



**Global Compact**  
Network Georgia

CORPORATE  
SUSTAINABILITY  
AWARD  
2023

BUSINESS  
FOR SDGS



შვედეთი  
**Sverige**



# QUALITY EDUCATION

LARGE BUSINESS



## BDO GEORGIA

### FUNDING AN ENGLISH COURSE FOR YOUNG PEOPLE FROM THE PSHAV-KHEVSURETI REGION

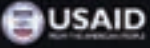
BDO funded an English language program for young residents of Pshav-Khevsureti between March and June 2023—an initiative that aimed to provide the community with an opportunity to learn or improve their English skills. The project, conducted in partnership with Beka's School and backed by the Mtis Ambebi media platform, received 24 applications from potential participants. Initial assessments identified 11 beginner-level candidates for the bi-weekly two-hour online lessons held in villages like Barisakho, Korsha, Magharoskari, Khonischala, and Kistani.

The project was the logical consequence of BDO's establishment of an informal education center in Barisakho in 2021

BDO promoted the project through Mtis Ambebi while working closely with Beka's School as the language instruction partner. BDO engaged in all project stages from preparation right through to implementation, all the while focusing on student progress and satisfaction. The total budget amounted to GEL 4,680.

Ten students completed the course, enhancing their English skills for potential roles like tour guides, café hosts, and business managers. The project enhanced BDO's reputation as an innovative and development-driven organization with strong values. It also resonated with BDO's youthful demographic, solidifying its image as an employer of choice.

# CODING SCHOOL FOR 1500 WOMEN



## BUSINESS AND TECHNOLOGY UNIVERSITY

### CODING SCHOOL FOR 1500 WOMEN

The Coding School for 1500 Women initiative, led by the Business and Technology University (BTU) with support from USAID and industrial partners, addresses the urgent need for skilled ICT professionals while promoting gender equality. Georgia's growing ICT sector faces a skills gap, and this project provides training in Tech English, Frontend, Backend, UI/UX, Graphic Design, Software Testing, and Digital Marketing, all aligned with industry requirements.

This project focuses on empowering women, especially in marginalized regions, and aims to bridge the gap between demand and supply in the ICT job market by enhancing their skills. With a strategic emphasis on collaboration, public high schools, and a Technology Park are actively involved in the scheme to ensure accessibility to training programs whilst promoting inclusivity and diversity.

Ultimately, the Coding School for 1500 Women project is a prime example of a public-private partnership that addresses critical societal challenges, promotes gender equality, and develops a skilled workforce to drive the growth of Georgia's ICT sector.

The Coding School for 1500 Women project brings with it significant business benefits with the potential to not only positively impact Georgia's Information and Communications Technology (ICT) sector, but also improve the situation of women in the region.

As the ICT sector grows, access to a skilled and diverse talent pool will enable Georgia to adapt to technological advancements and remain competitive in the global market.



## ELEMENT HOLDING

### MULTIFUNCTIONAL INVOLVEMENT OF THE PRIVATE SECTOR IN THE DEVELOPMENT OF PROFESSIONAL EDUCATION

Element Holding has embarked on a CSR project to address the skilled labor shortage in the construction industry, collaborating closely with the private sector. This initiative seeks to boost labor supply, enhance productivity, and create high-value jobs in Tbilisi. Partnerships between public and private sectors are key to ensuring long-term sustainability, and this needs to involve public-private dialogs to ensure systematic workforce development.

The project revolves around vocational training programs, mainly in the construction sector. Element Holding takes on an active role in designing and delivering skills, aligning with industry practices. Practical training is heavily emphasized, with over 50% of workplace teaching time dedicated to fostering practical knowledge. The private sector's involvement ensures that trainees acquire skills that make them more employable in the real world.

The project was designed by the Infrastructure Construction Association (ICCA), and mentoring revolves around knowledge among all stakeholders, from large construction companies to material producers. The initiative supports businesses with co-financing, tailored business support services, training, and workshops. Incidentally, the executive director of the holding is also a mentor in the program.

From a business standpoint, Element Holding comes with various advantages. Their CSR efforts enhance both their brand reputation and stakeholder relationships. Employees are more engaged, and new market opportunities arise. The project aligns with sustainable business practices and sets the company apart in a competitive landscape.



# ELEMENT HOLDING

## SUPPORT FOR EDUCATION TO STRENGTHEN THE SECTOR

Element Holding is dedicated to nurturing its workforce by giving employees the opportunity to attend international training programs and industry events. This dynamic approach unleashes innovative solutions that fuel the construction sector's growth. From 2022 to 2023, the company's robust commitment to professional development saw more than 60 employees participating in specialized training courses spanning critical domains. The HR department allocates activities at the start of each year to ensure alignment with individual departmental objectives.

A notable practice within Element Holding is sharing acquired knowledge to foster collective growth. Moreover, the company places substantial value on quality education, encouraging its employees to impart their wealth of experience and insights to motivated individuals. Various educational institutions benefit from this, with students frequently gaining first-hand exposure to construction sites and being able to visit the company's central office.

Element Holding's ethos of openness extends to its operational aspects. Employee-initiated ideas and feedback are always welcome, creating a culture of inclusivity and innovation. This two-way exchange and the regular assessment of employee satisfaction solidify the company's commitment to fostering a content workforce.

In summary, Element Holding's strategy encompasses multifaceted approaches to enriching its workforce and industry. From skill development and industry partnerships to transparent communication and sustainable growth, the company exemplifies a holistic model for success in construction.



# BANK OF GEORGIA

## EMPOWERING YOUTH—ACTIONS THAT CREATE SUSTAINABLE EDUCATIONAL OPPORTUNITIES

The BOG-Komarov STEM School Initiative, launched by the Bank of Georgia, is a transformative five-year commitment to revolutionize STEM education for school children. In partnership with the Vladimir Komarov School of Mathematics and Physics, the project focuses on providing innovative and affordable STEM education to Georgia's youth.

As part of the Bank's corporate responsibility strategy, this initiative addresses the challenge of limited access to education in the country. The bank's commitment to education is evident through its funding of over 40 education projects, benefiting more than 120,000 students directly in 2022-2023.

The STEM School project is centered around a comprehensive 12-month curriculum that integrates Science, Technology, Engineering, and Mathematics (STEM). This curriculum not only aims to teach subject matter but also to spark students' curiosity and passion for lifelong learning and innovation. The program's online nature ensures accessibility across nine regions of Georgia, enabling students to develop STEM knowledge and essential digital skills. What's more, a Training of Trainers (ToT) program enhances teaching quality, benefiting both educators and students.

Student engagement, scholarships, and digital literacy all attest to the initiative's effectiveness. By providing equal opportunities, improving educational standards, and fostering economic development, the industry contributes to societal progress and the bank's positive reputation.

All in all, the project's success reflects the Bank of Georgia's dedication to education, supporting a sustainable future for the country. Through strategic partnerships, innovation, and impactful projects like the STEM School Initiative, the bank fosters growth, opportunity, and positive change.



**TBC**

## TBC BANK

### TBC IT ACADEMY

TBC, in 2019, launched the IT Academy to provide top-notch IT courses for skill development, focusing on both theoretical and practical learning. The Academy offers support through mentors and instructors from TBC's team, thus creating employee teaching opportunities. Over the past four years, at least 65% of participants have successfully graduated from the free program.

With courses like Full Stack Java, Android Mobile Development, and the like, the Academy has trained 930 participants, with over a third becoming part of TBC's tech team. TBC has also partnered with the 500 Women in Technologies project, training women in different tech modules.

Initially, the idea of establishing a TBC IT Academy arose due to the demand for professionals in the TBC tech teams and the challenges in finding employees in this field. Based on the actual needs, TBC decided to strengthen its efforts in supporting education in Georgia and to develop competencies within the company. Currently, 30-40% of the organization's technology team are graduates of the IT Academy. Some of these graduates work in the subsidiaries of the TBC Group as well. In addition, the lecturers and mentors of the IT Academy must also be employees of TBC. This means that TBC draws on its in-house capacity to train new professionals in the field. Not surprisingly, the demand for internal courses is very high. This is a clear sign that the employees are willing to grow their skill sets and contribute to the technological development of TBC. Eventually, this will lead to increased company success in the technological sectors in Georgia and other countries where TBC Group companies operate.

The Academy's impact is particularly evident in the increasing number of female participants and their subsequent successful employment in the tech field.



## LIBERTY BANK

### EDUCATION FOR LIBERTY—PROMOTING EDUCATION, SHARING KNOWLEDGE, RAISING PUBLIC AWARENESS

Liberty Bank's CSR strategy, embodied in the Education for Freedom umbrella framework, encompasses various projects designed to cultivate education, facilitate knowledge sharing, and raise awareness. These initiatives, marked by collaboration and purpose, manifest the bank's commitment to fostering positive societal change.

Among these ventures is Mziurmtsozne, a collaborative educational endeavor in partnership with Café Mziuri, engaging children in nature-centric learning activities that promote ecological awareness and inclusivity. Simultaneously, Liberty Bank assumes a strategic role in the Millennium Innovations Award, encouraging innovation among Georgian school students through a national science competition.

The bank's dedication to education extends to rural youth entrepreneurship, equipping young individuals with the skills and acumen needed to flourish economically while contributing to their communities. The focus on inclusivity and empowerment is further mirrored in the bank's accessibility project for people with disabilities, ensuring equal access to banking services and amplifying the voices of a marginalized demographic.

Women's empowerment takes center stage in Liberty Bank's collaboration with UN Women, training and supporting female entrepreneurs in their business endeavors. This aligns with the bank's commitment to international human rights standards, exemplified by its support for linguistic inclusion through an online platform that offers free Georgian language courses for immigrants to help them integrated into Georgian society.

By embracing these projects, Liberty Bank advances education and awareness and reaps manifold benefits. These include an enhanced brand image, more customer engagement, stronger partnerships, and an unwavering commitment to responsible business practices. Through education, Liberty Bank paves the way for a brighter, more inclusive future, showcasing the profound impact that purpose-driven initiatives can have on society and corporate success.



# PROCREDIT BANK, GEORGIA

## SQUARE LIBRARIES

The National Library and ProCredit Bank joined forces to enhance educational opportunities in Georgia by establishing Square Libraries. Within a year, eight of these libraries were set up across the country. This collaboration involved ProCredit Bank, the National Library, municipal administrations, and an advertising agency. The libraries—costing around GEL 8,000 each—could be established thanks to the bank’s financial support.

The libraries showcased German-Georgian historical connections, emphasizing the initiative’s regional relevance. These libraries not only promoted literacy but also offered English-language learning resources. Ultimately, they were handed over to local governments for maintenance and expansion. The project’s success also prompted the idea of a book documenting German-Georgian ties, which had already been published and set in time for the launch of the libraries.

The Square Libraries initiative aimed to increase awareness of libraries, literacy, and education. The short-term goal of local understanding was achieved through opening events and media coverage. Long-term goals, such as improving literacy, were addressed by giving the public easy access to books. The partnership was a prime example of cooperation between the private sector (ProCredit Bank and an advertising agency) and the public sector (the National Library and municipal administrations).

For ProCredit Bank, the Book Nest project holds great significance as a social initiative that reinforces its position and aligns with its approach and strategy whilst at the same time underscoring the importance of education.

In summary, the National Library and ProCredit Bank’s collaboration established Square Libraries to promote education and literacy in Georgia. The successful initiative showcased private-public sector cooperation and aligned with the bank’s commitment to education and valuable partnerships.



## PROCREDIT BANK, GEORGIA

### ONBOARDING PROGRAM

Procredit Bank's unparalleled Onboarding program offers young Georgians valuable experience and a chance to grow within the banking industry. The bank's HR strategy emphasizes open communication, teamwork, and ethical values. Through regional academies and courses, employees have the opportunity to enhance their skills and managerial abilities. The bank covers expenses during the six-month program.

ProCredit Bank's mission is to serve SMEs and individuals, emphasizing responsible banking and minimizing environmental impact. The bank fosters financial responsibility and transparency and promotes a cashless approach through digital infrastructure. Employee selection follows a rigorous, transparent process involving internal stakeholders. What's more, ProCredit Bank invests heavily in employee development, spending 7.4 million euros in this area in 2022.

The Onboarding program aids integration for new employees, focusing on ProCredit's philosophy and values. Notably, the bank's commitment to fair promotion and remuneration fosters a strong sense of belonging among the workforce. The bank's HR policies set it apart in the market and are clearly outlined on the bank's website and annual reports.

ProCredit Bank's Onboarding program has already provided opportunities for hundreds of young individuals, contributing to their professional growth and ultimately to the bank's success. The program aligns with the bank's values and prepares employees for specialized roles, nurturing a skilled team that provides high-quality banking services.



## RMG

### LEADING MINING-GEOLOGICAL SOFTWARE FOR GEORGIAN TECHNICAL UNIVERSITY

Supporting quality education is a strategic direction of RMG's corporate responsibility programs. Since 2017, the company collaborates with the Georgian Technical University (below mentioned as GTU) and is actively engaged in organizing various educational programs, internships, scholarships, and openings for engineering students.

In 2021, RMG established a Mining and Geological Technology Center at GTU, equipped with modern facilities. A successful four-month 3D Geological Modeling Course was launched in 2022, benefiting 15 students. RMG also facilitated GTU's acquisition of advanced mining-geological software from Bentley Systems.

Since partnering with Georgian Technical University (GTU), the company has directly invested GEL 1,000,000 to enhance learning in the engineering segment. This investment was thus instrumental in laying the groundwork for transitioning Georgian mining and geology education into a new era of digital technology.

The partnership focuses on developing students' proficiency in Leapfrog GEO software, integrating it into the curriculum, and providing expert training. The curriculum covers geological modeling, resource estimation, geotechnical modeling, and geophysics. The Mining-Geological Technological Center is the hub for these activities and boasts high-tech resources.

Overall, this initiative enhances students' prospects in the job market, contributes to the industry's growth, and bolsters RMG's reputation for sustainable practices.



# SILK HOSPITALITY

## INTERNATIONAL HOSPITALITY STANDARDS TRAINING PROGRAM

Silk Hospitality collaborated with AmCham and USAID to host 31 participants attending the International Hospitality Standards Training Program. This training took place in two parts: the first segment ran from June to October 2022 (16 participants), and the second from February to June 2023 (15 participants). The program provided attendees with hands-on experience in the operational and administrative aspects of hotel management. Participants explored various career options within departments like Housekeeping, Food and Beverage, Front Office, and more.

The program was particularly valuable for those participants with prior hospitality education, offering them their first practical experience in a hotel setting. This five-month course held in a world-renowned hotel, offered trainees unique growth opportunities.

The aim of the project was to promote participants' employment after completion of the training. In addition, the program integrated international standards into the hospitality sector, sharing practices with smaller businesses. This was achieved by providing certified training and helping participants find jobs, allowing them to share their acquired skills and knowledge.

Another objective was to promote the tourism sector, especially for youth and women, through social media and transparent progress coverage. The project also trained individuals for the company's existing and future projects, and six participants are now working in different departments.

In conclusion, quality education in the hospitality sector benefits both businesses and society at large. It offers valuable skills, promotes economic growth, enhances service quality, and contributes to sustainable industry development. Companies gain from improved customer satisfaction, better brand image, and a skilled workforce, leading to more competitiveness and growth.



**TEGETA**  
HOLDING

## TEGETA HOLDING

### TRAVELING LIBRARY

Tegeta Holding's strong focus on corporate social responsibility (CSR) is demonstrated through its collaboration with Netgazeti and the Japanese Embassy to address the lack of books in highland villages in Adjara, Georgia. Their partnership has led to the introduction of a traveling library in order to replenish local libraries, aiming to enrich the lives of local teenagers and promote education in areas with limited access to books.

