



Global Compact
Network Georgia



CORPORATE RESPONSIBILITY AWARD

2021

BUSINESS
for SDGs



ევროკავშირი
საქართველოსთვის
The European Union for Georgia

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MEDIA FOR RESPONSIBLE BUSINESS IN GEORGIA





ARCHIL GELASHVILI

MiMa – A NEW STANDARD OF CORPORATE CULTURE IN THE GEORGIAN JOB MARKET

The article covers MiMa, a company that was established in September 2020 and predominately operates in the entertainment and technology industries. As the article reads, MiMa aims to create a virtual environment that will be analogous to the actual one. In the author's point of view, besides the exemplary team of professionals in the company, a novel recruitment policy also helps the company to achieve its goals.

The author interviewed the head of the HR Department at MiMa and described the employment and recruitment policies of the company. As the article reads, the core value of the company is its people. As for the working environment, the company says the work spaces are refurbished and equipped based on the preferences and wishes of their employees. This personalization has a positive impact on the productivity and effectiveness of the team. There are even places at

Entrepreneur

the office where employees can bring their children, if necessary, and the office is pet-friendly. During the pandemic, the company fully implemented COVID-19 regulations and the staff were given the option to stay home and work online. As of September 2021, almost the entire team has been fully vaccinated.

Furthermore, the company has established a professional course. When the participants successfully pass the course and final exams, MiMa plans to offer them employment. MiMa supports the professional development and career advancement of its employees.

Entrepreneur



SALOME KUSHASHVILI

USAID PROJECT "ZRDA" –
SUSTAINABLE TOURISM DEVELOPMENT IN TUSHETI

In the article published by Entrepreneur Georgia, Salome Kushashvili tells us about the sustainable tourism development in Tusheti and the projects implemented through the support of the USAID "ZRDA" project. The author interviewed the Chief of Party of "ZRDA".

According to the Chief of Party, everything the "ZRDA" project implemented in Tusheti falls under the sustainable tourism model because all three aspects are met – economic, social and environmental. In addition, inclusive tourism means including the local community in decision-making. The "Babaneuri Group" was created and it involves all stakeholders, including the local representatives of the four gorges of the region.

The article discusses all the areas and projects that were implemented in Tusheti that brought significant results. For instance, through the support of the project, locals are studying English, business plan development and management. In terms of infrastructure development, cold storage facilities were created and a camping site was developed. In order to better present ancient pictograms to tourists, tourist routes were created in 10 villages and banners were installed. Rangers of the Tusheti Protected Areas Administration were provided with equipment and uniforms.

SALOME KUSHASHVILI

"BIOCHIMPHARM" – RENAISSANCE OF PHAGES.
UNIQUE TECHNOLOGY OF BACTERIOPHAGES

In the article, Salome Kushashvili discusses the Georgian biotechnological company Biochimpharm. Biochimpharm uses bacteriophage technology to create natural, safe and effective preparations. The article reviews the company's history and development process. Additionally, the author interviewed the manager of the company about current trends and future plans.

As the article reads, Biochimpharm products are currently available in 8 countries, but the main plan of the company is internationalization. Thus, the company is at transitional stage from being a regional company to becoming an international company. At the same time, it is in the process of ensuring compliance with international and European standards.

Constant development of the team is of utmost importance for the company. Despite the difficult pandemic year, the company employed new staff members. It is worth mentioning, during the pandemic the company created an antibacterial sanitizer that was granted to medical staff, among others. At the end of the article, future plans and goals of the company are discussed in detail.



SALOME KUSHASHVILI

TODUA MEDICAL CENTER –
WESTERN STANDARDS IN GEORGIAN MEDICINE

Salome Kushashvili explains the history of how Academic Fridon Todua Medical Center was established and developed in her article. However, the article mainly discusses the current direction and values of the Center. The author interviewed the manager of the center.

As the article reads, Todua Medical Center is multi-profile. New areas are being added to the initial fields and new units are starting to operate (for instance, medical tourism, oncology). The article also reviews the CheckUp service of the clinic – the service that provides a preventive diagnostic package that was especially interesting to the public. Furthermore, the educational and research aspects of the center are especially important and a special focus is made on raising public awareness. Various Social media platforms are used for the purpose of raising awareness.

The article further describes the management system of the Medical center, particularly the cooperation between the management and medical teams. The article concludes with the discussion about future plans and novelties of the company.

Entrepreneur

SALOME KUSHASHVILI

CIRCULAR ECONOMY AND NATIONAL
WASTE MANAGEMENT PROGRAM IN GEORGIA

The article discusses the circular economy and plastic waste management. The author describes the circular economy, international trends and plastic waste management program in Georgia, including the relevant legislation. From the author's point of view, it is an utmost necessity to elaborate and implement policies in this regard.

