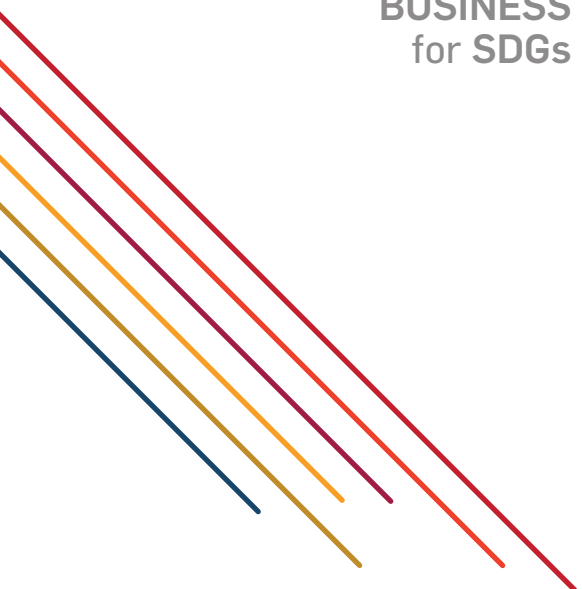
Hilton Batumi is one of the partners supporting the adult education programs. Currently, in cooperation with the New Wave college, young people with basic education are being selected to receive a higher school certificate, as well as a VET college diploma after completion of a three-year integrated course at the college. VET students who have been in college for three years will undergo practical training at a hotel, in order to increase the quality of education.

During the pandemic, Hilton Batumi involved in the educational process within the dual program the VET students, who were employed in various hotels but lost their jobs due to pandemic, thus ensuring the sustainability of the dual program.



## GENDER EQUALITY

BUSINESS  
for SDGs



## 5 ADJARA GROUP HOLDING



### ADJARA GROUP HOLDING

#### STRENGTHENING GENDER EQUALITY

Gender equality is one of the priority areas for “Adjara Group”. It is integrated in the gender equality policy, management policy, operations and strategic vision of the company. Adjara Group is a signatory of Women Empowerment Principles (WEPs).

The executive team and administrative department of the company has an elaborate action plan that aims to strengthen gender equality at all levels of the company. Currently, the majority of Adjara Group Holding's Board of Directors consist of women (4 out of 7 members), and 75% of the executive management is women. It is worth mentioning that the Adjara Group team is working to reduce the gender pay gap. Currently, at the administrative level, gender pay gap is reduced to 2.5%.

The Gender Equality and Equity Program is integrated into Adjara Group Holding's operations, for instance, when forming partnerships. Enhancing the role of women leaders and implementing their ideas is an important factor when discussing the initiation of a partnership with other organisations and companies. This strategy has had a positive impact on numerous women leaders who have managed to develop their own businesses and activities. Besides, these partnerships create opportunities for professional development.





## BUSINESS AND TECHNOLOGY UNIVERSITY

### CODING SCHOOL FOR WOMEN

In accordance with the implementation of UN Women Empowerment Principles (WEPs), the Coding School for Women was established at BTU in 2019. The main objective of the Coding School is to increase the number of women educated and employed in the tech industry. The school aims to: raise awareness nationwide about prospects in pursuing a career in IT for women, train women and develop their skills, support their employment in both local and international companies, encourage internationalization and help the trained women get employed on the international market.

The Coding School has trained more than 250 women in IT (including front-end, back-end, ui/ux, data analytics, AI) and more than 2500 women were trained in IT entrepreneurship.

The project significantly contributes to the increased employment of women in the tech industry and it strengthens their role in the field, in general. Interest in the Coding School is constantly increasing.



## EFES GEORGIA

### SUPPORTING FEMALE EMPLOYEES

Promoting gender equality is a matter of prime concern for EFES Georgia. The company pays 100% for maternity leave and supports female employees to work in managerial positions. For instance, the Planning, Logistics and Development Manager, IT Manager, and Procurement Manager are all women. Additionally, women are in leading positions such as: Brand Manager, Marketing Manager, Marketing Research Manager, PR and Digital Communications Manager and the leads and supervisors of numerous other departments. Having women as decision-makers in the organization has a positive impact on the development and success of the company.

In 2021, EFES Georgia became a supporting member of the United Nations Women (UN Women). Also in 2021, EFES Georgia launched an information campaign in support of gender equality, which aims to raise awareness in order to overcome any challenges in terms of gender equality. The campaign started with an appeal for change among the company's employees in the internal social network and ended with the support of local (Mtskheta Municipality) women's NGOs.





## თეგეტა აკადემია TEGETA ACADEMY

### TEGETA MOTORS

#PROFESSIONHASNOGENDER

In regard to the Women Empowerment Program, Tegeta Motors collaborates with UN Women and is involved in various projects aimed at empowering women and implementing a new vision of a gender equality strategy.

In order to empower women, Tegeta Motors has partnered with the non-governmental organization called Movement for Change and supports the project "Profession Has No Gender". For the project, 5 women were selected from the results of a competition and were then trained at Tegeta Academy. After passing the final exam, participants will be employed by the company.

Tegeta Motors believes that companies from the industry need to be the key drivers in advancing gender equality and women's empowerment.



თიბისი აკადემია

▲ × IT



### TBC BANK

GENDER EQUALITY AT THE WORKPLACE

Equality and diversity are especially important for TBC Bank. Each employee is treated equally. Ensuring equal opportunity is important in all key areas of human resources management, such as selection, promotion, training and development is also critical.

In 2021, TBC Bank became a signatory of the UN Women's Empowerment Principles. As of 2020, 70% of our employees are women; the percentage of women in ICT areas is 36%.

In order to promote ICT employment possibilities among young people, TBC established an IT Academy. 114 participants of the Academy were employed at TBC after graduation. In March 2021, the IT Academy started a new program with a special focus on women in technology. A series of webinars and courses are dedicated to encourage and empower women in tech industries and provide them with opportunities to grow and develop professionally. The IT Academy strives to prepare young professionals, who will make significant contribution to the development of the company.





## TBC BANK STARTUP LEAVE

Startup Leave is an innovative project that aims to promote entrepreneurship and innovation among employees, as well as support the development of a startup eco-system in the country in general. Any employee who has worked with TBC Bank for more than 18 months is eligible to participate and to submit a business idea. An independent jury reveals the most innovative business idea and gives the authors a chance to use fully remunerated Startup Leave for up to 6 months, to develop their startup.

At the same time, Startup Leave employees can use "Startuper" services, which includes an education component and involves a series of individual consultations. The new initiative, Startup Course, aims to promote entrepreneurship and innovation among employees as well and seeks to support employees as they develop and achieve their own ideas. After using the Startup Leave, the employee has the option to return to work at TBC or switch to the new business.

In 2020, 15 applications were submitted to the Startup Leave project, six of which were from women. This year, out of many interesting and original business ideas, UPWAY was selected - a project that aspires to create an online platform that connects people interested in education and self-development with teachers and lecturers. All three nominees were women.

Startup Leave is especially important for women employees. It is worth mentioning that the name and duration of Startup Leave is inspired by maternity leave. According to the statistics of the UN Women Georgia, women who are employed for 40 hours in a week, are additionally occupied up to 42 hours in a week with housework. This leaves very little to no spare time for entrepreneurship and development of business ideas. It is worth mentioning that the name and duration of the initiative Startup Leave is inspired by the maternity and parental leave and repeats the general conditions of the maternity leave (6 months paid leave) and aspiration, as well: to help a child company start operating.



## TRAVEL GUIDE

### SUSTAINABLE / SLOW FASHION PLATFORM GARAGE

"Garage" is a group on social network that is a platform for sustainable fashion/slow fashion. It has a virtual store where customers can sell and buy both new and second-hand clothes, allowing people to buy clothes for a "second" life at a "garage" price.

Up to 30,000 users actively enter the group every day. 100% of the users in the group are female, and up to 1000 women run small businesses, actively using the group for income. The group became especially relevant during the pandemic, when many women lost their jobs and are now making a living in the "garage". In addition, the group helped them deal with the changes caused by the pandemic (online sales, product advertising). The group is managed by the company team and offers customers special offers to sell products faster and easier.



## LEADER LTD.

### PROMOTING THE PROFESSIONAL DEVELOPMENT OF WOMEN

The goal of the social enterprise "Leader" is to promote the elimination of inequality in the field of education and to make quality education accessible to women and girls, regardless of their social status.

To this end, since 2016, the vulnerable women living in Shida Kartli have been fully funded from the company's income with sewing modeling courses and trainings to strengthen entrepreneurial skills. These training courses help women and girls become empowered and employed. On the other hand, the project reduces the shortage of qualified staff in the field of sewing, which contributes to the development of the sector. 236 socially vulnerable women have been trained since the establishment of the enterprise and 84 of them are employed (including self-employed). The project is ongoing every year and the quantitative result increases by 35-45%.