The "Traveling Library" truck was created with "Tegeta Truck & Bus" and German partners. On behalf of "Tegeta", occasionally interesting meetings with various famous people are held for local readers. Meetings with residents include discussions around various literary works that address women's empowerment and gender equality.

Tegeta's involvement extends to civil organizations, e.g., in partnerships with Knowledge Cafe and Highlander Books, which provide reading resources to underserved areas. Their Traveling Library project distributes books and involves interactive sessions with notable figures as well as discussions and interactions with writers. Tegeta contributes vehicles, financial aid, and hands-on support.

Furthermore, Tegeta's partnership enhances its image as a socially responsible entity, appealing to investors and partners. The ongoing project continues with planned visits and collaborations to raise awareness about gender-related issues and to advocate for gender equality.



# QUALITY EDUCATION

**SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)**



**EDUCATION SUPPORT FOR SPECIALISTS IN THE FIELD OF AESTHETIC MEDICINE**  
ETHICS, KNOWLEDGE, QUALIFICATION.

# APTOS

## EDUCATION SUPPORT FOR SPECIALISTS IN THE FIELD OF AESTHETIC MEDICINE—ETHICS, KNOWLEDGE, QUALIFICATIONS

The APTOS Training and Education System is a pioneering force, equipping medical professionals worldwide with cutting-edge techniques and ethical values in aesthetic medicine. APTOS stands as a beacon of innovation and moral responsibility, empowering practitioners to excel while upholding eco-conscious practices.

The educational spectrum encompasses various programs tailored to specialists of all levels. From initial certified training to specialized professional courses, the offerings span theoretical knowledge and hands-on skills. At course completion, doctors from around the world receive internationally recognized certificates.

Ethical conduct, patient safety, and environmental consciousness are central to APTOS' curriculum, fostering practitioners who embody integrity alongside aesthetic expertise. The system's success hinges on strategic planning and a dedicated team, with needs analyses, evaluations, and tailored action plans ensuring comprehensive education.

Transparency and evaluation are core principles of the program. Rigorous assessment spurs continuous improvements, while transparent communication builds trust. APTOS' impact is substantial, giving Georgian doctors access to free courses and internships and ultimately fostering ethical practitioners and contributing to society.

In addition, integrating sustainability into the system enhances APTOS' brand reputation as a global leader in ethical and sustainable aesthetic medicine. The company's dedication to nurturing scientific activities and research fosters industry authority and promotes growth and collaboration opportunities on a global scale. By offering training and educational activities in over 90 countries, APTOS continues to expand its global reach and impact, positioning the company as a leading force in the future of sustainable aesthetic medicine.





## COMBINED RATIO SOLUTIONS

### HIGHLANDER BOOKS AND SUPERGMIRI

All recent studies and research in Georgia show that quality education is not accessible to all but is vital for our country's future social and economic development. Therefore, Combined Ratio Solutions has decided to follow international standards and made it a top priority to help the country achieve SDG4. Since Combined Ratio Solutions is an American company represented in Georgia, and its main resources come from U.S. clients, the organization decided to start contributing with tiny steps to better education access for locals, primarily focusing on children and adults living in high mountain areas and with poor socio-economic backgrounds.

Combined Ratio Solutions decided to implement the projects together with Highlander Books and Supergmiri, as they are based in an area that meets the company's goals.

Activities took place in high mountain areas of Georgia, where the books were distributed to the children and adults needing them. As a special surprise, they received an extra book, which is especially beneficial during the cold winters in the villages with limited transport and rare resources. In addition, children from less privileged families were given a special treat in gifts and a surprise by their secret (or not-so-secret) superheroes.

As a result of the campaign, Combined Ratio Solutions gained more trust from its employees and clients, and boosted its local reputation and presence. Combined Ratio Solutions is a new company in Georgia, but its voice was already heard by the public, as it appeared locally as a very responsible business very soon after starting operations in Georgia.



## GRANT THORNTON GEORGIA

### BE A CHANGEMAKER

In March 2022, Grant Thornton Georgia launched its Be a Changemaker project. The initiative aims to share professional knowledge with early career entrants and industry experts, leveraging Grant Thornton's international experience for stakeholder value.

Objectives include promoting young talent and career growth, raising awareness of business management and entrepreneurship through academic events, workshops, and training, and sharing expert knowledge via preparatory training and webinars for professionals.

The project encompasses activities like the Bootcamp student employment program, open webinars, training sessions, public lectures, and school programs for skill enhancement and career orientation. Grant Thornton's CSR initiative, GT in the Community, aligns with SDGs, encouraging community engagement. During CSR days, member firms commit to take action, share success stories, and support local causes.

Achievements so far include employing 12 out of 21 Bootcamp participants, conducting 11 webinars and 12 training sessions, and reaching 150+ students through university lectures. The project thus enhances knowledge, attracts talent, and boosts brand visibility.

Overall, Grant Thornton Georgia's Be a Changemaker project merges knowledge sharing, skill development, and CSR to drive positive societal change.



## HILTON BATUMI

### HILTON BATUMI FOR EDUCATION

Hilton Batumi takes great pride in empowering youth and improving access to education. The hotel actively engages in community outreach, scholarships, and partnerships with local colleges to support underprivileged students in pursuing higher education. By offering financial aid, mentorship, and practical experience, the hotel aims to level the playing field and create equal opportunities for aspiring individuals.

A significant initiative in this vein is the dual vocational education program in collaboration with local colleges, which was established in 2017. This program allows students to gain hands-on experience while working with hotel professionals, bridging the gap between theory and practice to improve their career prospects.

Hilton Batumi's commitment to quality education is evident in its comprehensive training series and partnerships with educational institutions. The hotel's efforts align with Hilton's broader strategy and commitment to corporate social responsibility.

The social benefits of these initiatives are substantial: They enable equal access to education and skill development, foster community growth, and have a lasting positive impact. Moreover, Hilton Batumi reaps business benefits such as enhanced reputation, talent attraction, community support, and competitiveness in the hospitality sector.

Hilton Batumi's commitment to empowering youth and promoting quality education is a cornerstone of its business strategy, bringing positive change to the community while benefiting the hotel's reputation and operations.



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საზოგადოებრივი განათლების  
პროგრამაში



კაპიტალიზმი



## MICRO BUSINESS CAPITAL (MBC)

### PROMOTING FINANCIAL EDUCATION AMONG YOUNG PEOPLE

MFI MBC has taken on the unique responsibility of promoting financial education through its Financial Advisor project. Originally aimed at clients, the project expanded to address the low financial literacy among young people in Georgia, aligning with the National Bank of Georgia's strategy. The Promoting Financial Education among Young People initiative seeks to enhance young people's understanding of personal finance.

Collaborating with partners like the National Bank of Georgia's Finedu platform, MFI MBC implemented several initiatives in 2022-2023. These include financial lessons in schools, online information sharing, supporting contests and camps, internships, and more. The project aligns with MFI MBC's corporate sustainability strategy, focusing on responsibilities to employees, customers, the environment, and society.

Activities include classes during Global Money Week, student internships, blog contests, innovation camps, International Youth Day, and World Savings Day. Approximately GEL 5,000 was allocated to the project, which involved a total of 40 staff members. MFI MBC used its social media platforms, annual reports, and stakeholder meetings to communicate its corresponding initiatives.

The project benefits MFI MBC with respect to reputation, customer base, investor appeal, and public trust. By addressing financial literacy, the company contributes to sustainable development goals and reinforces its commitment to responsible business practices.



# RUDERAL

## RUDERAL INTERNSHIP PROGRAM

The Ruderal internship program provides paid and internship-for-credit options for Bachelor of Architecture students to explore landscape architectural design. This project-based initiative enables students to apply classroom knowledge to professional projects. The focus is on integrating landscape ecology and sustainability into projects in Georgia and Europe.

In the first cohort (Fall 2021), students applied digital modeling skills to landscape design. The second cohort (Spring 2022) engaged in fieldwork and contributed to the Quarry Life Award competition, investigating the impact of a gravel mine. The third cohort (Fall 2022 / Spring 2023) designed technical diagrams for a Bulgarian landscape competition, conceptualized a memorial in France and proposed a recreational landscape in Rustavi.

Through the program, students gain first-hand exposure to landscape design, enhancing and enriching the excellence and sustainability aspects of architectural projects they undertake in their third and fourth years. Following the internship, approximately half of the students progress to paid summer apprenticeships or part-time positions with Ruderal. In these roles, they further engage in project-based learning through the Ruderal Apprenticeship Training Program.

The main characteristic of the program is that it enhances landscape design skills, benefiting Ruderal's services and sustainability efforts.

Interns work on skills, projects, and studio tasks under Ruderal's guidance. In doing so, they closely collaborate with designers and obtain feedback from the leadership team. Ultimately, the program prepares students for taking on landscape architecture jobs in Georgia.

Ruderal's internship program aligns with its goal of developing Georgia's landscape design workforce by attracting architecture students interested in international design.



## START – BUSINESS SOLUTIONS

### PROFESSIONAL PROGRAMS FOR THE ICT SECTOR

The Professional ICT Programs were created in collaboration with the USAID Industry Led Skills Development Program to facilitate career transitions. The programs merged academic learning, practical internships, and hands-on experience in content creation, data analysis, and ICT project management.

The project followed a three-stage structure:

- a month-long online course for theoretical knowledge
- a two-month in-person course for practical and theoretical learning
- a four-month mentorship within partner companies for real-world experience

An exclusive online platform offered free courses, while in-person sessions merged theory and practice.

Graduates were able to hone their skills through mentorships in partner organizations.

Support extended to vulnerable groups, including 492 women. Of them, 113 completed online training, 36 received certificates, eight changed careers, four advanced in their profession, and three became self-employed.

In partnership with Sapari, StartAcademy aimed to empower women through new modules and strove to fill 20% of ICT training spaces with vulnerable women.

Social media and in-person meetings boosted the project's visibility, and the initiative was also supported by a US\$27,000 USAID grant. The result was that graduates successfully entered the job market while the Academy monetized its courses.

Through this endeavor, StartAcademy was introduced to the broader public, which significantly increased brand recognition for the organization.

In summary, backed by USAID, the Professional ICT Programs provide essential ICT skills and pursue a holistic approach to ensure readiness and increase skills and employability.



# TAMASHOBANA

## SDG PEDIA

Tamashobana firmly believes in the transformative potential of gamified learning, where complex subjects can be understood through enjoyable experiences. They are strong proponents of what is known as edutainment, recognizing its role in making information retention more effective and engaging.

One of their notable creations, the board game SDG Pedia, is geared toward both corporate entities and individuals. Its primary objective is to enhance understanding of the 17 Sustainable Development Goals (SDGs), simplify their recognition, and offer insights into the UN Global Compact's initiatives, both at a local and global level.

SDG Pedia is ingeniously designed to prompt players to creatively convey and deduce words linked to the five pillars of the UN SDGs: People, Prosperity, Peace, Planet, and Partnership.

Adhering to international standards, Tamashobana crafts its board games using sustainable materials, following EU and U.S. printing norms.

The company's board games are frequently integrated into workshops and training sessions, serving as practical tools for spreading information. SDG Pedia, in particular, is crucial in boosting awareness of the UN Global Compact's significant goals, leaving a positive imprint on previously untapped segments and bolstering Tamashobana's reputation.

Tamashobana's unwavering belief in the educational potency of play has culminated in creating SDG Pedia, a pioneering board game that skillfully imparts knowledge about the SDGs and the UN Global Compact. The goal is to cultivate awareness, engagement, and meaningful transformation by blending education with entertainment.



# TAMASHOBANA ZEIMI

## TAMASHOBANA INTERACTIVE PLAYS

Tamashobana Theater presents a pioneering series of interactive plays in the Georgian language aimed at children aged 5-13. These innovative productions incorporate coaching, mediation, and practical elements to address various social and personal challenges.

Their debut play, *Chaifiqre (Make a Wish)*, centered around Christmas and delves into kindness, conquering fears, and fulfilling wishes. The subsequent play, *Sikharulobana (The Glad Game)*, focuses on fostering optimism, self-love, and gratitude.

These plays have earned praise from parents who consider them transformative. The emotional responses from children also underline their positive impact, suggesting that Tamashobana Theater contributes significantly to societal change and the future well-being of children.

Future productions are in the pipeline, covering themes such as patriotism and financial education. While no established global standards exist for such plays, Tamashobana Theater has collaborated with a prominent Georgian personal development company to ensure the content's positive value.

The core mission of Tamashobana Zeimi is to enrich children's lives with quality and enjoyable edutainment products. In fact, children learn about emotions, coping strategies, and happiness by watching these plays. What's more, the plays also mitigate negativity, enhance communication skills, help children conquer fears, and inspire big dreams.

It's clear that the plays' societal impact is substantial. They not only ensure equitable compensation for artists and directors and encourage a sustainable market shift in payment, but they also instill positive values in children, specifically cultivating gratitude, self-awareness, and positivity for a healthier society. From a business perspective, the debut play, which ran for two weeks in January, was a sellout success, generating a profit of GEL 15,000. The results for the second play, held over four weekends in June, are pending as it is set to rerun in the fall of 2023.





შემოქმედებითი ექსკურსია-პორტოკალი  
ლადო გუდიაშვილის  
არქივულაბრივ სამყაროში

# TAMASHOBANA ZEIMI

## MUSEUM EXPEDITIONS

Tamashobana Zeimi, under the leadership of its visionary founder by the same name, is dedicated to pioneering innovative forms of edutainment for children. The guiding principle driving the company is "Edutainment!" as they firmly believe that contemporary children's education is best served through playful learning experiences rather than conventional methods.

The company's latest venture, the Museum Expedition initiative, perfectly exemplifies this philosophy. The inaugural collaborative project under this initiative commenced with the esteemed Lado Gudiashvili Museum. To launch the campaign, intriguing details about the painter's life were unveiled—previously known only to family members and now tailored to captivate young minds. Tamashobana Zeimi ingeniously devised interactive games to gamify the entire museum visit. One notable activity involved divulging fragments of various paintings and challenging participants to locate the complete artwork within the museum's galleries. Each expedition was expertly guided by an art instructor, culminating in the recreation of Lado Gudiashvili's masterpieces.

Beyond Lado Gudiashvili, Tamashobana Zeimi has identified three additional museums with which they plan to collaborate starting in September. This expansion aims to offer children insights into renowned Georgian artists and history. Throughout this venture, an accredited teacher adeptly steers the educational aspect, aligning game development with international academic standards.

The first Museum Expedition initiative accommodated up to eight groups, each comprising 15 to 20 children, who embarked on this captivating journey. Several private schools also participated, amplifying the impact. In total, around 150 children benefited from this immersive experience, delving into the legacy of the legendary painter Lado Gudiashvili.

Tamashobana Zeimi firmly believes that their endeavors can cultivate a genuine interest in museums among children. Building on the success of their maiden expedition, the company envisions a series of further trips in collaboration with diverse museums eager to participate. The initiative not only imparts invaluable knowledge to children but also serves as a profitable venture for the company. Tamashobana Zeimi is even contemplating the development of a digital iteration to increase accessibility for their young clientele.



## TRINITY EDUCATION

### YOUR GATEWAY TO WORLD-CLASS EDUCATION

The Trinity Education project aims to assist Georgian students in gaining admission and scholarships to their desired universities and business schools. This is achieved by providing information about local and international funding opportunities, helping prepare their applications, and building solid profiles. While initially focused on academic counseling, the recent shift has involved collaborating with universities offering substantial scholarships to non-EU candidates. Activities include webinars, school visits, and live discussions with successful applicants. The company is engaged in the UN Forum on Business and Human Rights, upholding financial compliance, employee contract fulfillment, and maintaining ICEF accreditation. The company boasts some impressive statistics: In 2019, students received scholarships totaling USD 1,000,000, and nearly double this amount in 2022. Up to 100 students are selected each year, with most receiving full or partial scholarships, reinforcing academic consistency and discipline. This success encourages more students to pursue higher GPAs, engage in extracurricular activities, and secure positive recommendations.