Furthermore, the author discusses the National Waste Management program. Specifically, what the program implies, and what the plans and expectations are. The author also describes the role of businesses in plastic waste management and the steps specific businesses have implemented to meet this need. For example, several campaigns (including in banking) were carried out to reduce plastic waste. The author's point of view is that if more companies join efforts for waste management and campaigns, we will get closer to sustainable goals.



FORTUNA.GE

DEDIKA KALATOZI

“WE BELIEVE WE ARE DOING THE RIGHT JOB” -
WHAT IS THE IMPORTANCE OF MEASURING A SOCIAL
CAMPAIGN'S EFFECTIVENESS?

In the article, the author discusses corporate social responsibility (CSR) and the role of businesses in this regard. According to the author, CSR is a noticeable standard in many Western companies whereas it is still considered a good deed or charity in Georgia. Georgian companies only respond to needs in an emergency situation and CSR does not have a permanent face, thus lacking predictability.

The author considers that although corporate responsibility in Georgia is a relatively new area, we still have successful cases, such as in financial institutions. The article discusses the importance of the results and the impact of corporate campaigns, based on the direction towards CSR in the banking sector. The author had discussions with the specialists in this field who are actively involved and implementing various projects.

The author believes that nowadays more attention is being paid to social responsibility, especially because of the pandemic, which has shown that partnerships between different stakeholders are essential. CSR Strategy and its impact assessment are important to the company and is a guarantee of achieving tangible goals.



BLOG



NINO VARTAPETIANI

RESPONSIBILITY DURING THE PANDEMIC

In her blog, Nino Vartapetiani discusses corporate responsibility and its importance, especially during the pandemic. Namely, the journalist reviews the initiative of the company in Borjomi "Rafting in Borjomi".

The idea and goal of the initiative was to open rafting season in Borjomi and invite those professionals who tirelessly worked during the pandemic. The company aimed to ease the stress caused from the pandemic for representatives of various professions and bring them positive emotions. Teams comprised of doctors, journalists and representatives of local governments participated in rafting. Rafting started at the village Chitakhevi and ended around Likani territories. As the blog reads, the initiative has indeed achieved its aim and brought positive moods for the participants.



MANON BOKUCHAVA

CORPORATE RESPONSIBILITY IN A COUNTRY,
WHERE PEOPLE ARE NOT THE MAIN VALUE

In her article, Manon Bokuchava discusses the principles of corporate responsibility towards environmental protection by using the example of industrial companies in Rustavi.

The author has several respondents, including civil activists from the "Workers' Solidarity Union" – a union of Metallurgists, Miners and Chemists. She discusses problems named by the respondents, such as: air pollution, environment pollution, working conditions, and corporate responsibility in terms of environment protection. As the article reads, the companies had the opportunity to respond to the concerns named in the article but the author only received a response from the one of the companies. Thus, the article reviews the problems raised by eco-activists and the respondents, while validating their concerns through the example of the one company and its response regarding the problems.



BLOG



NANA KOB AidZE

TO BE CONTINUED?

In her blog, the author tells us about her experience working on the magazine Sustainability Spotlight. The journalist discusses sustainability topics, including the definition of sustainable development. The author thinks that although each person has responsibility towards sustainability, the state and companies have an especially important role.

The author states that currently, companies realize their responsibility in terms of the concept of corporate responsibility. As the article reads, until recently the term "corporate social responsibility" was mainly focused on charity in Georgia. However, corporate responsibility is the activities that aim to develop a specific person or field of activity.

In terms of corporate responsibility, the blog discusses several examples of companies and their initiatives. According to the author, it is worth mentioning the small companies' attitudes toward corporate responsibility. The Corporate Responsibility Award is an important message to small companies; pleasant and beneficial results are achieved through a combination of right priorities and hard work.



GELA MAMULASHVILI

MEDIA WITHOUT CONTRACTS
FOR RESPONSIBLE BUSINESSES?

The article begins with the author stating that as a “watchdog”, he observes to what extent businesses are responsible in Georgia. Then, through various examples, the author puts forth important issues and topics regarding corporate responsibility.

The author interviewed professionals and experts in a variety of fields, and presented the successful cases of corporate responsibility based on various initiatives and companies.

In conclusion, we read that corporate responsibility is not a new concept to Georgia anymore and it is strengthening. Businesses are realizing more and more the importance and necessity of solidarity projects, this was especially highlighted during the pandemic.