## CRYSTAL / BUZZ GEORGIA (SUPPORT FOR YOUTH AND WOMEN ENTREPRENEURSHIP IN GEORGIA)

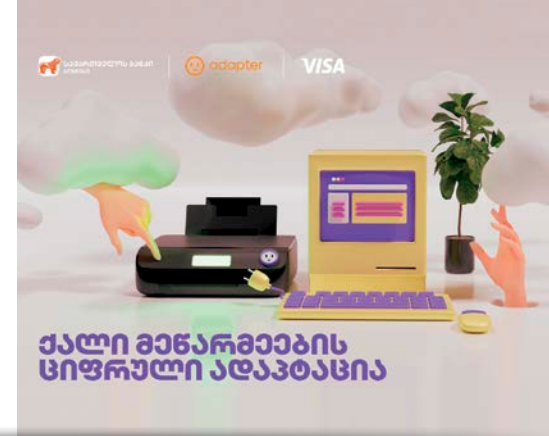
Empowering women is a high priority for Crystal. The company seeks to make a significant impact on the economic development of women consumers and the well-being of their families. To this end, Crystal launched a large-scale international practice program called Buzz-Georgia. The program was implemented within the framework of USAID and the White House Women's Global Development and Welfare Initiative (W-GDP) in 2020. Buzz Georgia aims to make personal development and entrepreneurial and business education accessible to women living in rural areas of Georgia. Buzz Georgia is a local franchise of Buzz Women Global, which is an international organization. Buzz Georgia's training modules include not only the financial/entrepreneurial part, but also personal growth, which includes increasing self-confidence. The combination of personal growth and financial awareness makes Buzz Georgia a unique platform for promoting women entrepreneurs. Under the program (for 2020-2024), with the help of Buzz Georgia, more than 1,500 women in Georgia will have access to education, entrepreneurship training, finance and business services and resources that support their personal growth.

Due to the global pandemic, the project has been adapted to online. Since 2020, 626 women across Georgia have been trained in Buzz Georgia's personal and entrepreneurial development, and 176 highly active participants have been selected to be Buzz Ambassadors. The selected women ambassadors additionally underwent intensive training courses in project writing and effective financial planning. Also, due to their interest and need, they were given free master classes in social media management.

In addition, from June-July 2021, in the Imereti region, an additional 106 local women from 8 locations underwent a 2-day Buzz Georgia intensive training course.



საქართველოს ბანკი



## BANK OF GEORGIA

### DIGITAL ADAPTATION OF FEMALE ENTREPRENEURS

Bank of Georgia, along with VISA, is implementing a project to support women entrepreneurs by offering them the option to be included in the program Adapter. The purpose of the joint campaign between the Bank of Georgia and VISA is to support women entrepreneurs. As part of the campaign, women entrepreneurs have the opportunity to respond to challenges created during the pandemic, mainly the increased demand for e-commerce. The program assists them so they will be able to easily adapt digitally to the current reality.

In case of ordering a Bank of Georgia Visa Business Card, a female entrepreneur, who is engaged in retail trade and has a physical store, receives the Adapter service completely free of charge for 6 months. Adapter is a digital adaptation program for businesses, which combines both an online trading space (Extra.ge) and an inventory management software (Optimo). It combines the following services in one place: remote sales management, inventory management, banking / e-commerce, distribution and logistics.

The project, designed for 100 women entrepreneurs, is currently underway and includes 25 women entrepreneurs.



დაამსხვრია  
სტეროტიპი!  
**ქალის**  
ადგილი აქაა!



**GR** საქართველოს  
რკინიგზა  
1872-დან

## GEORGIAN RAILWAY

### PROMOTING GENDER EQUALITY

The policy of Georgian Railway, despite the low popularity of the field among women as an employment opportunity, is focused on increasing the role of women in employment and company development. The company accomplishes this in several ways, including having codes and normative acts based on equality and anti-discrimination measures, and by incorporating various benefits and incentives (100% pay for the first three months of maternity leave, one-time financial assistance for the birth of a child, and one hour breaks). The company aims to eliminate all forms of discrimination at the workplace, to elaborate and plan preventive measures. The company has developed and planned preventive measures, in order to ensure the equal enjoyment of the rights established by the legislation of Georgia for any person.

In addition, the company promotes the enrollment of women in various educational programs at Railway Transport College since most of the women in the company are employed in administrative, managerial and service positions.

The College also participates in various projects (a project organized by World Link - "Support for Gender Equality through Technical and Vocational Exchange Program", and the EU project Skills4Jobs) and implements a number of its own projects, campaigns and seminars for female students and alumni.



## HANDICRAFT

### CREATING A WORK ENVIRONMENT FOR WOMEN

The Handicraft produces a product that allows parents to spend more time with their children. Additionally, all employees in the company are women, and the work environment is maximally tailored to them. In addition, the Handicraft project aims to create a work environment for women that will enable them to develop and establish themselves in the job market and be able to acquire or develop their own profession in the field of sewing. The main goal of Handicraft for 2021, is to expand production and employ an additional 3 female employees.

Despite being a small entrepreneur, the company's goal is to bring the product to the overseas market, for which it is important to have export management training (Produce Georgia, GIZ). If the export is successful, the company's potential to employ more women will increase and, as a small enterprise, will contribute to the development of the economy.



## EDISON TECH STEM BOX

Developed by the Edison team, STEM BOX is an innovative project in this field for the world market. The project, Subscription Box, includes Smart Modules & Constructors which children can use to create smart projects. It allows them to build projects according to their imagination after building ones that have instructions.

STEM BOX Block Modules are designed in such a way, that they include practically every component of a modern engineering block. The only difference is that children can build Circuit Boards by simply connecting those modules to each other according to the Logic and then programming them using Software IDE, which is based on MIT Scratch. Thereby, in only a few days, kids can create prototypes of projects that engineers may work on for weeks.

Children from 6 years old can participate in the STEM BOX platform, which allows them to quickly learn science, technology, engineering and mathematics. STEM BOX gives them the possibility, based on their age, to learn which module does what and to build pre-defined projects from either detailed instructions, or from their own hardware project ideas using numerous configurations. When starting, children can do simple projects and start playing with smart modules & constructors, but after a while they will be able to use those modules to develop and prototype huge projects like professionals do.



## EY EDUCATION FUNDING OF GIRLS RESIDING IN REGIONS

With regard to gender equality, an integral part of EY's work is supporting the right to education is supporting the right to education. To promote gender equality, in partnership with the Regional Development Society (RDS) Scholarship Fund, the company has fully funded university tuition for girls living in the regions.

The campaign was first planned for March 8, 2021. EY staff donated money in order to make a difference in the lives of exceptional students. It was important to keep the funding going during the COVID-19 pandemic. In addition to funding the newest candidate, the scholarship was for the previous year's beneficiary, who still needed the scholarship.

To help empower women, the company planned a corporate finance course for female students, which was attended by students from form various countries. The lectures were given by EY partners and managers and more than 30 students from Georgia attended the lecture course.





## H&M

### H&M SUMMER CAMPAIGN VIDEO

During the 2021 summer period, H&M wanted to highlight the brand's values of progress and female empowerment. H&M wanted to create an awareness of and empower women to feel supported in the daily criticisms that women face in-person and online. H&M wanted society to talk about this issue, importance of women empowerment and support.

With the summer project in Georgia, H&M wanted to show customers that the company celebrates diversity and equality. H&M accomplished this by showing that women can look great in any shape and by helping women to feel more confident in themselves and their bodies.

The H&M summer campaign video was shot in collaboration with Arial Bold agency and features 3 Georgian women. They spoke about the importance of self-confidence. During the Instagram live, women talked about the difficulties they face, and how they need to empower themselves and other women as well.

H&M believes in a society free from bias, one where everybody has an equal voice and representation. The company wants to be inclusive across its value chain, to treat people fairly, to give everybody

access to the same opportunities, and to protect workers from discrimination and harassment.

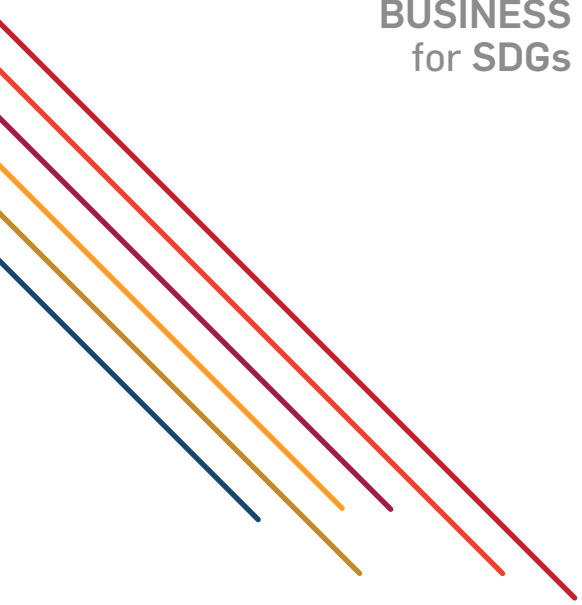
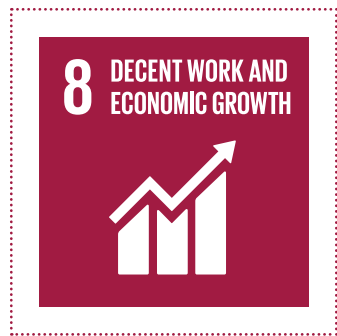
Gender equality is rooted in the company values, social policies, and global employee strategy. Most of the H&M employees are women, to whom the company provides a safe workplace, attractive time schedules and professional development.