Trinity Education's partnership network, which includes many prestigious educational institutions, is its most valuable asset. Each year, up to 100 students are chosen, most on full or partial scholarships, who meet expectations in terms of academic consistency and discipline while studying abroad. This means Trinity Education gets to develop new partnerships based on favorable references from its current partner educators and gain more customers through word of mouth. Thus, Trinity Education's revenues, based on commissions from universities and student service fees, also increase.



# VISITGEORGIA

## VISITGEORGIA ACADEMY

In 2001, the VisitGeorgia Academy was established on the basis of VisitGeorgia. The primary mission of the latter is to train qualified personnel in the tourism sector and create decent employment opportunities for young people. The Visit Georgia Academy offers two training programs for those interested in acquiring new professional skills. The first one is a free Professional Training Course for Tour Guides, and the second one is a paid Inbound Tourism Management Training Course for tour operators. These programs span two to four months and follow the learning-by-doing approach. Experienced and internationally certified VisitGeorgia tour guides provide hands-on and theoretical education to participants. Lectures take place in the auditorium and along Georgia's key tourist routes. It's important to note that the Visit Georgia Academy collaborates with trainers from renowned European tourism companies, who introduce the Academy's trainees to international standards and expertise.

The VisitGeorgia Academy has a positive impact on society in multiple ways. Firstly, it creates opportunities for interested individuals to become qualified in a new profession for free and, after dedicated preparation, secure employment within one of Georgia's leading travel agencies. This initial impact extends to transforming the lives of these individuals and providing employment prospects. Moreover, the VisitGeorgia Academy provides different pathways to joining VisitGeorgia's workforce. As a responsible employer, VisitGeorgia offers salaries that are 1.5 times higher than the national average, plus insurance coverage and job-related expenses.

The VisitGeorgia Academy addresses this labor market gap at the company level, ensuring a steady influx of qualified candidates. As a result, the company gains the capability to host an increased number of tours and events, leading to a favorable increase in revenue. Ultimately, the Academy contributes significantly to the company's stability overall.



# AFFORDABLE AND CLEAN ENERGY

LARGE BUSINESS



**PEPSICO**

## PEPSICO GEORGIA / WIMM BILL DANN

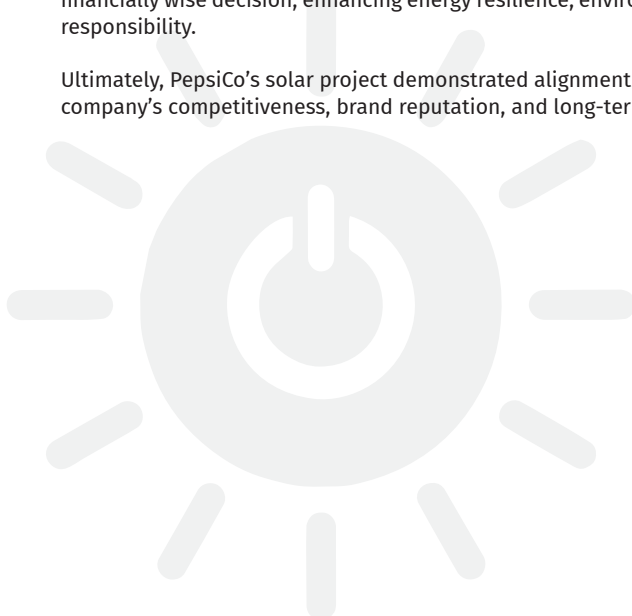
### SOLAR SYSTEM

In 2021, PepsiCo initiated a solar panel project for their Tbilisi plant in line with their positive environmental and social impact strategy. The project involved a team of experts assessing infrastructure, selecting panels, and installing them on the roof's sun-facing wing. This move aimed to reduce carbon emissions, minimize the environmental impact, and achieve a 10% internal rate of return (IRR).

The installed solar capacity of 308 kW led to an impressive energy generation of 375,730 kW in 2022 and 173,804 kW in H1 2023. The project benefited employees, communities, health, and education and also helped mitigate climate change. Furthermore, it created jobs, improved air quality, raised public awareness, and contributed to global sustainability efforts.

The solar project also brought substantial cost savings of GEL 93,932 in 2022 and GEL 43,451 in H1 2023. It decreased CO2 emissions by 143 in 2022 and 66 in H1 in 2023, which is the equivalent of recycling CO2 from 20 and 9 hectares of forest, respectively. The project's US\$170,000 investment proved to be a financially wise decision, enhancing energy resilience, environmental leadership, and corporate social responsibility.

Ultimately, PepsiCo's solar project demonstrated alignment with its sustainability goals, boosting the company's competitiveness, brand reputation, and long-term viability.





## PROCREDIT BANK, GEORGIA

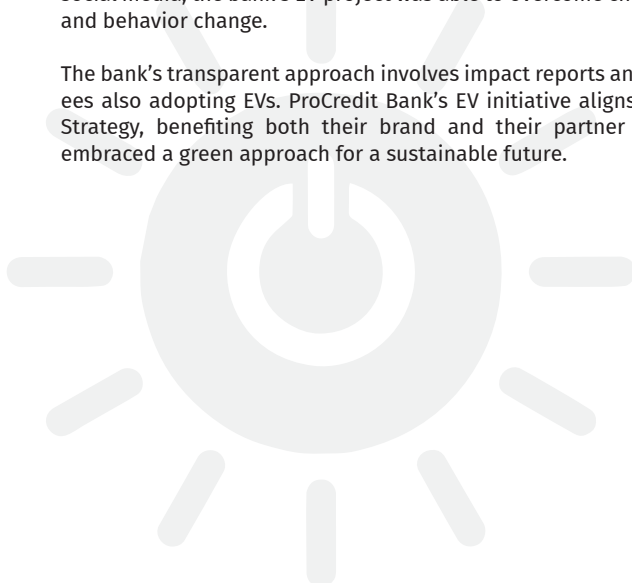
### ELECTRIC CAR PROMOTION AND INFRASTRUCTURE DEVELOPMENT PROJECT

ProCredit Bank Georgia has operated in the country for 25 years and is part of the organization's European group, focusing on environmental concerns to reduce any negative impact. Their environmental policy aims to cut resource consumption internally and minimize clients' ecological footprints. The bank has undertaken initiatives promoting electric vehicles (EVs) and addressing charging infrastructure gaps.

The bank transitioned its entire vehicle fleet to EVs and extended this initiative to the public, offering special financing for EV purchases. They initiated an electric charging network project in Georgia to tackle charging challenges, aiming for nationwide coverage. They now have 25 operational stations and want to have 30 by the end of the year. The bank's efforts align with Sustainable Development Goal 7.

ProCredit Bank follows three pillars for environmental management: internal sustainability, assessing environmental risks in lending, and promoting "green finance." Using communication, meetings, and social media, the bank's EV project was able to overcome challenges such as stakeholder engagement and behavior change.

The bank's transparent approach involves impact reports and proactive communication, with employees also adopting EVs. ProCredit Bank's EV initiative aligns with Georgia's National Climate Change Strategy, benefiting both their brand and their partner businesses. In summary, the bank has embraced a green approach for a sustainable future.





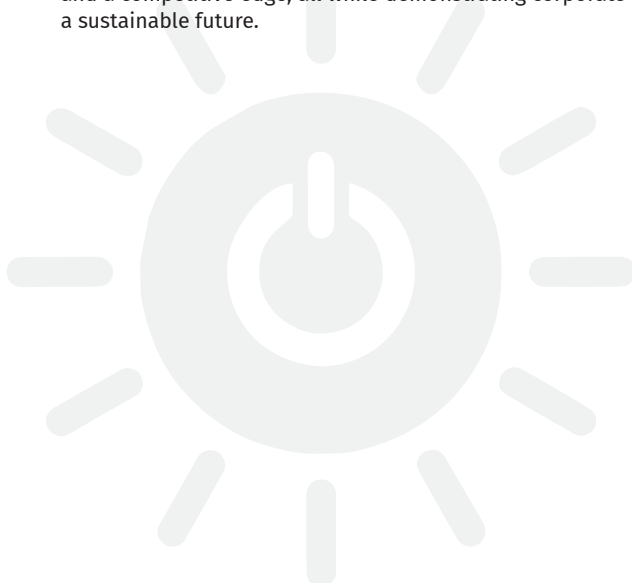
# SILK HOSPITALITY

## SOLAR PANELS

The Radisson Blu Iveria Hotel has completed its innovative solar panel project, showcasing its commitment to sustainable hospitality. The hotel has significantly reduced its electricity costs and carbon footprint by strategically placing state-of-the-art solar panels on its premises. This effort aligns with Radisson Blu's dedication to ecological practices, resonating with environmentally conscious guests and solidifying its position as a forward-thinking establishment.

The project involved careful planning, including site assessment and technology selection, resulting in seamless integration with the hotel's infrastructure. Transparent communication kept stakeholders informed, and thorough staff training ensured optimal system utilization. Therefore, financial investments, human resources, and technology all contributed to the project's success.

The initiative's broader impacts include community engagement, educational opportunities, and setting an example in the industry. This not only enhances the hotel's reputation but also positively affects its guests, staff, and the community. Financially, the project offers cost savings, a strong ROI, and a competitive edge, all while demonstrating corporate responsibility and preparing the hotel for a sustainable future.





# TEGETA HOLDING

## TEGETA FOR ENVIRONMENT AND CLEAN ENERGY

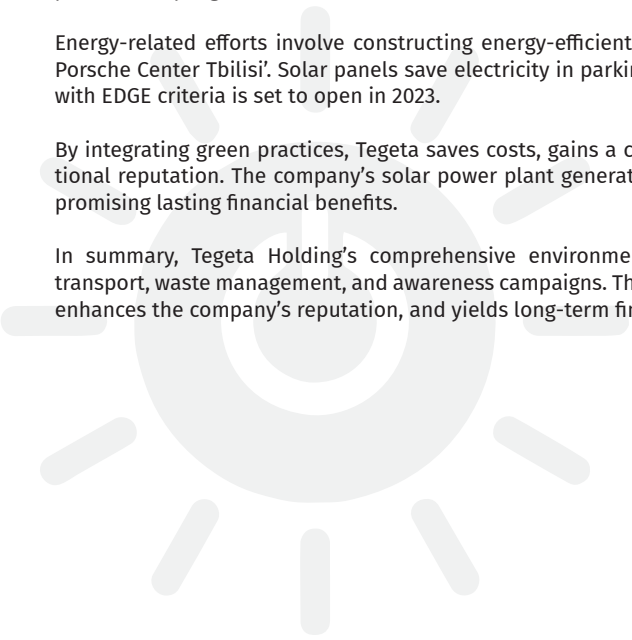
Tegeta Holding is committed to protecting the environment by addressing its environmental impact, including resource usage, energy consumption, waste generation, and product effects. The organization's focus on environmental responsibility is evident in its management of over 30 subsidiaries with a unified approach that integrates Sustainable Development Goals (SDGs) and green practices.

The holding company's environmental policy aligns with international standards and local regulations in the form of annual audits. The policy is based on three pillars: sustainable transportation (zero emissions), waste management, and awareness campaigns. Subsidiaries contribute by promoting electric and plug-in hybrid vehicles, issuing green bonds, and constructing energy-efficient buildings. Waste management involves effective plans, including collection, recycling, and product utilization. The Tegeta Green Planet initiative addresses hazardous waste management and circular economy development, while the "green office" concept means staff collect plastics and paper for recycling as part of a fully digital internal workflow.

Energy-related efforts involve constructing energy-efficient buildings, as seen in the renovation of Porsche Center Tbilisi'. Solar panels save electricity in parking areas, while a new building compliant with EDGE criteria is set to open in 2023.

By integrating green practices, Tegeta saves costs, gains a competitive edge, and boosts its international reputation. The company's solar power plant generates 500 kW, saving 40% of electricity and promising lasting financial benefits.

In summary, Tegeta Holding's comprehensive environmental strategy encompasses sustainable transport, waste management, and awareness campaigns. This approach aligns with global standards, enhances the company's reputation, and yields long-term financial and environmental benefits.







# AFFORDABLE AND CLEAN ENERGY

SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)



## ADJARISTSQALI GEORGIA

### OPERATION OF THE 187 MW SHUAKHEVI HYDROPOWER PLANT

The Shuakhevi Hydropower Project, developed by Adjaristsqali Georgia LLC (AGL), a collaboration of Norwegian Clean Energy Invest AS and Indian Tata Power, boasts a capacity of 187 MW. Located in Georgia's Ajara region, the project was commissioned in 2020 and generates 450 GWh annually, reducing greenhouse gas emissions by over 200,000 tons. The endeavor aligns with Georgia's energy security goals and creates jobs, particularly in high-unemployment areas.

The project comprises two run-of-the-river hydropower plants, linked by tunnels, harnessing water from the Adjaristsqali River and tributaries. It contributes significantly to the country's energy independence, acting as a substantial electricity generator. AGL focuses on environmental and social responsibility, adhering to international standards.

Accounting for around 4% of the country's total energy generation, the project created jobs for 1,200 people during peak construction and employs 78 individuals during operation. In total, the Shuakhevi Hydropower Project paid around GEL 55 million in property taxes to local municipalities and compensated around 400 families without physical resettlement. The project released 30,000 red-listed trout and engaged in various environmental awareness activities.

The initiative prioritizes local employment, offering training and creating opportunities during the construction and operation phases. It also strengthens local economies through property tax payments, job creation, and infrastructural development. The project showcases transparency through open engagement, regular reporting, and interactions with the media.

In summary, the Shuakhevi Hydropower Project is a successful example of sustainable energy development, benefiting multiple stakeholders, enhancing Georgia's energy security, and promoting economic growth.



## AIS

### AKHALKALAKI HPP

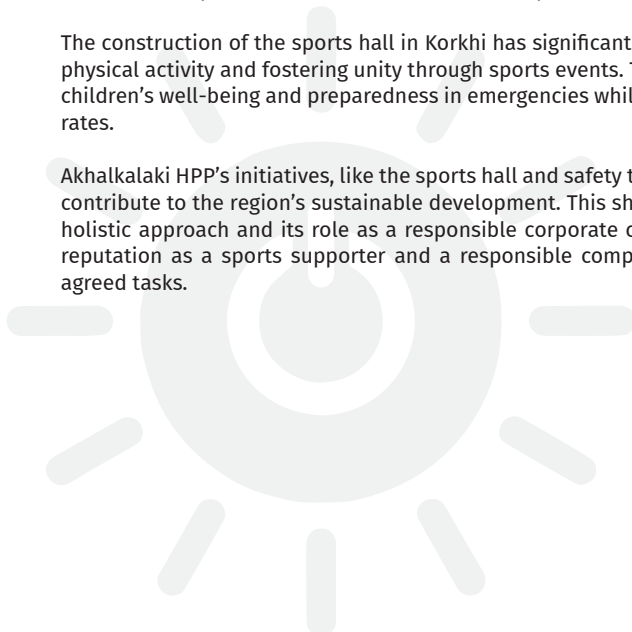
The Akhalkalaki Hydro Power Plant (HPP) has strategically focused on making a positive social and environmental impact through its initiatives, developed in close collaboration with local communities. The company ensures safety, community well-being, and sustainable development by aligning with international standards.

The HPP's engagement with local stakeholders has led to the emergence of a comprehensive social program. This effort addresses needs identified within the community and prioritizes safety, environment, and capacity building. Notably, a sports hall was constructed in Korkhi village, bridging the gap in sports facilities and promoting public health for younger generations.