MARI MELIKISHVILI

ADVANCING STARTUPS AND CONNECTING
WITH INVESTORS – THE INNOVATIVE PLATFORM,
THE CROSSROADS, WAS CREATED ON THE MARKET

The main theme of the radio-interview is an innovative platform called the Crossroads, which connects platforms with investors. The journalist interviewed the founder of the platform.

During the interview, the idea, objectives, and key activities of the platform were discussed. The idea of the platform emerged during the pandemic and the focus is on supporting local companies, though its geographic area is not limited. Due to the stakeholders' involvement, the platform helps companies access investment markets and attract investments.

In the interview, the activities of the company, their launching event, its development plans and future visions were discussed in detail.



MARI MELIKISHVILI

#SUPPORTLOCAL – A CAMPAIGN
TO SUPPORT SMALL ENTERPRISES

The radio-interview tells us about the social media campaign #support-local (#დაეხმარეადგილობრივს) that was launched with the initiative of the USAID/ZRDA project and aims to support small businesses in various regions of Georgia. The journalist interviewed the Chief of Party of the USAID/ZRDA project about the campaign and its details.

During the interview the campaign was discussed, in which the USAID/ZRDA project calls for the wider public to buy products from small businesses and support them. It was noted that small businesses expressed an extensive interest in the campaign. The interview also reviewed previous campaigns and the future plans of USAID/ZRDA were discussed in detail.

TEIKO ANJAPARIDZE

FUTURE IS GREEN AND INCLUSIVE

An episode of "Day Channel" was dedicated to the international conference "Making Global Goals Local Business" and was organized by the UN Global Compact Network Georgia. The presenter interviewed a representative of the Global Compact Network Georgia.

As it was noted, the objective of the international conference was to gather together high-ranking guests, governments, responsible businesses, and international and local organisations to discuss sustainability. The group talked about sustainability goals, the progress in achieving them, existing challenges and shared experiences. The conference was held in Georgia for the first time in online format.

The main topic of the conference was the "Future is Green and Inclusive" and the attendees and speakers discussed this in detail. During the interview, the goals and activities of the UN Global Compact Network Georgia were also discussed.



EKATERINE BARAMIDZE

GENEROSITY OF THE EU

The TV episode was dedicated to projects, implemented with the support of the EU, that led to significantly increasing the income of locals in Keda municipality. The journalist visited an enterprise that was established with co-funding from the EU. The company employs locals, out of which the majority are women.

The journalist also noted that the projects implemented with the support of EU are diverse. For instance, the EU supported the development of villages and small towns in Keda. New enterprises were created, including those in the area of winemaking. Around 97 business and social projects were financed, and all the schools located in the municipality were equipped with energy efficient supplies. The journalist interviewed locals, including employees of various small enterprises and entrepreneurs, regarding the discussed topics.



TEONA SIRBILADZE

ORGANIC FARMING "SAMKURA" PRODUCES EXOTIC VEGETABLES IN TSNORI

The story is about Samkura, an organic farming company located in Tsnori. The company produces organic products, mainly vegetables. The journalist interviewed the founder of the company who talked about the activities of the company and its future plans.

As the video shows, the company has been gradually expanding and produces a variety of vegetables. Products are organic and ecologically clean. At this stage, the farming company is preparing for Bio-certification. The farming company connects with its customers through social networks, it also supplies several markets. As the founder claims, one of the key challenges is the lack of workforce in agriculture. As for future plans, the company intends to expand and continue its activities related to agricultural tourism.



TEONA SIRBILADZE

HOSPITALITY THE IMERETIAN WAY

The story tells about the prospects of gastro-tourism and hospitality in Imereti through the example of a guesthouse in one of the Imeretian villages. The journalist interviewed the founder of the guesthouse, who talked about the establishment and development of the guesthouse as well as its future plans. As the respondent details, she decided to turn Imeretian recipes, cuisine and traditions into a business in order to host tourists and present Imeretian cuisine to them. As mentioned, culinary masterclasses are especially interesting for the guests.

As the story continues, the guesthouse expanded gradually and was able to employ local residents. Guesthouses in the village also multiplied, supporting the development of gastro-tourism not only in the region, but in the country as well.



MARIAM VACHNADZE

PLANT THE FUTURE – ACHIEVEMENTS AND RECOMMENDATIONS

The author tells about the project “Plant the Future”. For the project, farmers are interested in the development and cultivation of various agricultural plants. Blueberries are of particular interest because there is great potential to produce them in Georgia, but further development of other agricultural plants is also interesting for the local farmers. As the video shows, interest in international markets towards blueberries produced in Georgian is notable.