## DECENT WORK AND ECONOMIC GROWTH

BUSINESS  
for SDGs



## AGRICULTURAL POWER

QUALITY PRODUCT - COMPOUND FOOD

Agricultural Power is a small business located in Kareli, Georgia that produces granulated compound food. The innovation and advantage of granulated food is that it makes it possible to place the optimal quantity of vitamins and micronutrients in a small ration of food. On one hand, this reduces the amount of food consumed by the animal, and on the other hand, this improves the weight of the animal / bird. Furthermore, the granulation process is carried out by means of hot steam, which significantly reduces the number of pathogenic organisms found in the food. Consequently, the risk of harmful substances is reduced, production is cleaner, and the risk of the animal contracting diseases is reduced. Thus, the company provides safe and optimally mixed products to farm owners.





## ELEMENT CONSTRUCTION

### NEW WORK SYSTEM / ADAPTATION

The principles of responsibility at Element Construction are reflected in the creation of the right policies and decisions made by the company. Specifically, Element Construction was one of the first companies to offer remote working to its team members. During the 3 months of remote work, all employees received 100% of their salaries.

During the pandemic, Element Construction not only fully retained the team, but in 2020, 40 new members joined the company. It co-financed and organized PCR testing for the employees, and offered employees assistance and organization in the vaccination process. Regulations to prevent the spread of COVID-19 have been strictly enforced.

An integral part of Element Construction's day-to-day operations is the effective management of health care, occupational safety, and environmental systems. The HSE program provides ongoing health, safety, and environmental protections. Element Construction strives to contribute to the improvement of labor safety statistics in Georgia. It is worth noting that the relevant department in Element Construction was established in 2018, before the requirement at the legislative level had been established.

The company has introduced a KPI system, which determines the efficiency and productivity of cooperation. In addition, employees complete an annual "Satisfaction Questionnaire" in which they express their views on all important issues in the company. We are pleased that Element Construction contributes to breaking down gender stereotypes. Not only in the office, but also on the construction site you will meet women who are implementing a number of important construction projects. The involvement of women in the construction process in the company is growing.

The company offers an individual development plan to each team member and funds their involvement in both local and international training and exhibitions. From 2020-2021, more than 40 employees underwent training in various important areas. In addition, the company finances health insurance packages, staff nutrition, and transportation. The company holds the ISO 9001: 2015 certificate of international quality management standard.



## ELEMENT CONSTRUCTION BOOTCAMP

Element Construction believes that the support of the younger generation and startups is essential for the development of the entrepreneurial sector. For this purpose, Element Construction has implemented an innovative project called "Bootcamp" in Georgia, in collaboration with the social enterprise Knowledge Café. Within the context of the project, Element Construction supported the implementation of entrepreneurial ideas for more than 160 young people.

Knowledge Café's online "Bootcamp", was created for young people who are interested in business, marketing, human rights, and developing entrepreneurial skills. It is also for those who want to contribute to the construction of an educational space (in the form of a Knowledge Café in the Kakheti region). The program was attended by 164 teenagers who, under the mentorship of 20 start-upers, raised GEL 36,867 in 17 days to build a Knowledge Café.

The project includes the following areas: strengthening the start-ups of young entrepreneurs, promoting the education and development of entrepreneurial skills of the beneficiaries involved in the project, encouraging high civic initiative of young people, and supporting the construction of social enterprises.



## EFES GEORGIA INDIVIDUAL DEVELOPMENT PLAN

The main priorities of EFES Georgia are to create a decent and safe working environment, to take care of employee motivation and development, and to maintain an equal environment with constant feedback. The company operates with a Code of Business Ethics approved by the Board of Directors of Anadolu EFES. The Code is based on values such as honesty, unity, collaboration, a non-discriminatory environment and more.

The company offers an Individual Development Plan to each employee and finances the trainings or courses. The company provides employees with a full package of health insurance, which is fully funded by the company. The company also finances staff meals and transportation during business hours.

Additionally, EFES Georgia supports the participation of employees in events related to the promotion of a healthy lifestyle. Monthly, the employees get company products as gifts and every year, the company holds a competition of ideas where all employees can participate. Every year, a survey is conducted to reflect satisfaction and feedback of the employees. According to the 2020 Satisfaction Survey, the employee satisfaction rate was 93%.

During the COVID-19 pandemic, employees switched to remote activities, demonstrating that regulations against the spread of COVID-19 are implemented. In order to promote vaccination, the company provides special benefits.





## KODALA

### RESOCIALIZATION OF PERSONS WITH DISABILITIES

Kodala produces handmade toys based on Georgian culture. For Kodala, resocialization of people with disabilities is especially important and it promotes their integration into society by providing decent employment. People with different social statuses, including ones with disabilities and vulnerable young people, are mastering new professions by innovative methods in the enterprise. The enterprise has about 25 employees, 16 of them are persons with disabilities.

Committed to its overall growth, Kodala reinvests 100% of its income into the business, thereby creating new jobs. In 2017, at the annual forum organized by the Alliance of Social Enterprises and CSR DGE, Kodala was the winner of the main nomination 'Social Enterprise of the Year', and was recognised as a company with great responsibility.



## TEGETA MOTOR

### TEGETA GREEN ZONE

Tegeta Green Zone is a Tegeta Motors vaccination campaign, the goal of which is to promote COVID - 19 vaccinations in order to protect the health and safety of its employees and to stimulate COVID-19 vaccinations nationwide.

Tegeta works to motivate its 2500 employees in several ways. For those interested, Tegeta organizes vaccinations in different regions of Georgia by providing registration and transportation to vaccination points. An active campaign to raise awareness is conducted within the company, which aims to increase the number of people seeking vaccinations. Tegeta team members increase their awareness by receiving information from trusted sources on a daily basis. Once a week, meetings with professionals, doctors, and health care professionals are held. They answer questions from Tegeta staff members about the vaccine or any related issue. In addition to organizationing and raising awareness about the vaccine, the company gives its fully vaccinated employees opportunities to participate in raffles, get different gifts etc.



## FINANCIAL INCLUSION ORGANISATION CRYSTAL

SUPPORTING YOUTH AND WOMEN ENTREPRENEURSHIP IN GEORGIA (YES-GEORGIA)

Within the framework of the School of Young Entrepreneurs project, Crystal seeks to reduce the level of youth unemployment, create decent working conditions for them, ensure the youth acquires entrepreneurial skills, provide access to financial resources, teach them how to use finances wisely, and provide financial support for initiating an entrepreneurial business.

In 2016, Crystal initiated the School of Young Entrepreneurs project, in collaboration with USAID YES-GEORGIA, which is designed for young people from ages 16 - 28 years old. Since the beginning of the project until 2021, about 4000 young people participated in the School of Young Entrepreneurs. 1041 of them successfully passed the entrepreneurship training course, including 468 young people who had submitted a business proposal to the commission (291 girls, 177 boys). 89 of the applicants were funded by Crystal (48 girls, 41 boys). The training course at the School of Young Entrepreneurs lasts for two months and is carried out in 2 levels of training. At the first level, participants will take general entrepreneurship courses. At the second level, the participants take a practical entrepreneurship course where young people learn about the world's most successful startup cases, their challenges and their management techniques. During the intensive entrepreneurship courses the participants of the School of Young Entrepreneurs are mentored by leading entrepreneurs and Crystal experts, in the field of entrepreneurship and business management in Georgia.



მოსახლეობის  
მხარდასაჭერად!

დღეობა  
**20%**  
ყოვიღღა



## MAGNITI

DAILY 20 % DISCOUNT

In response to the COVID - 19 pandemic, Magniti launched one of the biggest initiatives aimed at supporting the population of Georgia. The project offers a 20% discount on different categories of product every single day and contains the whole product line of Magniti. The discount applies to the full range of each category.

Since this campaign allowed people to save money, the discount campaign turned out to be high in demand by the population. The most needed products were periodically added to the project, taking into account the wishes and needs of the customers. The campaign, Daily 20% Discount, is still ongoing and it is available to customers across the country.



## TBC BANK

TBC FOR BUSINESS

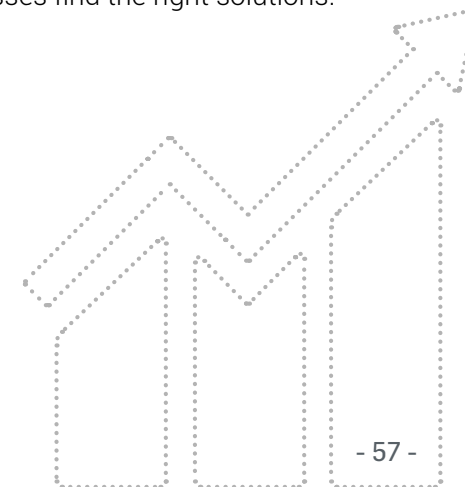
TBC Bank is committed to supporting business development in Georgia. In this regard, the bank offers MSME customers a full-scale program consisting of educational resources, a business blog, business support tools, an annual business award and a startup program. These resources are united in a single platform: [www.tbcbusiness.ge](http://www.tbcbusiness.ge).