To enhance safety, the HPP conducted school safety training to equip students with skills to navigate potential hazards. The curriculum, designed for children, incorporated interactive methods and essential safety rules for construction sites and operational HPP areas.

The construction of the sports hall in Korkhi has significantly benefited the community by promoting physical activity and fostering unity through sports events. The school safety training further ensures children's well-being and preparedness in emergencies whilst having a positive impact on enrollment rates.

Akhalkalaki HPP's initiatives, like the sports hall and safety training, align with its core operations and contribute to the region's sustainable development. This showcases the company's commitment to a holistic approach and its role as a responsible corporate citizen. Akhalkalaki HPP has enhanced its reputation as a sports supporter and a responsible company that keeps promises and completes agreed tasks.





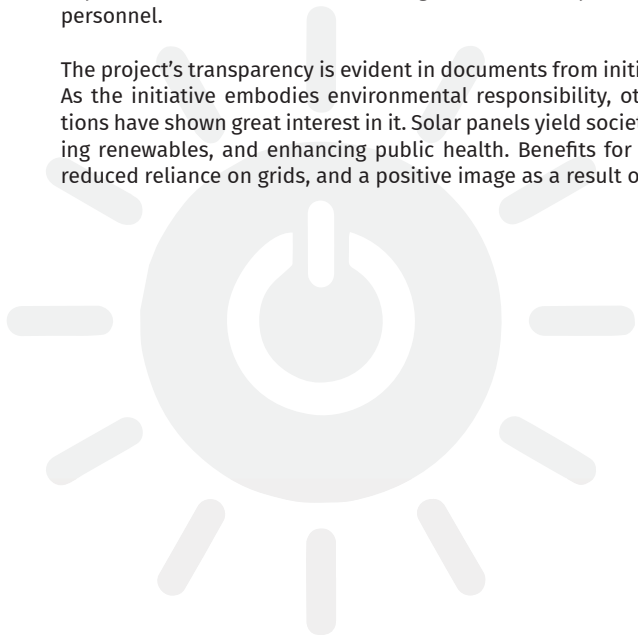
# APTOS

## SOLAR PANELS—A SOURCE OF CLEAN AND RENEWABLE ENERGY WITH MINIMAL HARMFUL EFFECTS ON THE ENVIRONMENT

In August 2021, the idea to install solar panels emerged due to high electricity costs and unreliable power supply. Hence, the goal was to cut costs, improve energy security, and contribute to sustainability. The project involved setting up a solar power station covering 2,300 m2 with 925 panels generating 540 kW (30 MWh per month). This move reduced energy expenses by GEL 10,000 GEL a month. Helios Energy, a company with a strong track record, installed the panels in adherence with quality standards and social responsibility norms.

Despite operating in the aesthetic medicine sector, the company aimed to minimize human errors through technological advancement. Among other things, the project addressed power deficit issues in the country's market, aiding energy self-sufficiency. Previously reliant on external power, the company now consumes 70% self-generated energy, curbing imports and benefiting the economy. Supervision and maintenance are rigorous, with respect to both the company and Helios Energy personnel.

The project's transparency is evident in documents from initial conception right through to execution. As the initiative embodies environmental responsibility, other companies and educational institutions have shown great interest in it. Solar panels yield societal benefits by curbing pollution, promoting renewables, and enhancing public health. Benefits for the company' include cost savings, ROI, reduced reliance on grids, and a positive image as a result of embracing sustainability and innovation.





## BAKHVI HYDRO POWER

### BAKHVI 3 HPP—RENEWABLE AND ECO-FRIENDLY ENERGY

Bakhvi 3 HPP is a new run-of-river hydropower plant on the Bakhvistskali River in the municipality of Ozurgeti in western Georgia's Guria region. The HPP was fully commissioned in 2015. With a 9.8 MW installed capacity and an annual power production of 41 GWh, it provides energy all year round.

Once the construction of the HPP had been completed, it became clear that more than just a small hydropower plant operating on hydro resources is needed to produce renewable and clean energy since the construction and operation of an HPP are associated with environmental impacts. During the construction of the HPP, the affected areas needed to be restored, and at the operational stage, it was impossible to avoid or even reduce environmental risks—and without establishing stringent environmental standards, these would most certainly become an additional source of environmental impact. Implementing the environmental and social management system made the Bakhvi 3 HPP much more eco-friendly. The areas affected by the construction were quickly restored, and the animals living in the project space returned to their natural habitat. Today, brown bears, wild boar, roe deer, and otters roam freely in the vicinity, and the population of river trout in the Bakhvistskal River has increased.

As part of the Bakhvi Hydro Power initiative, all the first graders at Mtispiri Public School are gifted school equipment every year. In addition, depending on needs, technical support is provided to the public school of Mtispiri every year. As part of the support provided to the Mtispiri community, furniture was purchased for Mtispiri Kindergarten, and electrical wiring was brought into compliance with safety standards. In the village of Ukanava in the Mtispiri community, the municipal service did not collect or remove waste; instead, the residents threw their garbage into the ravines. At best, they had to carry the trash several kilometers to the container.

Implementing the environmental and social management system was not primarily meant to generate financial benefits for the organization. However, today, it is already possible to talk about the benefits that the company received from this activity. The first benefit is that the project has been positioned as an eco-friendly HPP in the market. High environmental and social standards allow the hydropower plant to position itself as desired, increasing interest and confidence in the project. The attitude of people living around the HPP toward the business has changed, as residents saw that the company—their own financial benefits aside—has a genuine desire to care for the environment and support the local community through small social projects. The implementation of the environmental and social management system positively influenced the decision of the new shareholders of Bakhvi Hydro Power LLC to join the project. The new investment has enabled the company's management to start an optimization program that includes significant technical upgrades and the implementation of modern management systems.



# BIODIESEL GEORGIA

## BIOFUELS FROM WASTE—CLEAN ENVIRONMENT AND ENERGY INDEPENDENCE

Biodiesel Georgia LLC. pioneered sustainable practices in Georgia by introducing a groundbreaking project in 2018. This initiative focused on producing alternative, renewable, and eco-friendly fuel—biodiesel—made from bioresources, such as used edible vegetable oil. Before the project's inception, the prevalent practice of using secondary oil for animal feed inadvertently introduced harmful substances into the food chain, posing environmental and health risks.

Recognizing the urgency of addressing these challenges, the company undertook a comprehensive approach. Its collaboration with state authorities to establish legislation for proper waste oil utilization led to the issuance of Resolution #605 in 2022. Simultaneously, Biodiesel Georgia transitioned its production line to enable the conversion of used cooking oil into biodiesel, setting a new benchmark for eco-friendly fuel production.

Notably, the company's commitment extended beyond technical innovation. By engaging with the food industry, Biodiesel Georgia successfully halted the harmful practice of using secondary oil in animal feed, reducing hazardous waste in the food chain by 80%. Through continuous outreach, the organization ensured that all food establishments contributed to responsible waste management.

Ultimately, the project resolved a significant environmental challenge and generated positive socio-economic outcomes. Over 51 jobs were created, and the country's import of oil products decreased. Furthermore, the project supported energy diversification, bolstered agriculture, and improved the export-import balance.

The project generated new revenue streams. The production of biodiesel from waste oil diversified Biodiesel Georgia LLC's product offerings, tapping into a growing market for eco-friendly fuels. This expansion bolstered the company's market presence, positioning Biodiesel Georgia as a pioneer in sustainable fuel production in the region. Finally, the project also enhanced the company's brand reputation.



## C-C-E-H HYDRO VI

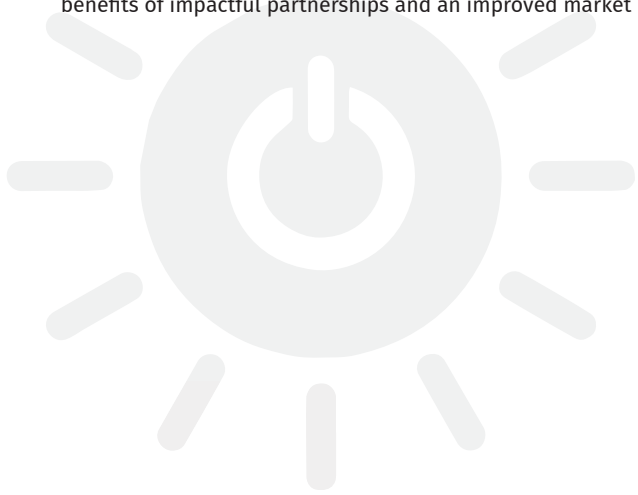
### EMPOWERING GURIA: ADVANCING CLEAN ENERGY AND SUSTAINABLE COMMUNITY DEVELOPMENT

Empowering Guria: Advancing Clean Energy and Sustainable Community Development is a pioneering initiative focused on exemplary hydropower development with strong Environmental, Social, and Governance (ESG) practices. The project, situated in Guria, Georgia, engages with local communities to address education, employment, and well-being challenges. It emphasizes community empowerment through workshops, training, and initiatives.

The project's completed, and ongoing social programs range from medical rehabilitation support for disabled individuals through providing educational resources, technology, and environmental awareness tools to schools and kindergartens to offering training for teachers and students and even financial assistance for people with disabilities and students pursuing higher education.

The project advances clean energy and fosters social and economic prosperity by boosting local economies, education, and inclusivity. Its resource allocation—including financial, human, and in-kind contributions—drives successful implementation and collaboration with stakeholders, ultimately improving the well-being of the communities it serves.

By strategically focusing on sustainability and community empowerment, Bakhvi HPP has established itself as a socially responsible organization, attracting talent and driving innovation while reaping the benefits of impactful partnerships and an improved market position.





# GEORGIAN RENEWABLE POWER OPERATIONS

## MESTIACHALA HYDROPOWER PLANT

The Mestiachala Hydropower Plant is located on the Mestiachala River near Mestia in Northern Samegrelo-Zemo Svaneti, Georgia. The project consists of a powerhouse near the airport, a 7 km pipeline connecting the intakes at the confluence of the Mestiachala and Chalaati rivers, and two inputs that divert water through a channel to generate a maximum of 30 MW of power and 106.7 GWh annually. The design aligns with SDG7, benefiting local communities and adhering to IFC Performance standards. The power plant addresses Georgia's rising energy demand, reducing the annual deficit by 105 GWh. Shareholders and IFI standards set goals, and specific teams manage operations, maintenance, and safety. Stakeholder engagement and community support are integral, backed by a grievance mechanism.

Consultation meetings were conducted by the company in order to identify the specific needs of the local population. Mestiachala CSR projects involve more than 5,000 beneficiaries in total. The company successfully cooperates with stakeholders, developing social projects tailored to the needs of local communities. With the support of the Ministry of Education, Science, Culture, and Sport, the company created a library at the Public School N2 of Mestia that meets modern standards. The renovated and upgraded library resources will be accessible to Mestia's children and youths. In collaboration with Mestia city hall, the Leo Pilpani Public and Folk Theatre was restored and recommenced operations after being inactive for the past 20 years.

The project considered the rehabilitation of the building of the theatre, construction of a summer amphitheater and the children's drama studio.

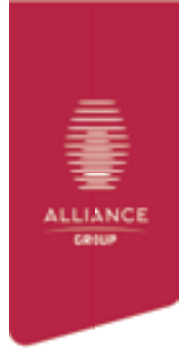
Through years of operations, Mestiachala Hydropower Plant has cultivated a positive relationship with major international suppliers in this field, such as Voith, Leroy Somer, Braun, Schubert, and ILF. These relationships boosted the company's credibility and increased the presence of such companies in Georgia.





# DECENT WORK AND ECONOMIC GROWTH

LARGE BUSINESS



# ALLIANCE GROUP

## ALLIANCE CENTROPOLIS

Alliance Group's ambitious project, Alliance Centropolis, has transformed Batumi's landscape with a US\$420 million investment. Comprising three towers—A, B, and C—this multifunctional venture offers high-end apartments, a Hyatt Centric Hotel, and diverse amenities.

The World Trade Center (WTC) partnership gives the region its first exhibition space, uniting over 300 global corporations. Hyatt Centric's sixth European location promises international-standard services. But Alliance Centropolis is more than just a hospitality venture. It comprises a business center, shopping complex, co-working spaces, conference facilities, entertainment, spa, and more. Sustainability, safety, and compliance are top priorities.

Strategically, Alliance Centropolis aligns with market focus, global partnerships, and compliance, attracting businesses and tourists alike. The construction process involves market research, design, financing, and ongoing management, always with an emphasis on transparency.

The impact of the project is far-reaching: it has led to job creation, economic growth, improved infrastructure, community engagement, urban revitalization, MICE tourism promotion, and civic pride.





# BANK OF GEORGIA

## BANK OF GEORGIA FOR SDG 8

Banks drive economic growth by supporting productive activities and financial inclusion. The Bank of Georgia is committed to these ideals and contributes to Sustainable Development Goal (SDG) 8, focusing on Decent Work and Economic Growth. This commitment is not a short-term project but a core aspect of their long-term strategy.

The bank aims to empower its employees, ensure a safe working environment, and be an employer of choice. Bank of Georgia prioritizes customer-centricity, breaking down barriers to credit access, especially for vulnerable groups. They provide various programs like Accounting Development for MSMEs, Women Entrepreneurs Empowerment, Business Education for Sustainable Growth, and many more.

In addition, the Bank of Georgia extends support to businesses and entrepreneurs by collaborating with external organizations such as USAID and UNDP. In doing so, they use robust monitoring and evaluation processes to measure the impact of their projects and refine their offerings.

Furthermore, the bank promotes a culture of speaking up and offers whistleblowing channels. Employees are empowered through engagement surveys and open communication with senior leadership. For customers, the bank provides advisory services, webinars, and educational platforms to foster business growth.

Bank of Georgia's commitment to gender equality, financial inclusion, and education is evident in projects like supporting women in business, improving accounting practices for SMEs, and fostering transparency in agribusiness.

By focusing on these initiatives, the bank strives to positively impact economic development, employee empowerment, and community engagement. They believe that the success of their projects is driven by effective management, continuous improvement, and collaboration with partners.



## MAJOREL GEORGIA

### FEEL GOOD

The Feel Good program was established in 2019 in Berlin and quickly implemented by Majorel in the Georgian cities of Tbilisi, Batumi, and Kutaisi. Triggered by the results of an employee survey, the program aimed to improve motivation and reduce the high turnover rate in call centers. It had transpired that the diverse workforce, serving multiple clients, felt disconnected.

In 2022, the program was adapted and restructured for the Georgian context. A dedicated Feel Good Manager was hired, and an intranet was launched to facilitate communication. The program's unique bottom-up approach empowered employees to select activities, with Feel Good Ambassadors driving engagement.

Activities like yoga, art therapy, hiking, and charity events were organized through various internal clubs, and a monthly budget was allocated to fund these initiatives. Primarily, the program emphasized community engagement and philanthropy.

The success of the Feel Good program was evident in the significant increase in job satisfaction, improved retention rates, and an elevated employee net promoter score (ENPS). Majorel Georgia obtained the Great Place to Work certification, with employees expressing satisfaction.

Importantly, the Feel Good program stood out for its focus on diversity, equity, inclusion, and environmental sustainability. It encompassed well-being, personal development, and community engagement.

All in all, the program's financial allocation, dedicated team, stakeholder collaboration, and intranet ensured its success. It positively impacted employee well-being, personal growth, and community involvement.

Results included increased job satisfaction, enhanced retention, and a higher ENPS. The program's diverse event formats and intranet improved accessibility and inclusivity, leading to higher attendance rates.

Ultimately, the Feel Good program significantly enhanced employee engagement and well-being while contributing positively to the company's reputation and community involvement.