As mentioned, project “Plant the Future” is as successful as the field experts and representatives of various agricultural organisations claim. There have been results since the commencement and implementation of this project – local investments were developed, and international partners made large investments in agricultural developments. However, the video also depicts the problems that still exist in the field and the need for continued development.



MARIAM VACHNADZE

WHY DON'T COMPANIES COMPLY WITH ENVIRONMENTAL OBLIGATIONS?

The journalist discusses the importance of complying with regulations and obligations, specifically with regard to the new regulation that entered into force in June, 2021.

The video reviews the challenges faced in industries concerning environmental protection. Particularly, the current state of meeting the regulations and statistics from the State Sub-Agency Department of Environmental Supervision, or how companies comply with the existing environmental protection regulations. Additionally, the video shows responses from the private sector and their explanations on how they fulfil the obligations.



GEORGIAN PUBLIC
BROADCASTER

MANANA DEVADZE

REGULATIONS RELATED TO AIR POLLUTION ARE GETTING STRICTER

In the video prepared in 2020, the journalist narrates about existing situation in terms of air pollution in the country, while the problems are discussed based on the specific example of industrial towns: Rustavi and Kaspi. Further, the journalist reviews the situation in terms of compliance with relevant legislation.

The journalist interviewed representatives of relevant agencies, activists of the local campaign ("Gavigude"), locals and the representatives of environmental organisations. As it is mentioned, according to the legislation, fines for violation of legal obligations are very low, the regulations aren't very effective. Furthermore, the journalist reviews the planned legislative amendments, that included increasing sanctions for violation of legal obligations.



MANANA DEVADZE

LAW ON ENVIRONMENTAL RESPONSIBILITY

The journalist reviews existing situation in the country in terms of air pollution, talks about the regulations, in compliance with European standards, aiming to improve air quality (the regulation were about to enter into force at the time of preparation of the video).

As the journalist discusses, obligations stipulated by the new regulations, sanctions for violation of the law and causing air pollution. As the respondents discuss, new regulations apply to various sectors, including metallurgy, chemical industry, large companies of construction field. The regulations are important in terms of implementation of the EU-Georgia Association Agreement, environment protection component and stipulates modern standards in order to mitigate negative impacts on environment, sanctions are increased around 10 times.

The journalist also reviews viewpoints of business associations and local campaign ("Gavigude") activists. The activists, think that their campaign brought some results, though implementation of the regulations and their monitoring is especially important.

TAMTA UTURGASHVILI

PEOPLE FROM CHIATURA WHO TRY TO ESCAPE FROM INJUSTICE, POLLUTION AND HUNGER

Tamta Uturgashvili describes the existing social, economic and ecological challenges that Chiatura is facing. The journalist interviewed local residents of Chiatura, from whom she learned about the problems of the town in detail.

The journalist presents us several stories from the locals who face economic, social, and work condition problems. As the discussion showcases, economic and ecological problems are especially severe. As the residents of Chiatura claim, they do not have many prospects and that is why many residents decide to leave the town.



NINO VARTAPETIANI

WOMEN OF SURAMI AND THEIR “FROZEN IN TIME” BUSINESS

Nino Vartapetiani tells about the problem in Surami and interviewed local women who have small family businesses – they bake local traditional pastry and sell the product. As the article shows, since commencing the international construction project of the Rikoti pass road, together with the pandemic, their businesses are facing problems and have left them without income.

The journalist interviewed the locals whose main source of income comes from small business. Since the above-mentioned problems they were left without income and they have not received any substantial support.



თელეკომპანია
„ბორტოში“

The journalist reviewed the construction project and the Roads Department of Georgia responded that alongside the pass road, commercial spaces will be arranged where small businesses will be able to continue selling their products.

At the same time, the author reviews CSR-related topics, she interviewed expert of the field. As the article reads, it is necessary the business to take into account interests of local population, to identify their needs, how they see solution of the and what kind of support they need. The construction is planned to be completed by 2022-2023 and in this period, it will be clear how the businesses of women of Surami manage to develop.



TAMTA UTURGASHVILI, TSIRA ELISASHVILI

THERE IS SUCH A TOWN CHIATURA

The author tells us about the severe problems that exist in Chiatura, specifically the village Shukruti. The journalist interviewed locals and received detailed accounts from them.

The video shows protests by the locals, stemming from the work conducted; the ground is cracked, their houses are damaged and in some cases demolished. The citizens discuss their lack of alternatives, and the economic and severe ecological problems that force them to leave the region.

The story also showcases the problems of several residents of the village, which are common for the whole village – cracks in their yards, cracked houses, and altered landscapes. As the journalist claims, the village is gradually becoming empty and houses are dismantling. It is important for society to understand that under the auspices of economic development and support to businesses, the countryside should not be destroyed.