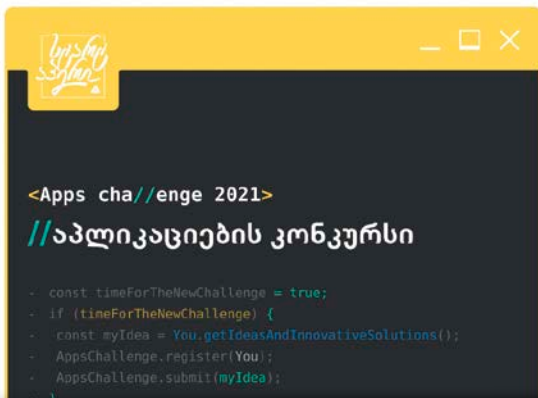
Due to the spread of COVID – 19, digitalization became a top priority for businesses. TBC actively supported clients in this regard and a number of projects were implemented: the creation of 200 free online shops in partnership with VISA, reduced commission for use of Vendoo, creation of a dedicated online marketplace for startups (MyStartup.ge), and a digital marketing strategy for 100 MSMEs was designed.

[www.businesstool.ge](http://www.businesstool.ge) is a space that connects technology product suppliers and potential users by means of an unprecedented ecosystem. Businesses operating in different areas can find and evaluate different software, applications, or tools made in Georgia all on a single platform. The website offers up to 70 software products to its users.

In November 2020 Business Club was launched, a subscription-based platform that offers its members a bundle of various benefits, helps them develop their businesses, as well as creates a common space for socializing. Business Club is a platform for entrepreneurs and business owners to socialize and participate in various discussions and trainings in order to refine their professional skills and widen their business connections. By the end of 2020, there are around 860 Business Club members.

The initiatives help businesses by increasing accessibility of services, creating a supporting network, and expanding access to knowledge, expertise and relevant information, which helps businesses find the right solutions.





TBC

## TBC BANK

### APPS CHALLENGE

The Startuperi APP Challenge program aims to promote and popularize the creation and usage of mobile or web applications in Georgia. Anyone (individual or legal entity) who wants to simplify daily activities for businesses and promote process automation with their own mobile or web application can participate in the project. The aim is to foster the creation of innovative software solutions. The project is supported by the Development Bank of the Netherlands (FMO) and the Georgian Agency for Innovation and Technology (GITA).

The application competition, supported by TBC, contributes to the development of the technology industry in the country. It introduces technological solutions for businesses by simplifying processes, increases and promotes web development awareness among the younger generation and supports businesses in this direction.

Through this competition, TBC encourages people who work in the technology field and supports the creation of new businesses. It supports early-stage businesses, as well as fosters entrepreneurship in Georgia. In 2020, the program brought together 47 teams with brand new ideas and by July 2021, 70 applications have been registered.



TBC

## TBC BANK

### STARTUPERI

Since 2017, TBC Bank has run the program called Startuperi, an innovative program that offers financial and non-financial support, as well as educational programs for startups. The program is comprised of several components: loans for startups and operating products (such as Startup Restaurant, Startup Loan, Startup Hotel Loan, Startup Agro Loan, and Startup Leasing), educational programs with the opportunity to attend trainings, master classes, individual consultations and media support.

In 2020, over 700 startups were trained under the auspices of the program. Three startup discussions were organized with more than 200 participants, and various blogs and articles were prepared for as many as 150 startups. Startuperi also provides clients with unmatched opportunities to develop their businesses. Since its launch, the Startuperi program has attracted approximately 47,000 companies, and the total outstanding portfolio is comprised of 600 loans.

The program aims to support the startup environment. It promotes businesses, economy and society to be more resilient, diverse and inclusive.





## შექმენი საკუთარი ონლაინ მაღაზია



თიბისი ბიზნესსერვისი | VISA



TBC

## TBC BANK

### ONLINE SHOP IN 3 DAYS

In the state of emergency caused by COVID-19, TBC decided to support businesses by creating the program Online Shops in 3 Days. The program includes a bundle "online shop in 3 days" which connected Web builder platform +TBC e-commerce payment system + photo shooting service and Delivery service. Very soon, Online Restaurant offer was also added.

In one year, 200 shops and 50 restaurants were digitalized. By creating online shops, the businesses were able to open new channels to sell their products, stay connected with their current customers and attract new customers. 15 of the 250 clients participated in the program design of the digital marketing strategy.

The Project Online Shop in 3 Days was valued by VISA as the best SME project in the region.



## LTD SABA AND LUKA

### NEW SECURITY SYSTEM

Due to the COVID-19 pandemic, trade center Saba adopted advanced security measures and implemented a new security system worth of GEL 450,000. The new security system means pure air flow control in the main building of the center – conditioned air is infiltrated via ultra-violet beams that ensure bacteria and viruses are entirely eliminated. At the same time, the company conducts other measures to prevent the spread of COVID-19, such as regular temperature measurement, wearing medical masks etc.

At the same time, during the pandemic, the trade center assisted companies. During the lockdown, companies were exempted from lease payments. Also, companies that were willing to expand business were exempted from lease payments for 3 months. Their only expenses they paid were utilities and taxes. During the pandemic, the company did not suspend salaries of the staff and ensured their transportation costs to the workplace.

BUSINESSCOURSE.GE

ბიზნესკურსის  
მომხმარებელთა რიცხვმა  
10 000 გადააჭარბა



საქართველოს ბანკი

## BANK OF GEORGIA

BUSINESSCOURSE.GE

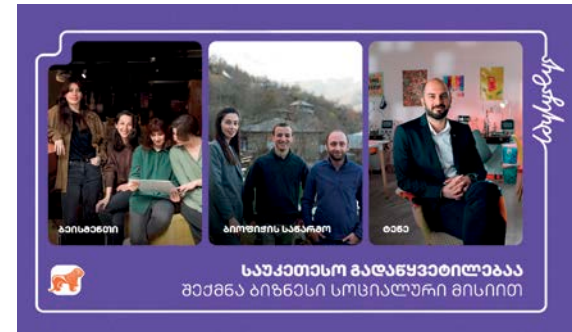
The Bank of Georgia established a business course for small and medium enterprise clients, which serves to develop and support businesses, as well as to increase access to business education. Later, due to high demand, Businesscourse.ge became available to the entire business audience. Therefore, anyone interested in business can attend any course completely free of charge.

A business course is an educational platform for business founders and managers that provides them with practical information to solve specific tasks. Consequently, the business community can easily and rapidly receive the comprehensive information it needs from a leading expert. Each course consists of 5-7 minute videos that cover specific topics. Additional materials and useful links are also available on the platform to further advance one's knowledge. Currently, there are 11 business courses on the business course platform in 3 specific areas (finance, operations and marketing).

The number of users interested in the business courses is growing daily and already exceeds 10,000. The number of completed courses is more than 2000.



საქართველოს ბანკი



## BANK OF GEORGIA

SUPPORT TO SOCIAL ENTERPRISES

One of the priority areas for Bank of Georgia is supporting social entrepreneurship. In order to raise awareness about the topic, Bank of Georgia established a grant competition for social enterprises. Within the frames of the competition, every year 5 social enterprises receive funding up to GEL 50,000. The projects that receive funding should bring economic and social benefits.

The competition is open and anyone (be it an initiative group, non-governmental organization, etc.) can submit a project proposal that has a sustainable and sound business plan and a strong social mission. The idea of the social enterprise must be sustainable and it must be able to function and independently advance after the provided funds are spent.

As a result of the grants received, 15 social enterprises are currently operational. In 2021, the Bank of Georgia will fund 3 additional social enterprises. The Bank of Georgia continues supporting, consulting, and awareness campaigns for the existing social enterprises. The social enterprises funded by the Bank of Georgia aim to solve various social problems.

Additionally, to strengthen social enterprises, the Bank of Georgia annually sponsors the Social Entrepreneurship Forum, rewards the them of the Year, provides consultation to social enterprises, and engages social entrepreneurs in important and necessary trainings and webinars.



TERMINAL

## TERMINAL

### CO-WORKING SPACES

Terminal is a Georgian brand who first introduced the coworking industry in Georgia. In this field, Terminal is the fastest growing company, it has opened 5 branches in 4 years. Terminal has 800 individual desks, 52 individual offices, wireless internet, printing machines with 24 / 7 access, and 28 fully equipped meeting and conference rooms. The interiors simultaneously generate a cozy and working environment.

The vision of the company is to build spaces that serve as a platform for business, startups and private individuals, and to contribute to the development of entrepreneurs. The company also believes that Terminal plays an important social role in the community by uniting people and giving them the opportunity to share experiences, knowledge and motivation.

Although Terminal is a fully Georgian brand, it operates in the market according to international standards and competes with some of the world's largest coworking brands. This is evident by the fact that Terminal became a winner of the 2020 EuroAsian Startup Award in the category of the best coworking space.



## GEC | SYSTEMIC BUSINESS CONSULTING

### WORK MEETS FREEDOM

GEC is a people-centric company and one of the main values of GEC are its people. GEC maintains a diverse work environment based on employee personal freedom, individualism, professional development, and teamwork. Since 2010, employees have had the option to choose their workplace and schedule / working hours.

GEC has worked to create an environment where each team member feels comfortable and appreciated. GEC has accomplished this by ensuring equal career opportunities for all employees and offering employees competitive remuneration and benefits packages.

The professional growth and development of the GEC team are one of the company's top priorities. A personal development plan is formulated for each team member, and GEC ensures successful implementation of the plan. Also, to improve their skills, team members can choose their desired certification program or training, the cost of which will be fully covered by the company. During the pandemic, the company fully re-trained employees, increased salaries by 20%, and increased the number of employees by 30%.