## RMG

### GEORGIAN-GERMAN WINE HOUSE IN BOLNISI

Rich Metals Group (RMG) actively engages in corporate social responsibility (CSR) activities in the Kvemo Kartli region, focusing on supporting the local community. RMG particularly emphasizes the Bolnisi Wine Support Program, a long-standing initiative to bolster local winemakers and strengthen the Wine Bolnisi Association.

The Wine Bolnisi Association comprises small-scale winemakers who follow traditional Georgian winemaking practices, including using clay pot vessels called Qvevri. The association has grown significantly since its inception, with RMG's support providing members access to resources such as laboratory analysis, wine vessels, tools, marketing assistance, and participation in wine events.

One of RMG's significant CSR achievements is the creation of the Georgian-German Wine House (GGWH), a historical building restored by RMG to serve as a co-working and commercial space for local winemakers.

The company's collaboration with the Wine Bolnisi Association began in 2018, leading to significant improvements in the quality of Bolnisi wines and their recognition in international contests.

Through initiatives like quarterly training, marketing support, participation in wine events, and the GGWH Project, RMG has empowered local winemakers, improved product quality, and elevated Bolnisi wines to international acclaim. The company's CSR efforts go beyond financial support, focusing on sustainable, long-term assistance that encourages the growth of local businesses and communities.

RMG's involvement in the Bolnisi Wine Support Program has been instrumental in building a thriving local wine industry, generating employment, and fostering economic independence. The company's dedication to transparency, quality, and community development is evident in its comprehensive approach to CSR.



# SILK HOSPITALITY

## DECENT WORK AND ECONOMIC GROWTH

In pursuit of sustainable development, the company places significant emphasis on fostering decent work and economic growth, recognizing their profound impact on individuals and societies alike. The company's commitment to ethical business practices is evident in its Code of Business Ethics, which underscores principles such as legal adherence, respect for all stakeholders, ethical decision-making, fairness, transparency, and loyalty.

To enhance employee well-being and stimulate economic growth, the company regularly introduces strategic initiatives to establish a content and secure working environment, increase monthly incomes, and facilitate career progression. These endeavors align with UN Sustainable Development Goal 8, which seeks to attain full employment, inclusive economic expansion, and promote decent work for everyone. The company further ensures compliance with equitable labor laws, prioritizes safety, and invests in fostering employee development.

The outcomes of these efforts reverberate across various domains, aligning with SDG8's potential to alleviate poverty, enhance living standards, bolster health and well-being, encourage gender parity, nurture skill acquisition, empower individuals, ensure social stability, stimulate entrepreneurship, and uphold environmental sustainability. Correspondingly, these benefits extend to the company's operations, yielding heightened productivity, enhanced talent attraction and retention, an augmented reputation, an innovation-driven culture, and robust stakeholder engagement.





## TEGETA HOLDING

### CARE CHANGES THE WORLD

Tegeta strongly emphasizes the value of care in its business activities. This care extends to various aspects, including development, employees, partners, and customers. The "Care changes the world" campaign, launched during the New Year period in 2022, marked the start of a Caring Year for Tegeta. This initiative aimed to unite people and encourage societal and environmental changes through Tegeta's involvement.

As part of the campaign, Tegeta created a donation platform called Tegeta.care, bringing together organizations and foundations focused on addressing pressing issues. This crowdfunding platform allows anyone to contribute funds easily to their chosen organizations. Tegeta also partnered with various organizations to support community empowerment, education, women's advancement, and more. The "Care changes the world" campaign aligns with Sustainable Development Goals (SDGs), particularly those related to economic growth, reduced inequalities, and sustainable partnerships.

Around 40 projects were executed under the campaign, focusing on education, economic empowerment, raising awareness, and animal welfare. The campaign's transparency and inclusivity, coupled with the involvement of the top management, contributed to its success. Tegeta also actively engaged its employees, promoting a tradition of sending gifts to beneficiaries instead of playing Secret Santa. The "Care Changes the World" campaign's impact was clearly very far-reaching. It supported organizations working with diverse groups, including individuals with disabilities, socially vulnerable beneficiaries, and refugees. Furthermore, social entrepreneurs gained skills during the animal welfare, education, and women's empowerment initiatives. Importantly, the campaign's success extended beyond financial contributions, enhancing company values, strengthening partnerships, and increasing employee engagement.



# TEGETA HOLDING

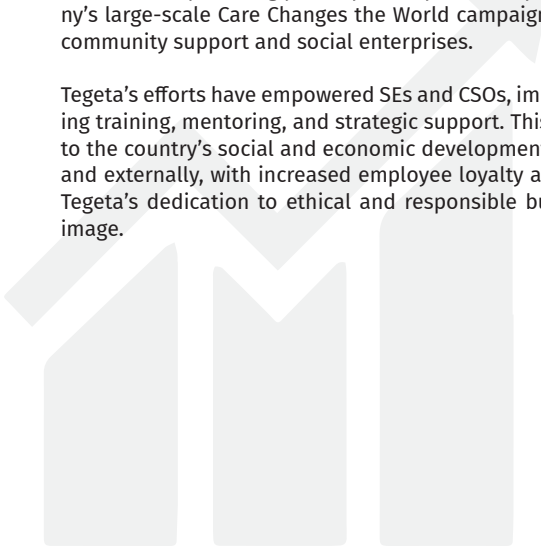
## TEGETA FOR SOCIAL ENTERPRISES

Tegeta Holding places great importance on supporting local communities and social enterprises (SEs) to boost economic growth. The company has extensive experience in aiding civil society organizations and contributing to pro bono projects, where corporate volunteering involves sharing knowledge and expertise rather than financial support. In 2022, Tegeta launched the Tegeta for Community project, collaborating with the Pro Bono Network of Georgia to provide pro bono services to social enterprises and civil society organizations with a view to enhancing engagement and organizational efficiency.

Tegeta Holding has been involved in various pro bono activities, including partnering with the Alliance of Social Enterprises of Georgia to offer express study courses on social media management and public relations. The company has also cooperated with individual SEs like Leader, providing training and business mentoring. Tegeta actively participates in pro bono initiatives like marathons and promotes SEs through its donation platform.

Since joining the Pro Bono Network in 2022, Tegeta Holding has consistently embraced pro bono consultations and expanded its partnership with SEs. Outcomes are communicated via various channels, emphasizing public-private partnerships and encouraging future participation. The company's large-scale Care Changes the World campaign and donation platform reflect its commitment to community support and social enterprises.

Tegeta's efforts have empowered SEs and CSOs, impacting around 50 social entrepreneurs and providing training, mentoring, and strategic support. This enhances the beneficiaries' skills and contributes to the country's social and economic development. Tegeta's reputation has improved both internally and externally, with increased employee loyalty and positive customer feedback. This demonstrates Tegeta's dedication to ethical and responsible business practices while fostering a positive public image.







## SMART CAPITAL GROUP

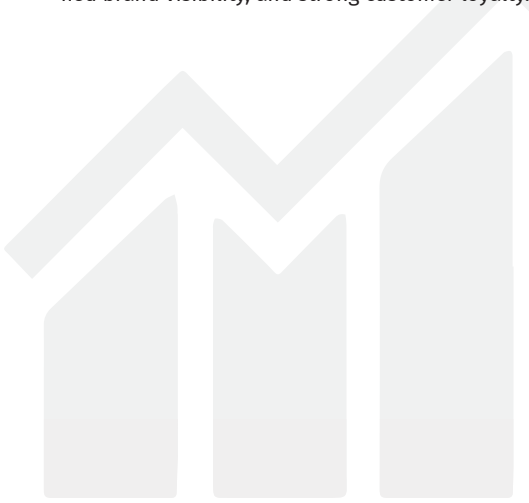
### POTI FREE INDUSTRIAL ZONE

The Poti Free Industrial Zone (Poti FIZ), supported by Smart Capital Group, stands as Georgia's oldest and largest free zone and is a flagship for business activity. Covering 300 hectares, it caters to various business needs, including manufacturing, logistics, and trade.

With a focus on tax incentives, Poti FIZ aims to attract businesses and generate jobs by allowing tax-free imports of materials and tax-exempt exports of finished goods, both locally and internationally. Notably, it places particular emphasis on women entrepreneurs, offering favorable terms for their registration.

At the heart of Poti FIZ's philosophy are its employees, benefiting from professional development workshops, frequent team-building activities, and a robust bonus structure. Bi-monthly coaching sessions enhance skills, while quarterly team events foster unity. The company prioritizes transparency, publishing annual audit reports and maintaining an active public relations approach.

Around 500 locals have secured employment within Poti FIZ, which constitutes a 30% growth in recent years, partly due to the opening of a local textile factory. Overall, this initiative yields advantages for Smart Capital Group, including heightened engagement, community and investment backing, amplified brand visibility, and strong customer loyalty.





# DECENT WORK AND ECONOMIC GROWTH

**SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)**



## ALDAGI

### CREATING QUALITY JOBS FOR PEOPLE

According to a survey conducted in 2022, customers perceive Aldagi as a team of high-level professionals. Responses collected in a 2021 value survey conducted on the basis of Barrett's methodology show that the company is characterized by positive values and boasts a healthy corporate culture.

Today, Aldagi aims to offer employees high-quality jobs instead of just standard ones. Hence, the company created a policy to introduce quality work practices, in particular, providing a fair, equal, and safe environment for employees.

In the wake of the COVID-19 pandemic, job market trends have changed. Besides financial motivation, people prioritize a work environment where they can feel safe, valued, and recognized professionally. Therefore, Aldagi focuses more on providing such an environment and is ready to make human and financial investments to this end.

In its quest to provide decent work, the company focused on several goals in 2023: creating equal opportunities, ensuring transparency, and strengthening trust and team spirit. The vision is to create and encourage a healthy and safe corporate environment where opportunities are equal, people enjoy social protection mechanisms, and the company is always open for dialog with its employees.

As a result of the initiatives implemented, the level of employee satisfaction increased by 15%, according to an internal survey.

Decent work is beneficial not only at the individual level but also socially. By improving its internal approaches and focusing on decent work, Aldagi managed to increase the job satisfaction of its nearly 600 employees, which also affects their families and well-being, future career prospects, and professional development. In general, by offering quality jobs, Aldagi develops and makes the country's employment market competitive, which, in turn, is a prerequisite for economic development.

Aldagi believes that improved employee morale reduces attrition rates, enhances the company's reputation, and increases business profits that are ultimately reinvested in its employees.

## IBCCS TAX

### ENGAGEMENT OF INTERNATIONAL COMPANIES, INVESTORS, ENTREPRENEURS, AND BUSINESS PROFESSIONALS TO DO BUSINESS IN GEORGIA

The primary goal of projects undertaken by IBCCS TAX is to present Georgia as an exceptional business destination and capture the interest of global investors, entrepreneurs, business individuals, digital nomads, and similar stakeholders. This endeavor significantly contributes to the nation's economic advancement, facilitates job creation, and promotes the engagement of the domestic workforce. Furthermore, IBCCS plays an active role in overseeing the daily operations of its partners and investors and ensures that the corporate culture is improved and decent working conditions are maintained.

IBCCS TAX's projects are pivotal in expanding the country's employment landscape, as they generate many job opportunities across various sectors by facilitating the establishment of businesses and attracting foreign investments. So far, a total of 500 jobs have been created thus far. Through the influx of international businesses and professionals, these projects contribute to developing a skilled labor force in Georgia. This enhances human capital and improves the overall competency of the local workforce, thus promoting economic growth. The project's ability to attract diverse businesses and industries helps diversify the country's economic landscape. This, in turn, reduces reliance on a single sector and fosters a resilient and sustainable economy. Currently, more than 30 business professionals, investors, and companies are involved.

As international companies bring advanced technologies and practices, the projects indirectly facilitate technology transfer. This results in increased efficiency, innovation, and competitiveness within local industries.

IBCCS TAX's initiatives lead to increased foreign direct investment, stimulating economic growth and providing the necessary capital for infrastructure development and other growth-oriented projects. The projects carried out by IBCCS TAX, therefore, not only offer societal benefits but also strategically enhance the company's own capabilities, reputation, and market positioning, ultimately fostering its growth and success.



# LEGI

## INCREASE IN PRODUCTION AND INVESTMENT IN DEVELOPMENT

LEGI aims to increase production and promote employment and makes annual investments to achieve this.

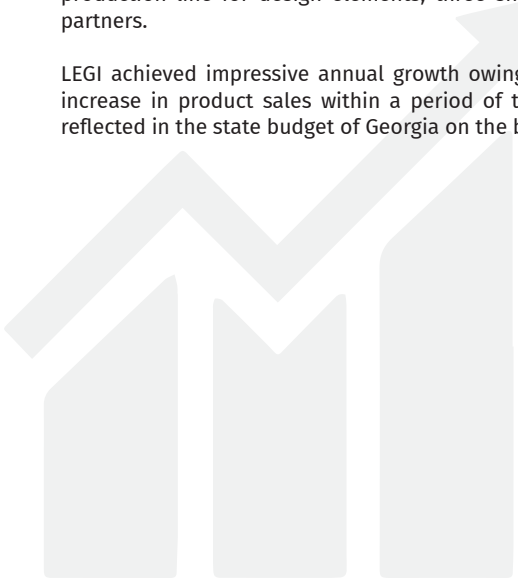
The company started with one small production facility offering 25 jobs, and through additional investments, they managed to create more than 150 new jobs each year.

Today, LEGI already has four new production facilities in two locations as well as showrooms and points of sale for its products in seven locations.

Another essential aspect of this project is the improvement of the working and living conditions of twelve Ukrainian citizens, who take on an active role in the company's successful operation.

The rate of production increases year on year. LEGI started out with one enterprise ten years ago, and today, the company's portfolio comprises two concrete factories, two stone-crushing plants, a production line for design elements, three showrooms, and tens of thousands of customers and partners.

LEGI achieved impressive annual growth owing to business benefits received as well as a tenfold increase in product sales within a period of ten years—which is also both indirectly and directly reflected in the state budget of Georgia on the basis of the taxes paid by LEGI.





## EL +

### NEW PLANT EQUIPPED WITH MODERN TECHNOLOGY SYSTEMS

The company El Plus, with 18 years of experience in fire safety systems, commissioned a modern factory in Georgia in 2022. This facility manufactures fire cabinets, apartment doors, and fire-resistant doors, supplying local construction developers and dominating the market. Importantly, these fire-resistant doors have successfully passed stringent European fire resistance tests. What's more, the company's success stems from its commitment to evolution and adaptability. The company strongly supports its employees' growth, for example, by enrolling them in programs like Lean Manufacturing and Fit for Partnership with Germany, thus fostering international education and professional development at the same time.

The factory has replaced imports with locally produced products, generating employment and nurturing a safe work environment. To overcome the challenge of finding skilled local staff, the company hired foreign experts who trained local employees and introduced the 5S system, leading to continuous further advancement.

El Plus places great emphasis on a healthy work-life balance, competitive salaries, equality, and tolerance. Women make up over 50% of its workforce, a trend that has been consistently upheld. of the company's guiding principle is to achieve economic growth and a high-quality standard throughout, so it is not surprising that the company witnessed a 50% surge in economic growth over two years—a testament to its qualified team, supportive work environment, and dedication to employee well-being and development.