As a result of the free-working environment and the continued support in professional growth, the company has a motivated and loyal team that is committed to engagement in all activities that influence company development. Since 2010, GEC is constantly growing.





## UDABNO

### PRODUCTION OF GEORGIAN PRODUCTS

Udabno's structure unites three directions – hospitality, development, and agriculture. Since 2017 Udabno has developed almond orchards on 2000 ha of land, which consists of more than 675,000 trees, along with berry fields and vineyards. Udabno has created a 25 kilometer water pipeline to ensure that the site is supplied with the essential resource. Moreover, the automated irrigation system, integrated into the farm, ensures that water is utilized efficiently. Udabno is a pioneer in developing sustainable food production systems and implementing resilient agricultural practices in Georgia.

The company Udabno attaches great importance to environmental protection measures. Technologies and various types of measures that minimize the impact on the environment have been introduced. A waste management system and the sustainable use of resources are also important areas for "Udabno". The company makes green purchases.

One of the company's goal is to reach zero waste production and it is gradually moving towards it. At the present, almond hulls generated in the orchards are solely used as used to for animals in the farms. In the future, the company plans to implement technology that utilizes all kinds of waste and obtain high quality raw materials that can be recycled.

Udabno works on preserving agricultural traditions, while also introducing cutting edge technologies and farming techniques in the region. In this process of development, Udabno prioritizes training and educating local populations by providing regular trainings to all seasonal workers and contracted individuals (470 people).



დარჩი  
სახლში,  
ჩვენ  
დაგაზღვრებით!



## GPI

### COVID - 19 ORGANIZATIONAL GROUP

For GPI Holding, the health and the safety of its employees is of great importance, particularly during the COVID - 19 pandemic situation. Since the beginning of the pandemic, the company has set up a COVID - 19 organizational team to manage pandemic-related issues. Employees could contact the team with any COVID - 19-related question or request.

In addition, a priority for management was to retain all employees and provide access to work programs for each employee under remote working conditions. An action plan for remote work and an internal communication strategy were developed. Since March 16, all employees of the company have been working remotely. The company has managed to protect their health, as none of the employees were infected during the first wave. At the same time, all 743 employees retained their jobs.

The company had daily communication with all the employees about the current news in the company and their needs. All the processes in the company went smoothly. Based on the opinion of the employees, the company will be moved to a new style of work by transitioning to the so - called hybrid model (more than 70% of employees will constantly work at home). This model implies the establishment of completely new approaches and standards of management, and creates new management systems.





## MICRO - BUSINESS CAPITAL (“MBC”)

EMPOWERING EMPLOYEES AND CREATING A DECENT WORK ENVIRONMENT DURING COVID - 19

With the onset of the COVID – 19 pandemic, the company's top priority has been the safety of its employees and ensuring an appropriate work environment for them. An appropriate work schedule has been defined so that, primarily, the employees of the risk groups have moved to remote work. The company provided the branches with the appropriate means of protection against virus by enacting electronic and remote means of delivery of services and products in a short period of time. Additionally, during the restriction of public transport the company provided transportation of employees at its own expense, as well as raised employees' and customers' awareness about the spread of the virus. Scheduled meetings, trainings, educational activities and the recruitment process in the company were entirely switched to remote mode. Trainings and workshops were held for employees.

During 2020, the campaign “We, the MBC Representatives” was planned and implemented online, with the aim of holding consultative meetings with each employee, discussing how to deal with challenges together, building teamwork, maximizing awareness of the employee and ensuring their involvement in decision making.

In addition, the project “Kindness is Contagious” was worked out in order to provide assistance to the vulnerable and particularly affected groups of the pandemic.



## VIP SECRETARY

DECENT WORK ENVIRONMENT AND STRONG BUSINESS

VIP Secretary focuses on businesses during the early stages of development and assists them with official documents, as well as accounting and financial statements. The company uses electronic resources such as online folders, which minimize the use of printed paper.

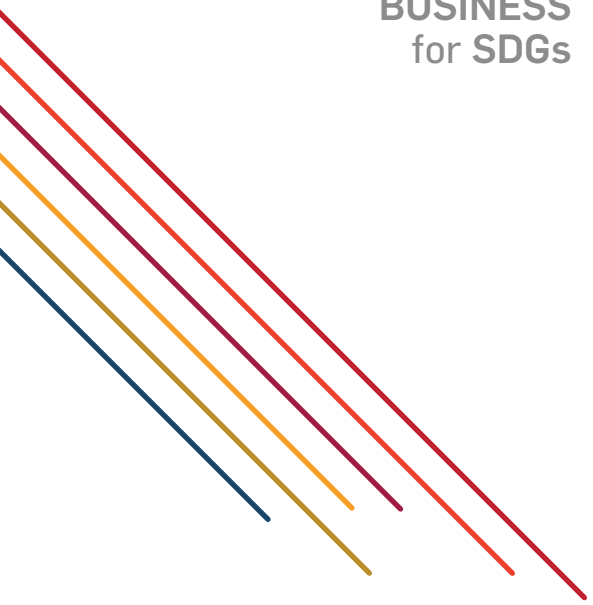
The company has a consistent approach to operational processes and supports professional development of its staff. Assistants at the company attend ACCA and IFRS certification courses and management courses. Furthermore, updated regulations in various areas are constantly being implemented throughout the company. VIP Secretary has an internal corporate culture and code of conduct.

VIP secretary has a distinguished, flexible work schedule from 10:00 to 16:00, with one weekday allocated for learning and development. Establishing a decent work environment is one of the top priorities for VIP Secretary.



## SUSTAINABLE CITIES AND COMMUNITIES

BUSINESS for SDGs



### BIM Advances Sustainability

Through collaboration & integrated analysis & information BIM has the potential to deliver faster a more innovative, cost effective buildings.

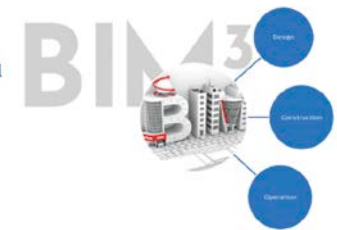
Sustainability of a building is influenced by:

- Building performance
- Environmental, economical and social impacts;

BIM advantages include:

- Ability to analyze;
- Ability to evaluate green buildings;

Access to information to make sustainable decisions



## BIM³ CONDUCTING RESEARCH

BIM³ intends to conduct research on standard governmental and private sector procurements in the construction industry and determine what the results of different construction processes would be if they were implemented with full BIM Technology. This research will help to determine the share of BIM technology in the field and increase the efficiency of construction.

BIM (Building Information Modelling) Technology is an instrument that assists in the process of organizing, creating and exchanging data and documents. For the parties engaged in the project, BIM will ensure any information needed will be available at any time.

Globally, the construction industry is seeking ways to develop the best approaches to ensure maximum efficiency in construction processes, create stable and sustainable spaces, reduce waste, implement effective waste management, support employment etc. BIM technology allows all involved parties to work in parallel with each other so they can quickly find information about various processes and technical characteristics, plan the construction and finances properly, and support sustainable development.

The main goal of the research is to determine the needs of the construction market in Georgia and support the introduction of BIM Technology to the private and public sector.





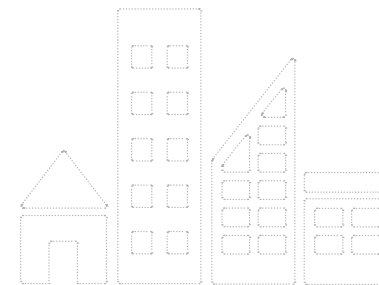
## APM TERMINALS POTI

APMTERMINALS4POTI

APM Terminals Poti launched the small business support program APMTerminals4Poti to stimulate local entrepreneurship by engaging more with the community and developing a stronger collaborative approach. The APMTerminals4Poti Program offers entrepreneurs the opportunity to receive targeted funding through a comprehensive selection process and helps them improve their business skills.

The program anticipates the funding of more than 80 small business projects, which will increase employment. The program also facilitates access to necessary services and products in the Poti community. At this stage, more than 35 projects are already financed and 45 more initiatives will be supported during the next two years (in total 80 small projects are expected to be supported within this program). The maximum funding on each project is GEL 4,000 and requires a minimum of 20% co-funding from the beneficiaries. The total budget for the programme is GEL 800,000.

Project ideas are not limited to any business field or industry. Key conditions for beneficiaries are to operate in Poti, carry a sustainable social and economic outlook, and preferably showcase innovative products for the local community. As a Women Empowerment Principles (UN WEPs) signatory company and active promoter, APM Terminals Poti emphasizes women's involvement in the program. Similarly, supporting and encouraging the development of local youth and vulnerable groups has always been a priority of company. Therefore, 40% of the program budget will be directed to women, youth, and Internally Displaced Persons (IDPs) who have been living in Poti since the early '90s. This approach is aligned with the general corporate responsibility strategy of the company because it focuses on sustainably supporting those in need and implementing robust action plans targeted at prioritizing Sustainable Development Goals (SDGs) for the community.





საქართველო  
ყველა რეგიონში!