# MICRO BUSINESS CAPITAL (MBC)

## SOCIAL ENTERPRISE SUPPORT PROGRAM

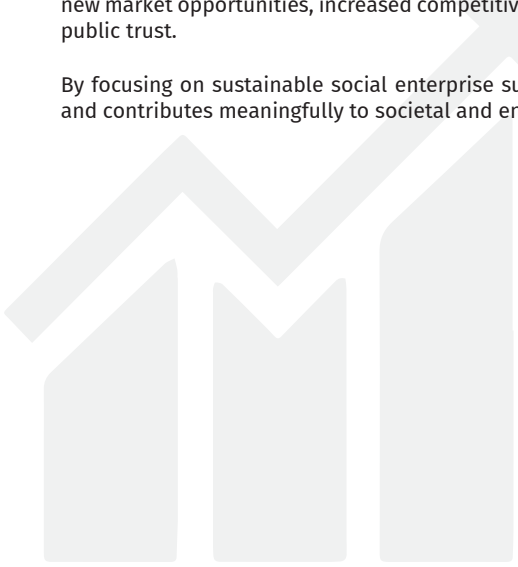
MFI MBC, a financial institution, has supported social enterprises in their corporate sustainability efforts for several years. In 2022, the company decided to strengthen and formalize its approach to social enterprise support, making it a central focus of its corporate sustainability strategy. The resulting Social Enterprise Support Program aims to foster the growth of social enterprises.

The program encompasses both financial and non-financial assistance and a commitment to social procurement. This initiative aligns with MFI MBC's broader corporate responsibility strategy, which covers employee well-being, customer satisfaction, environmental considerations, and broader societal support.

The program's positive outcomes include financial investments that support social enterprises, pro bono assistance for areas like sales strategy and branding, and socially responsible procurement practices that strengthen MFI MBC's supply chain and the financial stability of social enterprises.

Additionally, the program offers tangible business benefits for MFI MBC, such as enhanced reputation, new market opportunities, increased competitiveness, attractive investment prospects, and bolstered public trust.

By focusing on sustainable social enterprise support, MFI MBC stays true to its business objectives and contributes meaningfully to societal and environmental well-being.





## MINISO GEORGIA

### MINISO—GEORGIAN STANDARD

When it comes to the creation of decent work conditions for all employees, Miniso Georgia is considered one of the best employers in the Georgian market today. Miniso Georgia staff feel content and comfortable, according to employee satisfaction surveys that are conducted at least twice per year. In terms of equal pay and a bonus system, Miniso Georgia offers its staff both. Whether based in a rural area or in a major city, the salaries and bonus schemes are identical for all Miniso team members. Needless to say, this showcases the company's equal and fair approach company, which it is set to retain in the future.

What's more, Miniso Georgia also provides a safe and secure work environment. To this end, the company cooperates with a top labor security company. Accordingly, close attention is paid to the safety and security of all Miniso employees.

Another key aspect of Miniso Georgia is its dedication to the employment of the vulnerable. The company strives to employ everyone who can carry out basic work, especially vulnerable people.

60% of Miniso Georgia staff members are young students, and the company tries to offer them flexible working hours and conditions around their study requirements. Miniso Georgia does its best to be a good first employer for young people entering the workforce. In total, 80% of Miniso employers are female, and the company is very proud of this statistic, as Miniso Georgia strongly supports the empowerment and financial independence of women. For a period of time, Miniso Georgia even sold bags saying "Girl Power."

In addition to this, Miniso Georgia has also successfully created special working conditions for young people aged 16-18 who want to gain work experience. With written agreement from their parents, people in this age group can work for Miniso Georgia for limited working hours in accordance with local (Georgian) labor law and legislation.

Among the benefits of Miniso Georgia's efforts are a decrease in the employee resignation rate (30%) and increased demand to work at Miniso Georgia. In terms of financials, the company recorded a 20% increase in income in 2023 compared to the previous year. Miniso Georgia is also growing geographically and has achieved its monthly sales targets in eight to nine out of twelve months.





## NEXIA TA

### NEXIA 4SME

Nexia Georgia, a long-standing leader in accounting services, has taken on a key social responsibility by launching Nexia 4SME, a dedicated department to assist small and medium-sized businesses. Its primary goal is to provide these enterprises with professional accounting, financial analysis, and managerial guidance, thus fostering their growth and contributing to the country's SME sector advancement.

The vision of Nexia 4SME is to extend high-level international services to smaller businesses, empowering them to thrive. By implementing innovative technologies and automated processes, the project streamlines daily operations, reduces costs, mitigates financial risks, and supports economic resilience. This initiative addresses common issues small firms face, notably inadequate financial management and inexperience in decision-making.

With over 150 client companies already on board, the project is gaining momentum organically. Nexia 4SME is pioneering, providing budget-friendly services tailored to startups and small businesses. The project aims to ease the burden of accounting, provide tax guidance, and bolster economic stability, thereby contributing to job creation and women's participation in the business sector.

The project's success is evident from its impressive revenue growth and profit increase compared to the previous year. Central to this endeavor is the organization's commitment to personalized communication and client satisfaction. Dedicated customer relations personnel ensure that clients receive tailored support and timely assistance. The project has effectively reached its target audience and fostered growth by leveraging social media platforms, media outlets, and partnerships. Furthermore, Nexia 4SME has contributed to developing local businesses and gained recognition within the global Nexia network, inspiring other offices to follow suit.



## NOMOS GEORGIA

### NOMOS GEORGIA: LAW FIRM WITH LOCAL FEEL AND GLOBAL IMPACT

Dozens of foreign investors have invested in Georgia and contributed to Georgia’s economic development with the support of NOMOS. Furthermore, several foreign companies have opened branches in Georgia and continue to operate in the country. One of the company’s main goals is to promote Georgia worldwide as a primary place to do business, attracting investors due to its low taxes and sophisticated way of living. Besides offering legal services, Nomos, through various social platforms, blogs, and videos, prompts foreign investors to learn more about Georgia and its investment opportunities, thus contributing to the country’s economic development. Through Nomos, numerous newcomers have already invested in Georgia, opening branches and successfully operating their businesses.

With its economic activities, legal services, and consultancy, Nomos Georgia has fully recovered its investment and made an additional profit. Its total annual income amounts to GEL 95,000. This income is set to keep growing as the law firm develops and implements new ideas.





# RUDERAL

## RUDERAL TRAINING AND APPRENTICESHIP PROGRAM

The demand for landscape architectural services is continually rising due to large-scale infrastructural projects in Georgia and the Caucasus. However, no Georgian university offers landscape architecture programs. The Ruderal Training and Apprenticeship Program employs and trains early-career architects in Tbilisi to fill this gap. Currently, six designers are employed full-time by Ruderal out of 15 participants.

The program focuses on skill development and project-based growth. Designers learn about landscape architecture essentials like vertical planning, plant identification, ecology, and climate change issues. They also gain project management skills and acquire leadership experience under senior guidance. Three designers have completed over a year of training, with two becoming project managers and one specializing in planting design. These leaders, in turn, now train new designers.

Ruderal's skilled landscape architecture workforce is built up through this program, enhancing efficiency and promoting advancement. Participants are urged to contribute to business expansion and are recognized for their contributions.





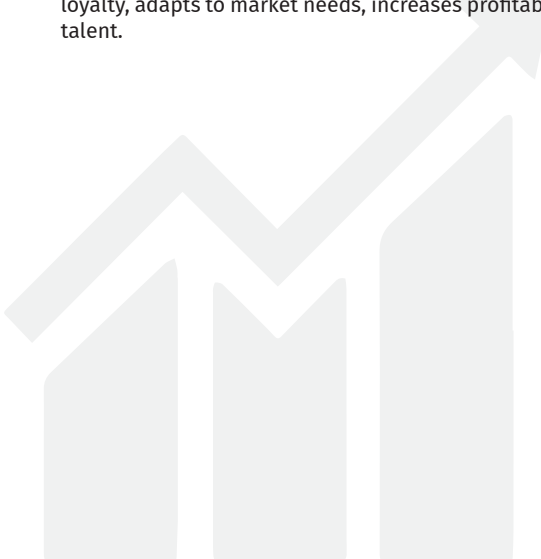
## THE BILTMORE TBILISI HOTEL

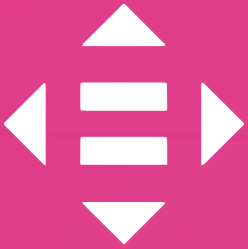
### EMPOWER WORKFORCE, DRIVE GROWTH

The Empower Workforce, Drive Growth project is a comprehensive effort by the organization to advance fair employment, economic prosperity, and sustainable practices. Through initiatives focusing on fair employment practices, skills development, job creation, sustainability, and community engagement, The Biltmore Tbilisi Hotel aims to contribute positively to its employees, the community, and overall economic progress.

This initiative reflects the hotel's commitment to international standards and responsible corporate citizenship. This is an integral part of the company's strategy, aligning with its policies and objectives. This approach emphasizes human capital development, community engagement, sustainability, ethical employment practices, and market expansion, all in harmony with the project's principles.

This initiative impacts both the social and the business spheres. Socially, it fosters fair employment, reduces poverty, promotes inclusive growth, empowers employees, engages the community, and promotes environmental responsibility. On the business front, it boosts productivity, reduces turnover, enhances reputation, diversifies talent, strengthens supplier relationships, fosters customer loyalty, adapts to market needs, increases profitability, and enhances the organization's appeal to top talent.





# REDUCED INEQUALITIES

LARGE BUSINESS



## GEORGIAN BEER COMPANY

### COMPLIANCE WITH ANTI-BRIBERY AND ANTI-CORRUPTION POLICIES, MODERN LABOR CONDITION STANDARDS

Georgian Beer Company has implemented a compliance policy following international standards to achieve corporate sustainability. The mentioned policy includes not only its introduction in a document in the company but also its full implementation and availability to each of its employees and partners.

The daily actions taken within this project's framework help the company minimize inequality while improving the existing market situation.

The benefits of this project are twofold. Firstly, it constitutes a direct benefit for both employees and third parties, and secondly, it ensures a positive result for the company's partners. Each employee has a guarantee that the company will protect their personal information. Staff are confident that they will be notified of any news in due time, which gives them a sense of awareness of what is happening around them. In addition, employees know who to contact if they witness any violations and where and in what form they can log their complaints or make suggestions for improving their working conditions in any way. Furthermore, staff are informed about who will review their complaint. Also, staff are informed about who will review their complaint and in what terms the information is provided.

In addition, they have a full guarantee that they will not be fired, harassed, or embarrassed when filing a complaint.

Each employee is aware that the company will not discriminate. When it comes to recruiting personnel, no applicant will be given preference over others on any discriminatory basis but will be selected purely based on professional experience and educational background. Transparency and availability of information also reassure employees that colleagues working in the same role don't get different salaries.

Many companies want to cooperate with a company with a positive reputation, which is excellent news for Georgian Beer Company, as the company's reputation in the market received a boost due to its fair projects.



## JSC MFO CRYSTAL

### **WOMEN'S EMPOWERMENT FOR REDUCING INEQUALITIES (EMPOWERED WOMEN = EMPOWERED FAMILIES = STRONGER ECONOMY)**

Crystal has made reducing inequality a strategic priority. Their program, Buzz Georgia, which was launched in 2020 with support from USAID, aims to provide personal, financial, and entrepreneurial education to women, particularly in rural areas. During the COVID-19 pandemic, it was adapted to online delivery, reaching over 3,000 women across Georgia.

Crystal's efforts align with UN SDG 5 (gender equality) and SDG 10 (reduced inequality) and have positively impacted women's economic development and well-being. Buzz Georgia provides a unique combination of personal growth and financial literacy, addressing a crucial gap in the financial sector. This program has improved women's self-confidence, access to financial resources, and networking opportunities.

Buzz Georgia also fosters collaboration among women, creating women-led businesses and organizations, such as the Association of Women Entrepreneurs. Crystal's subsidiary, Crystal Consulting, offers free business consulting, accounting tools, and mentorship to support these women in their entrepreneurial endeavors.

Furthermore, Buzz Georgia leverages online platforms to facilitate training sessions, allowing working mothers to participate while caring for their children.

Through Buzz Georgia, Crystal has positively impacted around 3,000 women and their families in various regions of Georgia, contributing to reducing economic inequality.



# TBC BANK

## TBC ACADEMIES

TBC, a prominent employer in the country, prioritizes the growth and development of its workforce through the TBC Academy platform. Established in 2011, TBC Academy offers various courses to enhance the skills and careers of employees, with a focus on women, who make up 70% of the workforce. These programs include IT, law, marketing, business development, leadership, risk management, and more.

TBC launched its Leadership and Risk Academies to bolster women's representation in leadership and unconventional fields like risk management. These initiatives identify and nurture top talent, especially among women. The Risk Academy, introduced in 2020, trains young professionals in risk management and related skills, addressing the industry's specific needs. TBC is dedicated to diversity, equality, and inclusion, aligning with the Global Compact and UN Women Empowerment Principles.

The bank strives to provide employees with comprehensive learning opportunities, fostering personal and professional growth. To this end, they've introduced TBC EDU, a platform offering easy access to learning resources.

The Risk Academy has already empowered numerous students, with 85 graduates by 2023, 53% of whom are women. Many of them have been employed by TBC, helping to reduce gender disparities in the risk management field. The broader TBC Academy has also seen remarkable participation, especially among women, creating a more diverse leadership landscape.

More than 100 mentors-cum-lecturers participate in the teaching process every year; the majority of them are TBC employees. As for the participants and graduates, more than 1,000 employees join TBC Academies every year to increase their competence, thus contributing to the success and growth of the company. Notably, 75% of the graduates are women, which leads to an increased share of women in management positions, thus achieving the diversity targets of TBC ESG strategy.





# LIBERTY

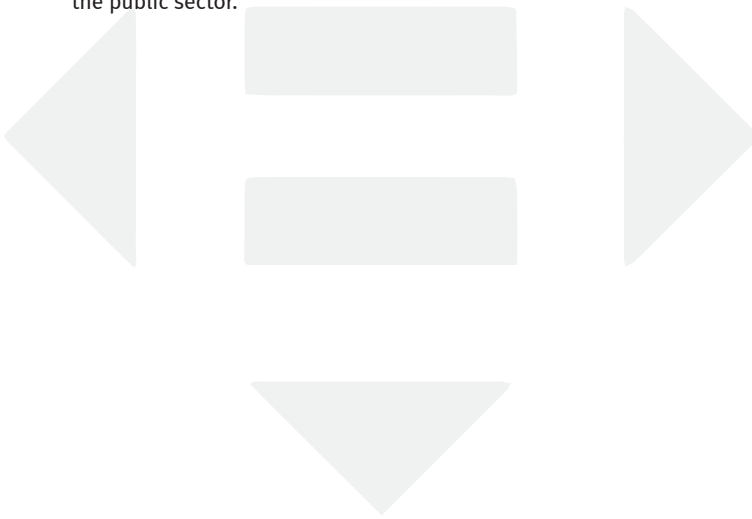
## LIBERTY BANK

### ENHANCED SERVICES FOR PEOPLE WITH DISABILITIES

The project aims to fully adapt Liberty Bank services for persons with disabilities to make service delivery more accessible, sensitive, and equitable. The project duration is nine months, and it will include the following key actions: Create a policy strategy and regulatory environments on accessibility, social services, and inclusive politics; conduct various capacity-building activities for Liberty Bank staff; create a guide or guidelines for the accessibility of Liberty Bank services; create recommendations for physical accessibility. The project is being developed and implemented jointly with the NGO Georgian Development Foundation.

After the completion of the project, it will be possible to calculate the specific social benefits by means of predetermined indicators. The current project allows Liberty Bank to achieve the following: Increasing the availability of banking services, increasing the rate of employment of disabled people in the bank, increasing the accessibility of the infrastructure of the bank for persons with disabilities, and changing attitudes by increasing awareness of the rights of persons with disabilities.

Business-related benefits for Liberty Bank include increasing the satisfaction of customers with a disability, consolidating the positioning of Liberty Bank as a “bank for everyone,” forming a positive image of Liberty Bank, growing the number of loyal customers, and creating a strong partnership with the public sector.