## MAGNITI

### DEVELOPMENT OF A NETWORK IN REGIONS OF GEORGIA

Magniti is the first company to focus on developing its chain in all regions of Georgia and strengthening its network in the capital after covering the regions. Currently, Magniti has 276 branches and by the end of the year, it will have 300 supermarkets overall.

Magniti is recognized as one of the fastest growing companies in Georgia. The company aims to improve quality of life and bring activities to more regions of Georgia. Magniti has opened markets in almost every tightly inhabited area (towns, regions, villages) where there are no shopping points. Magniti creates a center of gravity, where contemporary standards are offered. As for the branches per regions, they are disseminated as follows: Tbilisi – 59 supermarkets, Imereti – 45, Samegrelo – 38, Shida Kartli – 30, Kakheti – 28, Kvemo Kartli -25, Mtskheta-Mtianeti – 21, Adjara – 19, Guria -7, Samtskhe –Javakheti – 3, and Racha -1.



## NADIKVARI 90

### SOLAR PANELS APARTMENTS

Nadikvari 96's project is in accordance with the BREEAM certificate, which ensures the highest quality of standards in Europe for "green economic" construction. For the project, apartments are equipped with solar panels so the residents will have free electricity and gas. The basic package / offer includes: free electricity, an elevator, a point for charging electric cars, and free security services.

The project aims to solve two problems for the residents: reduce utility bills and automatically involve residents in the "NETO system accounting", and ensure that noise from neighboring apartments is isolated. The company uses construction materials, in line with European and international standards, that ensures noise and thermal insulation.

The project incorporates innovative technologies and elements of "smart building". Thus, due to its innovative character, the project is unique not only in Georgia, but in the Caucasus. Construction will conclude in October 2022.





# AIONRISE

Generate | Store | Utilise

## AIONRISE LLC MANUFACTURING IN KUTAISI

AIONRISE fully automated factory is located on the area of 10 000 sq. m. When the project will reach its maximum capacity, AIONRISE will be able to provide up to 300 jobs, as well as to create opportunities in terms of logistics, supply chain etc.

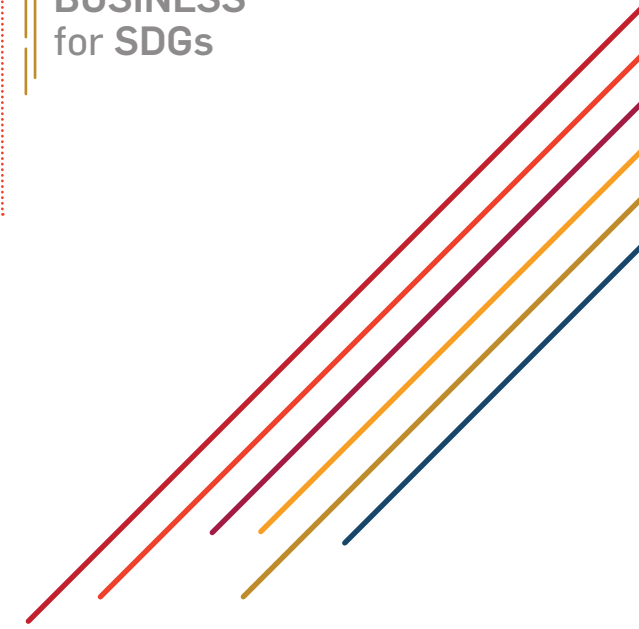
The company works in the area of renewable energy and produces PV (Photovoltaic Modules). The PVs produced by AIONRISE are in compliance with European and International Standards. The quality is ensured in terms of programs of global independent certification authority, that ensures the continuously high safety, durability, and quality of solar panels over the long-term performance. The company has an extensive network and the product is supplied to various countries.

Solar energy is the main option for reducing greenhouse gas emissions, including PV technologies, its development and production that is the area of AIONRISE.

## RESPONSIBLE CONSUMPTION AND PRODUCTION



**BUSINESS**  
for SDGs





## ADJARA GROUP HOLDING

### ADJARA GROUP HOLDING

#### ATELIER X THESHOP SUSTAINABILITY

Atelier x TheShop Sustainability is a program launched by Adjara Group Holding that aims to reduce waste generation during the production cycle and support environmental practices. It also promotes the local culture by producing locally made goods.

The Atelier creates products for TheShop with used and leftover fabrics. The products (bags, soft toys, pillows) promote contemporary Georgian aesthetics. The locally made products are then sold in all of TheShop's branches, which are located at Adjara Group Hotels. Therefore, environmentally sustainable sourcing and production are not only practiced, but promoted among the venue's customers and the wider public.

Additionally, TheShop sells second-hand dishes that, due to some minor flaws, are not used at Adjara Group Restaurants, but can perfectly be used in a household. Damaged aluminum glasses and bowls are used for plants and sold at TheShop.

The Atelier x TheShop Sustainability program has been successful both commercially and with regard to environmental sustainability. This proves that good practice is demanded in the market. Responsible sourcing and production create value for products, while also being cost-effective.



### EFES GEORGIA

#### SUSTAINABLE USE OF ENERGY AND RESOURCES

EFES Georgia conducts its activities in strict compliance with laws and regulations and ensures minimal impact on the environment. The company has a policy of waste management that includes efficiently using/saving water, energy, natural gas or other resources. Ultimately, this minimizes negative impacts on the environment. In order to be in accordance with the policy, procurement purchases the most energy-efficient equipment. EFES Georgia received the ISO 50001. In order to reduce the impact on environment, the company implements energy and water management and raises awareness about how to protect the environment.

In 2012, EFES Georgia put a biological wastewater treatment plant into operation. The treated water from the plant is used to irrigate part of the greenery on the company's premises. In 2021, the company implemented several projects, including one where new equipment was installed and it led to the reduced consumption of electricity and natural gas.

Raising awareness on environmental protection is also important to the company. To celebrate World Environment Day, EFES Georgia, together with the local NGO EcoVision, organized a tree planting event in the territory of the brewery.



## TRAVEL GUIDE LTD.

### SUSTAINABLE SLOW FASHION PLATFORM GARAGE

Garage is a social network group that has a platform for sustainable / slow fashion. On the virtual store, customers can sell and buy both new and second-hand clothes. Giving clothes a “second” life at a garage price.

Garage hosts up to 30,000 customers a day. All of the users are women and around 1000 women run small businesses that actively use the Garage for income. Garage has become especially relevant during the pandemic, when many women lost their jobs and started to work at the “garage” to earn their livelihood. The group helped them deal with the changes caused by the pandemic by aiding with online sales and product advertising. Garage is managed by the company team and presents the customers with special offers so that they can sell products faster and easier.



## KAYA

### GEORGIAN PRODUCTION IN HEAVY INDUSTRY

The company, Kaya, is striving to contribute to the development of the Georgian heavy industry. The company manufactures cable trays, various types of metal cabinets, and industrial and household metal shelves and power racks. These products are widely used for both construction and household purposes.

After the launch of the new production line, various products of the Kaya brand appeared on the industrial market. The products meet international standards and compete with imported products, both in quality and price. The goal of the company is to supply high quality Georgian products to the market, which will be able to replace the imported analogues for the customer.



## FINANCIAL INCLUSION ORGANISATION CRYSTAL

### GREEN FINANCING

Green Financing by Crystal means offering “green” alternatives to customers and promoting eco-friendly products, less harmful for the environment. Crystal aims to raise awareness of its employees and customers about advantages of energy-efficient and renewable energy technologies.

Within the frames of “green financing” green alternatives are financed: energy-efficient household appliances, eco-friendly construction materials, renewable energy technologies (solar water heaters, solar panels), energy efficient heating facilities, hybrid and electric cars, CNG systems (use of gas equipment). Besides, since 2020 information campaign “Green House” is being implemented.

With the initiative green financing Crystal supports local businesses that produce energy efficient and renewable (technologies): seeking and expanding suppliers' network. The company aims to reduce emissions and mitigate adverse impact on environment, raise employees' awareness on reducing waste, recycling and environment protection.



## LEADER LTD

### SEWING WASTE REUSE

At the end of 2019, Leader was one of the first companies in the region to start reusing sewing waste. The company aims to sort and recycle fabric scraps to promote zero waste. Leader also sews fabric sacks to reduce the use of polyethylene bags.

It has been a year since the company started a new product line of children's clothes, where waste is used efficiently. In addition, the company launched a campaign called “Take care of the Earth” and embroidered the appropriate image on children's clothes.

The company has developed a waste recycling strategy and purchased a fabric shredder to comply with the zero-waste policy. Since 2020, the company has been sharing its experiences in the field of waste recycling with other enterprises and teaching about the circular economy to youth in Gori Municipality. Bins for textile waste, with special information banners, were placed in supermarkets, and a memorandum of cooperation was signed with 6 large garment enterprises. The enterprise aims to recycle 10 tons of fabric waste by the end of 2020.





## NISONI

### PRODUCTION OF BRIQUETTES

Nisoni produces briquettes that are used as fuel. Briquettes are produced from the remnants of wood and agricultural waste. Its production is free from additives and the briquettes are ecologically clean. The utilization of briquettes contributes to a decreased use of wood, thereby reducing negative impacts on the environment.

The company aims to expand its production and start producing briquettes in Racha and Svaneti. This will contribute to the expansion of production and supply while also creating employment opportunities for the local population.