# SILK HOSPITALITY

## ELIMINATION OF DISCRIMINATION AND ALL TYPES OF INEQUALITY AMONG EMPLOYEES

Reducing inequalities in the workspace is vital for creating a fair, inclusive, and productive environment that benefits individuals, organizations, and society at large. It's a multifaceted effort that requires ongoing commitment and action to achieve positive outcomes. Therefore, with the involvement of the company's management, many projects were developed, which aimed to create an equal working environment for all employees.

Different types of internal documentation and rules of conduct were created and implemented in the company. The above-mentioned documentation regulates the elimination of inequality and discrimination issues at all stages of the labor relationship, starting from the procedure of announcing the vacancy and ending with the finishing of the labor relationship with the employees.

The company implemented anonymous reporting mechanisms to identify employee needs and eliminate direct and indirect discrimination. This part is important because offering equal conditions means creating equal working conditions for people of all needs. Therefore, the requirements of the employees must be determined to ensure that the needs of all employees are met. It is important to ensure that all the necessary issues in the work process are understandable and accessible to everyone.

The company places a premium on implementing Anti-discrimination policies, conducting diversity and inclusion trainings, and implementing a transparent and unbiased hiring process that focuses on skills, qualifications, and experience rather than factors such as gender, race, or ethnicity. Also, The company prioritizes the undertaking of equal pay audits, the provision of career development opportunities, and collaboration with suppliers hailing from underrepresented backgrounds and diverse-owned businesses.

Reducing inequalities in the workplace can yield a multitude of social benefits that positively impact employees, the organization, and society. These benefits include contributing to social equity, fostering positive social change, promoting diversity in society, enhancing employee engagement, increasing job satisfaction, fostering greater collaboration and teamwork, reducing turnover rates, retaining talent, cultivating an attractive employer brand, driving innovation, fostering a positive organizational culture, and improving public relations.



## SMART CAPITAL GROUP

### CHARITABLE FUND AI IA FOR HABILITATION/REHABILITATION AND DEVELOPMENT OF HEARING-IMPAIRED CHILDREN

The AI IA Foundation was established as part of Smart Capital Group's social responsibility strategy. Its mission is to promote the social integration of children with hearing impairments through various activities.

In modern society, cochlear implants are available in cases of severe hearing loss and can aid deafness rehabilitation or even restore hearing. However, Georgia lacked post-implantation rehabilitation services until the advent of AI IA, the sole free foundation supporting hard-of-hearing children after cochlear implant surgery and providing comprehensive free services funded by Smart Capital Group.

AI IA's mission is to foster a conducive environment for the development of hard-of-hearing children, encourage social integration, and raise awareness. The day center serves up to 35 families annually and offers training for educators as well as regional programs.

Adhering to international standards, AI IA optimizes the well-being of patients utilizing audio-verbal therapy and aiding family-centered development.

Smart Capital Group allocates up to GEL 300,000 GEL annually to supporting AI IA's activities. Smart Capital Group, in turn, benefits from employee engagement, community support, investment opportunities, and an enhanced brand image through its association with AI IA.



## TEGETA HOLDING

### CARE CHANGES THE WORLD

The "Care changes the world" campaign launched during the New Year's period of 2022 marked a year of care for Tegeta. This campaign aimed to unite people and inspire societal and environmental changes through Tegeta's involvement.

Tegeta created the Tegeta.care donation platform as part of the campaign, connecting organizations and foundations dedicated to solving urgent problems. This crowdfunding platform allows anyone to contribute easily to their chosen causes. Tegeta, along with partner organizations, initiated various projects to support community empowerment.

Around 40 projects were executed as part of the campaign, addressing education, women's empowerment, economic upliftment, and awareness raising. These efforts aligned with Sustainable Development Goals (SDGs) such as decent work, reduced inequalities, and partnerships for sustainable development. Community support, a priority in Tegeta's CSR strategy, involves backing social enterprises and charitable organizations.

To raise awareness, the campaign included multimedia elements like videos, photos, articles, and banners. Employee engagement was encouraged through initiatives like fulfilling beneficiaries' wishes instead of the Secret Santa game, for example. Tegeta employees actively participated, and partnerships with groups such as the SOS Children's Village, Ukraine-based workers, and disability-focused associations showcased inclusivity.

The campaign proved its success through employee engagement, public feedback, and the support of over 50 organizations. The positive response from the media, the public, and employees affirmed the campaign's impact. Tegeta's investment exceeded GEL 600,000, clearly demonstrating its commitment to the cause. Monthly commissions incurred by partner organizations were also covered by Tegeta, which encouraged participation.

The engagement of employees, partnerships with organizations, and the transparency of the campaign further boosted Tegeta's reputation. Finally, its successful initiatives and partnerships reinforced Tegeta's commitment to care and community development.



## TEGETA HOLDING

### TEGETA FOR EQUALITY

Creating a gender-equal working environment and ensuring employee welfare is an important value that is an integral part of corporate culture and one of Tegeta's CSR strategy priorities.

Given that 70% of the company personnel is represented by men, it is important for the company to create an equal working environment among employees. In Tegeta, they believe that the process of achieving gender equality requires the active involvement of not only women but also of men as well as create healthy environment for our employees.

This is why Tegeta Holding started cooperation with UN Women and the United Nations Population Fund (UNFPA). These partnerships aim to introduce policies and initiatives that promote diversity, prevent discrimination, and create a workplace free from harassment and bias.

Tegeta's approach includes implementing policies to prevent sexual harassment, fostering diversity, and creating family-friendly working arrangements. The company actively engages in the Mencare Georgia Campaign, organizing Men Talking to Men (MTM) training to challenge stereotypes and raise awareness about gender equality. In addition, Tegeta's active support for Father's Day underscores its commitment to equal parenting roles.

As part of its Corporate Social Responsibility (CSR) strategy, Tegeta focuses on employee well-being, education, and creating positive work environments. The collaboration with UN Women and UNFPA has led to the developing of family-oriented and gender-sensitive policies, ensuring an inclusive workplace.

The MTM project's success has resulted in positive shifts in employee attitudes and behaviors. Tegeta plans to expand its gender-sensitive projects further and encourage more employees to become advocates for gender equality. The company's commitment enhances its reputation and contributes to broader societal changes.

Tegeta Holding's holistic approach demonstrates its dedication to fostering an inclusive workplace and contributing positively to the community.



# TEGETA HOLDING

## TEGETA FOR SOCIAL ENTERPRISES

Tegeta Holding places a high priority on supporting local communities and social enterprises (SEs) to boost economic growth. Over the years, Tegeta Holding has accumulated a lot of experience in supporting civil society organizations and participating in pro bono projects.

Tegeta initiated the Tegeta for Community project in 2022, delivering pro bono services to SEs and CSOs. Tegeta Holding became a member of Pro Bono Network of Georgia. By joining the network, the company expressed its long-lasting willingness to support CSOs and social enterprises by sharing the holding's employees expertise and intellectual resources.

Collaborations with partners such as the Alliance of Social Enterprises of Georgia led to impactful initiatives. Tegeta's staff conducted social media management and public relations training for around 50 social entrepreneurs, enhancing their business skills. The company also mentored social enterprises on effective service strategies and consulted on social media management.


Financial and human resources were dedicated to various pro bono projects, benefiting SEs, CSOs, and the community. These efforts led to improved skills for social entrepreneurs, enhanced SE strategies, and a positive corporate reputation.

Tegeta Holding's commitment to pro bono services, SEs, and community support is evident through its initiatives, partnerships, and positive outcomes.



# REDUCED INEQUALITIES

**SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)**



Empowering Women in Leadership  
and Community Engagement.

Focuses on reducing inequalities and  
fostering diversity within  
Crowne Plaza Borjomi.



**CROWNE PLAZA®**

AN IHG® HOTEL

BORJOMI

## CROWNE PLAZA BORJOMI

### PROMOTING EQUALITY AND INCLUSION: EMPOWERING WOMEN IN LEADERSHIP AND COMMUNITY ENGAGEMENT

The Empowering Women in Leadership and Community Engagement initiative is focused on reducing inequalities by promoting gender diversity within Crowne Plaza Borjomi. The company is committed to ensuring women's representation in leadership roles, challenging stereotypes, and fostering equal opportunities.

Moreover, the company's policies combat gender-based discrimination, including mentorship programs for women's career advancement. The company also engages with the community through skill-building workshops and partnerships with NGOs.

Resources are allocated to impactful activities, namely financial (70%) for programs, human (20%) for skilled teams, and in-kind (10%) for collaborations. Together, these resources create lasting change.

The project benefits the organization by attracting diverse talent, enhancing staff skills, and enhancing its positive reputation. Collaborations have the potential to expand networks and open up potential business contacts, while the integration of project practices ensures that gender equality remains a priority. After all, an inclusive environment also reduces turnover costs.

In conclusion, the project's commitment to gender diversity drives positive business outcomes and societal impact. Crown Plaza Borjomi fosters equality and empowers women within the organization and community through transparent communication, resource allocation, and innovative strategies.





## EY GEORGIA

### OPPORTUNITY 4ALL

A flagship scholarship project - The ACCA Scholarship Project, a collaboration between EY Georgia and ACCA, aims to empower youth outside Tbilisi, Georgia, by providing them with ACCA certification scholarships.

Through strategic partnerships with four regional universities, the project selects 40-50 students annually, offering them scholarships to pursue the prestigious global ACCA certification, therefore access to global employment.

Around 40-50 students are selected annually through partnerships with four regional universities. Applicants are tested and interviewed, and approximately 15 exceptional students are chosen based on their GPA and interview performance.

Chosen scholars receive ACCA study materials and training from EY Georgia's experienced staff. EY covers exam fees, and after passing the F3 exam, scholars can intern remotely with EY Georgia for a year with no obligation to work exclusively for EY. This project bridges the urban-rural gap, maintaining a healthy work-life balance for scholars. Scholars can choose permanent roles with EY Georgia or work from the Tbilisi office after their internship.

The project benefits scholars, society, and EY through talent acquisition, workforce diversity, and client satisfaction, with potential replication in other EY offices.



## HILTON BATUMI

### HILTON BATUMI FOR REDUCING INEQUALITIES

Hilton Batumi firmly believes that its efforts to promote an inclusive workplace positively impact both its team members and society at large.

One standout initiative focuses on empowering women through tailored mentoring programs aimed at empowering women and promoting female leadership. The programs offer guidance and opportunities for growth, enabling female team members to advance in their careers. This commitment not only aligns with international best practices and standards but also surpasses regional targets set by Hilton.

Hilton Batumi's commitment to diversity is evident in its employment of 15 team members with disabilities, well beyond Hilton's regional benchmarks. These team members enrich the organization with unique perspectives and skills, reflecting Hilton's global policy of providing equal opportunities. The hotel's collaborations with disability-focused organizations and vocational training centers contribute to reducing inequalities. By partnering with these institutions, Hilton Batumi expands opportunities for individuals with disabilities, supporting their inclusion and well-being.

The social benefits of Hilton Batumi's efforts are significant. Through its initiatives, the hotel empowers women, promotes inclusivity, and challenges stereotypes, contributing to broader societal progress.



## THE BILTMORE TBILISI HOTEL

### EQUAL OPPORTUNITIES FOR ALL

The "Equal Opportunities for All" project aims to address and reduce inequalities within the community by implementing inclusive practices and initiatives. Through a series of strategic interventions, The Biltmore Tbilisi Hotel strives to create a fair and equitable environment where everyone has equal access to opportunities and resources regardless of their background.

The project encompasses various key initiatives, such as comprehensive training programs for its workforce, a community engagement and supplier diversity program, reinforcing the organization's commitment to equitable and inclusive business practices. Actively forming partnerships with enterprises owned by minority and women entrepreneurs is a crucial aspect of this endeavor, contributing to economic empowerment and addressing supply chain imbalances. The initiatives also include mentorship programs and public awareness campaigns, which play a pivotal role in educating guests, employees, and the broader community about the profound importance of addressing and eradicating inequalities.

At its core, the Equal Opportunities for All initiative is a resounding testament to the organization's unwavering commitment to Sustainable Development Goal 10—Reduced Inequalities. By diligently implementing these strategic initiatives, the organization is dedicated to driving a positive social impact and making substantial contributions to the overarching cause of sustainable development.

The Equal Opportunities for All program at The Biltmore Tbilisi Hotel has a sound social impact as well as major commercial benefits. This project adds to the hotel's long-term profitability and sustainability by encouraging diversity and inclusion, decreasing inequities, and creating equal opportunities. The Biltmore Tbilisi Hotel gains various economic benefits by adopting the Equal Opportunities for All program, including improved reputation, staff engagement, customer satisfaction, and innovation. Advocating for equal opportunities helps create a fairer society and improves the hotel's competitiveness, sustainability, and long-term success.



# RESPONSIBLE CONSUMPTION AND PRODUCTION

LARGE BUSINESS



## DOMUS DEVELOPMENT

### DOMUS PARK VAKE

The Domus innovative project at Paliashvili #87 showcases premium apartments with unique features like green architecture and roofing adorned with diverse plant life. This fusion of nature and design incorporates high ceilings, covered verandas, and advanced elements such as Schüco's German sliding doors, Saint-Gobain's low-emissivity glass, and RMIG's metallic facade. Renson sliding shutters and Kone elevators further enhance the experience.

Domus prioritizes sustainability in its constructions and is committed to international standards and eco-conscious methodologies. By utilizing energy-efficient materials and systems, the company reduces energy consumption and contributes to a greener environment. As the first green building in the local market, the Domus Park Vake complex is a prime example of this commitment. The company plans to replicate this success in other central and Old Tbilisi neighborhoods, catering to the growing demand for eco-friendly living.

In addition, Domus acquired a 550 square meter plot adjacent to the project, which the previous owner initially intended for a 10-story building, and instead, preserved perennial trees intact and created a bamboo garden.

Domus's commitment to sustainable development drives innovation within the company and uncovers new opportunities. It has become essential for the brand identity, fostering trust towards the company.





## HEIDELBERGCEMENT GEORGIA

### A PROJECT TO USE TIRES AS AN ALTERNATIVE FUEL AND REDUCE NITROGEN OXIDES (NOx)

In 2022, the project of using tires as an alternative fuel was started at the Kaspi Cement Plant - a tire warehouse has already been arranged, and the construction of a tire delivery system to the Kiln is underway. Currently, the plant uses coal as a fuel for the production of clinker. After the implementation of the project, 10% of coal consumption will be replaced with tires, thus improving waste tire management in Georgia and conserving coal resources. Additionally, a nitrogen oxide (NOx) reduction system is being installed. This system uses ammonia water to convert NOx into harmless nitrogen, aligning with modern waste management trends.

The project is in compliance with Georgia-EU Association Agreement requirements. Costing GEL 6.8 million, it has engaged various stakeholders, including the municipality, environmental authorities, and the plant's staff. 358 people are employed in the Kaspi Cement Plant, 9 people will be employed additionally within the framework of the project.

The main benefit of the project is a cost reduction for the fuel. The project of using tires as an alternative fuel and reducing nitrogen oxides (NOx) will positively impact the company's international image, being perceived as a more responsible business for both customers and existing and future partners. A favorable environment for investments and new partnerships will be created.





# GORGIA

## SUSTAINABLE ELEMENTS UTILIZATION

Gorgia has taken a proactive stance in addressing a critical issue—the contamination of arable land and drinking water by harmful elements. Recognizing the situation’s urgency, the company has partnered with Green It to initiate a project that champions recycling these elements, safeguarding the environment and public health.

Central to this endeavor is the encouragement of customers to contribute their used elements in exchange for a special price on a six-component soil. This initiative, while economically beneficial, also carries significant environmental implications. By preventing the entry of 20,000 elements into the ecosystem, Gorgia has effectively mitigated potential soil and water pollution, sparing approximately 400 tons of land and an astounding 8 million liters of water from contamination.