## OK INTERNATIONAL POST (OKI POST)

### GIVE CARDBOARD BOX NEW LIFE

Oki Post is actively involved in promoting sustainable consumption and production, as well as protecting the environment. The company has launched the "Cardboard Recycling Project". For this project, the company and the customers, ensure that the waste generated during the delivery service is recycled. Customers place cardboard packaging in a special recycling bin in their office after receiving the parcel.

The project "Give Cardboard Box New Life, recycle with Oki Post" and the company team plan to implement the project in partner countries as well, such as Ukraine, Moldova and Kazakhstan. It is worthy to note that Oki Post has refused and does not produce additional packaging of branded polyethylene bags. The company engaged bloggers to the project in order to make this information public, allowing more people to be aware of the initiative and contribute to the introduction of the circular economy in two ways (reduction and recycling).

The project is important to Oki Post, as it aims to reduce negative impacts on the environment, while increasing staff motivation and customers' trust in the company.



## BANK OF GEORGIA

### REDUCING WASTE / PAPER WASTE

Bank of Georgia attaches extensive importance to effectively manage environmental aspects and consequences of its operation, in order to mitigate negative impacts on environment, society and support to sustainable development of the country. The bank strives to adopt "reduce, re-use, and recycle" approach wherever possible.

One of the directions is to reduce paper consumption. Except for the specific transactions, in all other cases, the bank reduced the paper consumption through the greater use of digital media and more efficient printing.

In 2020, within the framework of new project, the Bank implemented a new paper consumption control procedure that allows to have better control over paper use and to reduce paper expenditure. In some branches, there are very strict limits of paper consumption.

As a result of recent measures, paper consumption has significantly decreased (by 37%): 2018 – 63 kgs; 2019 – 56 kgs; 2020 – 35kgs.

Besides, the indicator of paper recycling has increased: the paper is collected, shredded and recycled by the third-party company. Besides, the Bank supports social enterprises that aim to collect and recycle paper waste and produce eco-friendly products.



UDABNO



## UDABNO

### ECOLOGICALLY CLEAN APPROACH TO FIGHTING AGAINST WEEDS

One of the main challenges in agriculture is the fight against weeds. Herbicides are considered the best way to fight them, but that method has many disadvantages. The use of large amounts of herbicides affects both the ecosystem and possibly human health. Excessive exposure to herbicides also changes the chemical structure of the soil.

Udabno aims to keep herbicide use to a minimum and introduce a new, environmentally friendly approach to weed control. In the ecological approach, the company intends to replace the herbicide with different breeds of sheep. To combat weed grass the company has developed a plan to use sheep to shield its gardens. During the 2020 season, Udabno introduced a certain number of sheep to the orchards for testing and tried to control the weed grass through it. The method produced positive results, and the company decided to use this to its advantage. This one-year observation showed that sheep do not damage the trees or the fruit of the trees, so Udabno wants to completely remove herbicide from use and control the amount of weed in the gardens with the help of sheep. In the future, Udabno plans to share this experience with other companies.



## PHUBBER SUSTAINABLE FASHION

Phubber is an app – a circular fashion platform, where people can buy and sell fashion. Phubber aims to contribute to the development and awareness of sustainable fashion.

Sustainability of fashion includes improving the whole system to gradually reduce its impact on the environment by consuming less resources. The fashion industry is the second most wasteful industry in the world. Overproduction harms the environment, therefore, it is important to increase demand for already produced products and decrease demand for new production. Currently, one of the widespread and increasing trends is to resell and reuse pre-owned items. Phubber plays a significant role in this regard.

In order to raise awareness on sustainability, Phubber implements various activities: roundtable talks, support to local, eco and sustainable brands, production and sale of reusable tote bags, decreased waste in packaging, and educational content (articles and blogs).



## CATCHUP GEORGIA CATCHUP BOX

CatchUp BOX is designed to integrate sustainable development principles into everyday life (in terms of “thinking out of the box”). The CatchUp Box is eco-friendly and ensures the extension of resources’ life cycle. The QR code on the box will open access to the application, which has a built-in smart eco-calendar. It will send you daily simple, useful tips and information on using this or that ecological product and integrating it into daily life to improve quality of life.

CatchUp Box contains eco-friendly products and eco-calendar tips. The messages sent by the app contribute to raising awareness on how to protect the environment and introduce eco-friendly principles and activities in the customers’ lifestyle.

Beyond the sustainable lifestyle for customers, the company aims to support green social enterprises and their products. CatchUp Box with its eco-friendly products, eco-calendar tips and messages sent by the app creates a chain that helps customers turn eco-friendly habits into a lifestyle. The product helps to raise awareness and understanding of the importance of environmental issues.



## GVINUKA

### FIRST BIO-WINEMAKING IN RACHA

In 2020, Gvinuka started bio-certification of its vineyards with the support of the European Union. As a result, organic viniculture and wine-making was created, which will be the first in Racha. The certification is carried out. The certification is carried out and along with frequent and strict annual monitoring, leaf, soil and harvest samples are sent for laboratory testing in Germany.

The product will have a bio certification label, which will increase its competitiveness on local and international markets, as well as its reputation. This will improve the quality of the product and the competitiveness of the company itself. Since the bio-wine will be the first in the region that has accreditation according to EU standards, the employees will gain significant knowledge and experience from the company.



## CHIKATAI

### TOY HOSPITAL

Toy Hospital aims to repair /upgrade soft toys, thus minimizing waste and promoting sustainable consumption and production. The project intends to extend the life cycle of items to avoid dumping as much and reduce the need to buy new ones (overconsumption).

The project has component, where children are provided with the opportunity to bring their own toys to repair at Toy Hospital. They are taught what it means to take care of things and why it is important for the environment. This will increase their motivation and make them want to take care of their own. Each recurring visit from a child will be encouraged with a small incentive, thus, increasing the likelihood that caring for items and the environment will become a habit from an early age. The project is implemented with the recommendations of psychologist.









ხელოვან ქალთა სივრული  
ბაზოფანის კვირეული \*



## ACT ACT STRATEGIST

ACT STRATEGIST is an online consulting platform developed by ACT (Analysis and Consulting Team). The platform was created by the ACT team in order to support small and medium-sized businesses and to help them deal with difficult situations caused by COVID-19. The project aims to consult and support small and medium-sized businesses in variety of ways .

The idea of the project is to share knowledge and experience, therefore, the project is comprised of professionals that have extensive work and consulting experience. At the same time, independent experts and the representatives of various business companies also participate in the project. As a result, the platform has not only helped small and medium-sized businesses, but it created the precedent of successful cooperation among businesses to address common aims.

For the project, participating small and medium-sized businesses have the opportunity to receive online consultancy services from leading experts. Furthermore, if the companies are interested in long-term cooperation, they can receive more affordable consultancy prices.

The fields of consultancy include the most necessary topics in times of crises, such as: business development strategy, general and crisis management, leadership and organizational development, legal and financial advice, business-coaching, crisis communication, strategic HR and motivation, strategic marketing and communication, and IT infrastructure/ cybersecurity.

71 companies have participated in the online platform created for this project.

## WOMEN BUSINESS COUNCIL IN GEORGIA

### DIGITAL EXHIBITION WEEK OF WOMEN IN ART

Women Business Council in Georgia, in cooperation with Art Caucasus Foundation, held a Digital Exhibition Week of Women in Art. The project aimed to create a global platform for women artists by providing them with an opportunity to present their work to a wider audience as well as to support the exchange of ideas. The project created a virtual space that provides the participants with an opportunity to publish and sell their work. The project lends support to professional, amateur and beginner women artists in Georgia. More than 180 professional and more than 100 beginner women artists participated in the exhibition, which included artists from 12 countries.

Furthermore, in relation to the project, three video masterclasses were prepared in which Georgian women artists participated. The videos were disseminated through TV and Social Networks.



adjarabet.com

## ADJARABET PLATFORM INITIATIVE

In accordance with its corporate responsibility, Adjarabet created a dedicated online platform called "Iniciativa" (initiative). It is comprised of all the projects and initiatives the company has implemented. The platform focuses on issues that are especially important to society: responsible gaming, development of innovations and technologies, and support to Georgian athletes or other beneficiaries.

Adjarabet cooperates with other organisations as well. One of the projects worth mentioning is "Active life is my passion". It aims to promote full integration of people with disabilities into society, through sports, creativity and involvement in social projects.

In regards to the partnership between Adjarabet and the Femina Foundation, Adjarabet has supported 22 beneficiaries of the foundation. The 22 women involved in the project were trained in English and Office programs for 6 months. Four of the women had the opportunity to complete education at a university.

In 2020, with the support of the 1anoba (Unity) Foundation, a concert-marathon was held to support beneficiaries of the foundation. Furthermore, Adjarabet allocated additional financial resources on its own initiative.

Adjarabet also supports Georgian athletes' participation in various competitions and tournaments by lending support to several sports federations. It has around 20 honorary ambassadors from different sports.



## ELEMENT CONSTRUCTION COOPERATION WITH KNOWLEDGE CAFE

Element Construction supports the development of social enterprises – a new, but effective sector. The construction company is the strategic partner of Knowledge Cafe, which is a social enterprise based in Kakheti. Element Construction actively supports the construction of Knowledge Cafe and various other initiatives. The company believes that it is important to have a regional center that will ensure regional development prospects through the involvement of its local community.

The projects involved, within the partnership of Element Construction and Knowledge Cafe, are beneficial to society. The overall goals of these projects are to support the education of youth, develop entrepreneurial skills and promote startups. The projects have brought positive results. For instance, the following examples show the results of the successful cooperation between the private sector and social enterprises: students from village Kiziki received the equipment necessary for distance learning and access to the internet, startup ideas from 13 municipalities were financed, and more than 160 youth attended an entrepreneurship development program. The civil initiatives were increased in Kakheti and awareness on the importance of social enterprises was raised.



## TBC BANK GRACE HOPPER AWARD

Supporting women in Tech is especially important for TBC Bank. TBC Bank, with the support of United Nations Development Programme (UNDP) and UN Women Georgia, established the Grace Hopper Award.

The Grace Hopper Award recognizes and acknowledges women in technology as well as the companies or programs that strive to empower them.

The Award is comprised of six categories. Together with recognition, the winners in each category participate in a study visit to Israel (implemented with the cooperation of Mashav Center and the Embassy of Israel in Georgia). TBC Bank and UN Women provide the winners of certain categories with capacity-building programs and further support their professional growth and/or business expansion.



## TBC BANK SOCIAL IMPACT AWARD

Impact Hub Tbilisi, with the support of TBC and UNDP Georgia, launched the Social Impact Award. It is an international student programme that aims to promote social entrepreneurship among youth. The programme is comprised of the entire entrepreneurial process, from the idea to the creation of a business plan.

The program has been active in Georgia since 2017. Within this period, more than 1000 students from various regions of Georgia have participated and 14 winning teams have been selected.

In 2021, the Social Impact Award consists of several stages and numerous workshops for the youth residing in various regions of Georgia. During the second stage, the teams (with the support of mentors) will work on refining business plans that were subsequently presented to a jury. The jury will determine the winning teams in the third stage. The program is carried out within the framework of the TBC program called Startuperi, which supports startups in financial and educational terms.





**EFES**  
GEORGIA

## EFES GEORGIA PARTNERSHIP PROJECTS

EFES Georgia implements various partnership projects. In 2011, the company established the Natakhtari Fund, which aims to support youth without parental care and prepare them for independent life. Up to date, the Fund has supported more than 600 beneficiaries. More than 300 beneficiaries found employment and more than 270 received a professional education.

For EFES Georgia, supporting artists and cultural organisations/ platforms is especially important. To support the field, the brand Karva has implemented a variety of projects, including the Karva music contest, which covered the entire country. Karva helps young artists attain popularity and release their first music video. The winning musicians received a music video recording opportunity and the video was promoted in various communication channels of the company. Furthermore, the Ganikarve Shin campaign, along with Leno Records, broadcasted live concerts that included the winning young artists as well as established artists. Karva supports various music platforms.

During the pandemic, EFES Georgia, in consultation with partners and non-governmental organisations, decided to provide food vouchers to help up to 500 unemployed bartenders. This project was achieved in cooperation with our partner organization, the Georgian Bartenders' Association.



## TRAVEL GUIDE LTD. SUSTAINABLE SLOW FASHION PLATFORM GARAGE

Garage is a social network group that has a platform for sustainable / slow fashion. It has a virtual store, where customers can buy and sell both new and second-hand clothes. This gives clothes a "second" life at a "garage" price.

Garage hosts up to 30.000 users a day. Up to 1000 women run small businesses. Garage promotes sustainable / slow fashion. Clothes bought this way costs less by 40%-70% and creates unique style. The group is administered by the team of the company and provide special offers to users in order to sell their products faster.



## SERVIER

BECAUSE I SAY SO

Servier Worldwide, in collaboration with and initiated by the International Society of Hypertension (ISH), has launched the awareness project "Because I Say So". It has been an active campaign in Georgia for three years and has been especially important during the COVID-19 pandemic.

The campaign aims to raise public awareness about the importance of having blood pressure checked regularly in order to detect diseases early, and highlights the importance of following doctors' prescriptions. The project, with the collaboration of professional doctors, recorded and disseminated numerous informational videos through various communication channels (TV, radio, social networks).

The goal of the campaign is to prevent cardiovascular diseases not only in Georgia, but globally. As part of the awareness raising campaign, in partnership with the cardiology association, a large-scale screening for the population was conducted. Up to 3000 patients received free consultation and screening at various clinics.



## OK INTERNATIONAL POST (OKI POST)

GIVE CARDBOARD BOX NEW LIFE

Oki Post is actively involved in promoting sustainable consumption and production as well as environmental protection. The company has launched the "Cardboard Recycling Project". For this project, the company, along with the customers, ensures that the waste generated during the delivery service is recycled. Customers place cardboard packaging in a special recycling bin in their office after receiving the parcel.

The project "Give Cardboard Box New Life, recycle with Oki Post" and the company team plan to implement the project in partner countries as well, such as Ukraine, Moldova and Kazakhstan. It is worth mentioning that Oki Post has refused and does not produce additional packaging of branded polyethylene bags. The company engaged bloggers to the project in order to make this information public, allowing more people to be aware of the initiative and contribute to the introduction of the circular economy in two ways (reduction and recycling) out of the 3R concept in Georgia.

The project is important to Oki Post, as it aims to reduce negative impacts on the environment, while increasing staff motivation and customers' trust in the company.



## GEORGIAN LAWYERS FOR INDEPENDENT PROFESSION (GLIP)

### GEORGIAN LAWYERS AT THE EUROPEAN COURT OF JUSTICE (ECJ)

In September 2019, Georgian Lawyers for Independent Profession (GLIP), in cooperation with Legal Solutions Team (LST), implemented a joint project called "Georgian Lawyers at the European Court of Justice (ECJ)".

The project is comprised of a 5-day seminar in the following fields: competencies of the Court of Justice in competition law, EU consumer law, and labour law. As a result of participation in the project, Georgian lawyers actively participated in preparation and implementation of amendments in the Georgian Labour Code. The project was an outstanding opportunity for Georgian lawyers to get further acquainted with various areas of EU Law.



## BANK OF GEORGIA

### PROJECT "SUPERHERO" ("SUPERGMIRI")

In the Spring of 2020, the Bank of Georgia became the main partner for the charity platform Supergmiri. The partnership involves both financial support of the platform as well as the promotion of the project.

Supergmiri (Superhero) is a charity platform that connects donors and beneficiaries. Across the country, socially vulnerable children are selected throughout Georgia and registered on the platform. Once a donor chooses a child, they begin to help the child financially on a monthly basis. 100% of the donor's monthly donation is spent on the beneficiary. The beneficiary (child) receives a monthly package containing the necessary products and service vouchers appropriate to his or her age and the child's wishes and goals. The content of the package is personalized by the team on the Superhero platform. In addition to financial aid, the donor can become a friend of the child, periodically spend time with the child, play, and engage in interesting missions together. A donor can independently sponsor a child, or invite friend "Superheroes" to share the monthly donation with them.

Since initiation of the platform (14 months ago), a total of 263 children have had superheroes. A total of 315,522 GEL has been collected so far to help the beneficiaries.





GEORGIAN ASSOCIATION  
OF WOMEN AUDITORS  
AND LAWYERS



## GEORGIAN ASSOCIATION OF WOMEN AUDITORS AND LAWYERS

### SUPPORT FOR 100 WOMEN ENTREPRENEURS

The Georgian Association of Women Auditors and Lawyers, which unites 85 women across Georgia, implements various projects to support women entrepreneurs.

The Association, in cooperation with two partner companies – Georgian Audit Company (GAC) and International Transport Management Company (ITMC), began the project “Support for 100 Women Entrepreneurs”. The project provides the following services: preparation of an annual income statement for small and medium-sized women entrepreneurs, legal services and IT services. This project received a positive response from entrepreneurs; served up to 80 women entrepreneurs throughout Georgia free of charge.

The project was important in terms of supporting women entrepreneurs as well as strengthening partnerships. It expanded the company's and women entrepreneurs' networks.



## TERMINAL

### CO-WORKING SPACES

Terminal is a Georgian brand who first introduced the coworking industry to Georgia. In this field, Terminal is the fastest growing company; it has opened 5 branches in 4 years. Terminal has 800 individual desks, 52 individual offices, wireless internet, printing machines with 24 / 7 access, and 28 fully equipped meeting and conference rooms. The interiors simultaneously generate a cozy and working environment.

The vision of the company is to build spaces that serve as a platform for businesses, startups and private individuals, and to contribute to the development of entrepreneurs. Terminal also believes that it plays an important social role in the community by uniting people and giving them the opportunity to share experiences, knowledge and motivation.

Although Terminal is a fully Georgian brand, it operates in the market according to international standards and competes with some of the world's largest co-working brands. This is evident by the fact that Terminal became a winner of the 2020 EuroAsian Startup Awards in the “best co-working space” category.





ფუდმარტი

## FOODMART FRANCHISE MODEL

Foodmart creates opportunities for local markets through the franchise model (Ioli and Spar supermarkets). With this model, Foodmart supports local markets and saves them from bankruptcy by offering flexible conditions and suppliers. Foodmart's project is large-scale and the partners involved in the project are offered favourable terms and conditions as well as various support services. The project empowers local small businesses - stores and shops, by offering franchise models and prolonging their business life cycle with better commercial terms and conditions.