The project’s multifaceted approach has yielded notable outcomes. It has significantly heightened consumer awareness regarding sustainable consumption practices, fostering a recycling culture. The strategic collaboration with Green It has established alternative deposit locations across major cities, making participation convenient for people everywhere. Moreover, providing incentives, including discounted soil, has kindled an appreciation for green spaces, fostering a deeper connection with nature.

The success of the Sustainable Elements Utilization project has not only boosted the brand’s reputation but also attracted environmentally conscious consumers and demonstrated the company’s ability to drive positive transformation. This initiative is a remarkable stride forward in pursuing a brighter, more sustainable future for all—a testament to Gorgia’s dedication to environmental well-being and conscientious consumption.





## NOVA

### PRODUCTION OF EXTRUDED POLYSTYRENE

Nova, a successful Georgian business, has been pivotal in advancing Georgian manufacturing and continues to contribute to a brighter future. Nova's unprecedented and unique production of extruded polystyrene in Transcaucasia is what sets it apart. This innovative approach reduces global concerns like emissions and energy expenses. The versatile properties of extruded polystyrene extend building life by enhancing waterproofing, preventing corrosion in iron structures, and inhibiting water ingress in foundations and facades. It also combats condensation in reinforced concrete due to temperature variations. This technology extends the longevity of concrete and buildings, makes it easier to restore older structures, and also lengthens their useful life.

The novel production of extruded polystyrene presented significant challenges, such as a need for more information, reliance on foreign sources, and training gaps. The project was initiated by accumulating production data and identifying suitable countries for knowledge acquisition, equipment procurement, and skill enhancement. Management of the project encompassed resource planning, safety adherence, and specialized personnel recruitment.

This production process is waste-free, channeling residues into collection silos for recycling. Altogether, more than 10 million GEL was invested to purchase new production lines and to arrange the relevant infrastructure. The project's scope led to the judicious allocation of financial and human resources, and regular reporting to relevant governmental bodies is the norm.

Overall, the core objective remains reducing imports, fostering Georgian production, and making eco-friendly products accessible. This continues to propel the company's growth and diversify its offerings, resulting in improved financial outcomes. Finally, the project amplifies recognition within Georgia and Transcaucasia and fosters new partnerships.







## PEPSICO GEORGIA / WIMM BILL DANN

### ZERO WASTE ON LANDFILL

PepsiCo initiated a project in 2020 to achieve zero waste in landfills by 2025. Specifically, the company aims to prevent waste disposal and contribute to environmental sustainability by implementing various strategies. This includes analyzing waste production, assessing product life cycles, and partnering with an international expert to recycle computer equipment.

Furthermore, the project aligns with the three pillars of PepsiCo's Positive Strategy:

**Positive Agriculture:** Although unrelated to agriculture, responsible computer waste management minimizes the company's environmental impact.

**Positive Value Chain:** Minimizing computer waste aligns with packaging sustainability goals, reducing waste generation, and promoting a circular value chain.

**Positive Choices:** The project educates and empowers individuals, supports the expansion of sustainable businesses like SodaStream, and reflects PepsiCo's commitment to making a positive global impact.

Benefits include environmental protection, health and safety, and alignment with PepsiCo's sustainability commitment. Responsible waste management enhances the brand's reputation and attracts eco-conscious customers. Financial gain is not the project's main focus. The company is continuing with its efforts in the quest to reach its landfill waste elimination goal by 2025.





Switch to an **Electric Car!**

## PROCREDIT BANK, GEORGIA

### PROJECTS FOSTERING THE DEVELOPMENT OF ECO-FRIENDLY BANKING PRACTICES AND BEHAVIOR

ProCredit Bank has made environmental protection an integral part of its business strategy. The bank is committed to reducing its environmental impact through various initiatives and eco-banking services. These efforts include offering eco-friendly loans for energy-efficient homes, solar power plant loans, and electric car loans. The bank also established a network of electric charging stations across Georgia.

In 2022, ProCredit Bank carried out an eco project and introduced the first green account to the banking sector - unique in concept and tariff package. The holder of the green account becomes the owner of Progreen, the first eco-friendly debit card in the Georgian banking industry made of biodegradable material (recycled corn).

ProCredit Bank promotes sustainable practices by educating clients, businesses, and the public about environmentally friendly options. The bank's approach is to integrate environmental and social considerations into its core operations. In doing so, it collaborates with experts in its Environmental Management Unit to assess green investments and continuously update its green lending criteria.

The bank's green initiatives can be categorized into three phases: internal adoption, service provider role, and development of services. This approach has led to the growth of the bank's green loan portfolio and the number of green account holders. These efforts are also reflected in the bank's business results, media attention, and participation in eco-friendly forums.

By incorporating eco-banking practices, ProCredit Bank encourages responsible and sustainable choices, protects the environment, and provides its customers with financial advantages. Moreover, the bank's commitment to green initiatives enhances its reputation, establishes it as an expert in the field, and contributes to a more environmentally friendly future.



## PROCREDIT BANK, GEORGIA

### SUSTAINABLE APPROACH TOWARD NATURAL RESOURCES RATIONAL CONSUMPTION

ProCredit Bank's commitment to environmental protection is integral to its business strategy. The bank has developed its ecological management policy based on three pillars: internal impact reduction, addressing external influence, and promoting sustainable client investments. The bank actively implements various ecological initiatives to minimize its ecological footprint and follows sustainable practices in resource consumption.

ProCredit Bank is dedicated to responsible banking operations, primarily serving small and medium-sized businesses (SMEs) and individuals. Essentially, they strive to minimize their environmental impact while promoting sustainable economic development. The bank follows social, ethical, and ecological standards, constantly analyzing its activities' impacts to improve sustainability performance.

The bank has also taken significant steps toward resource efficiency and environmental responsibility, such as making appropriate investments in a solar power plant, a rainwater reservoir, and the renovation of the car parking.

ProCredit Bank's sustainable practices serve as a model for others, impacting not only their operations but also influencing their clients and partners. They integrate sustainability into their business model with a focus on long-term impact rather than short-term profits. Through ongoing efforts and engagement, the bank maintains its role as a leader in promoting environmental responsibility and sustainable banking practices.





## Improved Process of Hazardous Waste Management

# RMG

### IMPROVED HAZARDOUS WASTE MANAGEMENT PROCESS

Rich Metals Group (RMG) is a mining company in the Kvemo Kartli region. While conducting the mining process and handling mineral resources, RMG strictly follows the rules of environmental legislation and international standards.

RMG recently completed a five-year environmental program that incorporated around 100 initiatives targeting water, air, and soil protection, as well as biodiversity conservation and waste management. In 2022, RMG joined the UN Global Compact Network Georgia, aligning its activities with UN Sustainable Development Goals (SDGs), including Clean Water and Sanitation, Responsible Consumption and Production, Climate Action, and Life on Land.

RMG transitioned to a more innovative approach by reusing wooden boxes and collecting wrapping bags for recycling. This change drastically reduced its hazardous waste generation by approximately 290 tons per year.

This waste reduction project minimizes environmental impact and carries financial benefits, saving around GEL 1,110,000 annually. The ecological department oversees the implementation of this process, ensuring proper handling of hazardous waste through reusing materials and responsible disposal.

This initiative has positive ripple effects, benefiting employees, the local community, and partner organizations while freeing up resources for other environmental projects.

In summary, RMG's improved hazardous waste management process showcases its dedication to sustainability, compliance with international standards, and contribution to SDGs. This initiative has yielded both environmental and financial gains while fostering a safer and healthier environment for all stakeholders.



## SILK HOSPITALITY

### RESPONSIBLE CONSUMPTION & PRODUCTION

Silk Hospitality's sustainability project unfolded through a well-structured management process comprising distinct phases that ensured its successful execution.

At the inception, thorough planning and collaborative efforts laid the foundation for the project's development. This stage involved in-depth research and internal discussions, enabling the company to formulate a comprehensive project plan aligned seamlessly with Silk Hospitality's commitment to environmental responsibility.

With the plan in place, project management took center stage. Competent individuals with specialized expertise in sustainability were entrusted with leadership roles. This approach fostered a sense of ownership and accountability within the team. Each team member's responsibilities were clearly defined, enabling them to make informed decisions and take decisive actions as the project progressed.

As the project transitioned into the execution phase, resources were allocated judiciously to acquire essential inventory, such as solar panels, energy-efficient lighting, and eco-friendly amenities. Rigorous oversight was maintained during installation and usage, ensuring a smooth and effective implementation. Silk Hospitality has undertaken various activities for the project, such as reducing plastic usage within the company and promoting the use of reusable or eco-friendly products. Additionally, in collaboration with TENE, the company has been actively involved in recycling leftover materials.

The social benefit of sustainability project lies in fostering a more conscious and responsible society. By implementing eco-friendly practices, reducing waste, and offering sustainable options, the hotel inspires guests, employees, and the local community to adopt environmentally responsible behaviors. This collective shift towards sustainable living contributes to the preservation of natural resources, promotes a healthier environment, and sets an example for other businesses to follow, ultimately creating a positive impact on the well-being of people and the planet.



# TEGETA HOLDING

## TEGETA FOR THE ENVIRONMENT

Tegeta Holding is firmly committed to mitigating its environmental impact through a multi-faceted approach. Recognizing its role in resource consumption, energy usage, and waste generation, the company has prioritized ecological protection as a core objective. Tegeta Holding's strategy is aligned with local mandates and built on sustainable transportation solutions, meticulous waste management, and impactful awareness campaigns.

In sustainable transport, Tegeta Holding champions the adoption of fully electrified and plug-in hybrid vehicles across its subsidiary companies. Going further, Tegeta Holding has achieved a ground-breaking milestone by issuing the region's inaugural green status bond, mobilizing GEL 20 million exclusively for their environmental initiatives. Through this financial infusion, Tegeta has been able to spearhead construction projects that adhere to the most rigorous energy efficiency standards, aligning modernity with sustainability.

Tegeta Holding's waste management endeavor is defined by a rigorous plan encompassing collection, transportation, recycling, and circular product utilization. The inception of Tegeta Green Planet underscores the company's commitment to managing hazardous waste responsibly and driving the circular economy. The ethos of a "green office" pervades the workspace, as Tegeta conscientiously collects used plastics and paper, facilitating their recycling through partner enterprises. Moreover, internal document flow has transitioned to a fully electronic platform, further embodying Tegeta's dedication to waste reduction.





# RESPONSIBLE CONSUMPTION AND PRODUCTION

SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)



## ECO SAKARTVELO

### ECO-TAXI BY PARKI AR MINDA

Eco-Taxi by Parki ar Minda is a recycling collection service established in response to the COVID-19 lockdowns in 2020. It addresses the closure of waste collection points, offering a safe and convenient solution for Tbilisi residents.

The project's core objectives are practical recycling, better waste management, and education about waste types and recycling in Georgia. The organization also promotes responsible consumption. Fundamental principles include collecting 16 waste types, reliability, and transparency.

Eco-Taxi is a paid service with pricing based on location and tariff. They've already expanded with three additional collection points and 100+ volunteers, collecting over 95 tons of waste. In H1 2023, the collection points recorded 8,000 visits.

Education and awareness are central to this effort. Sorting waste at home raises awareness, and hands-on sorting workshops drive change. The main activities include Eco-Taxi pick-ups, volunteer-run recycling garages, and collaborations with recycling companies. Volunteer engagement is crucial and is facilitated by a chatbot, training, and team-building activities.

The impact and growth of this initiative are substantial. Investments have improved sustainability, and Eco-Taxi addresses a critical gap in waste recycling. Transparency remains vital throughout. To this end, the project maintains an online presence, publishes reports, and receives media support.







# MARANI

## FIRST HYBRID POPLAR PLANTATIONS IN GEORGIA—PRODUCTION OF HYBRID POPLAR SEEDLINGS

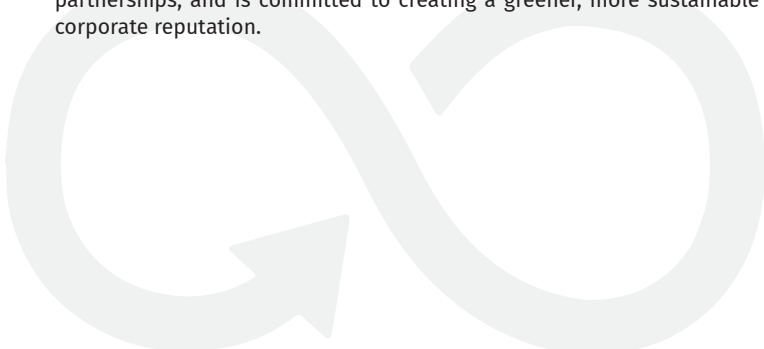
MARANI's project involves cultivating hybrid poplar trees, known for being among the world's fastest-growing trees, with average growth rates of 2-2.5 meters per year and up to 4-4.5 meters per year for Italian hybrid poplar trees. The project's main goals and values revolve around environmental sustainability and economic development, including reducing emissions, greening Georgia, reclaiming unused land, creating jobs, reducing energy imports, and preventing erosion and landslides.

MARANI can produce approximately 1 million poplar tree seedlings annually, and these trees provide numerous environmental benefits. They improve water and soil quality, enhance air quality, prevent erosion, and absorb CO<sub>2</sub>. The company primarily focuses on creating windbreaks using these trees, which benefit the environment and increase agricultural yields by 20-25%, leading to economic gains. The project began in 2016, and through careful planning and management, the company has expanded its poplar tree plantations to 280 hectares with over a million and a half trees. MARANI has invested in modern technology, including machinery for plantation maintenance, and enlisted Danish experts to ensure proper care.

The company has established a robust foundation for its project with approximately 6 million euros in funds from Danish investors and 11 local employees.

The project has already had a significant environmental impact, with the potential for even more excellent social and ecological benefits.

In summary, the project involves cultivating fast-growing hybrid poplar trees to address environmental and economic challenges in Georgia. MARANI has achieved significant milestones, fostered partnerships, and is committed to creating a greener, more sustainable future while enhancing its corporate reputation.



## Sustainable Resource Consumption Practices at GEC Consulting



# GEC CONSULTING

## SUSTAINABLE RESOURCE CONSUMPTION PRACTICES AT GEC CONSULTING

The Sustainable Resource Consumption Practices project is centered on implementing eco-friendly procedures throughout the organization to optimize resource usage, minimize waste, and reduce environmental impact. GEC Consulting aims to set a benchmark for responsible consumption in the consulting industry.

One key initiative focuses on resource efficiency. The organization continuously assesses resource use and adopts energy-efficient technologies, water-saving measures, and waste-reduction strategies. Its supply chain partnerships prioritize sustainability, ensuring responsible practices throughout.

GEC Consulting emphasizes employee education, promoting a sustainable mindset via training, workshops, and resources. The organization's paperless office approach minimizes paper usage and avoids single-use plastics, encouraging reusable alternatives. GEC Consulting also promotes eco-friendly transportation and virtual meetings to reduce emissions.

What's more, the project also boasts societal benefits. It not only improves health and well-being, fosters economic growth through responsible consumption, and educates about sustainability, but it also encourages collaboration and inspires others to adopt green practices.

For the organization, embracing sustainability brings multiple business advantages. It enhances the company's reputation, mitigates risks, provides a competitive edge, boosts employee engagement, and stimulates innovation. These benefits position GEC Consulting as a responsible industry leader, delivering long-term value.





# HILTON BATUMI

## HILTON BATUMI FOR RESPONSIBLE CONSUMPTION AND PRODUCTION

Hilton Batumi’s commitment to eco-friendly practices extends to operational benefits and societal progress. Central to its efforts is adopting an ESG (Environmental, Social, and Governance) framework to guide decisions and embed sustainability throughout its operations. This approach aligns with responsible consumption and production principles by setting goals, tracking progress, and driving performance enhancements.

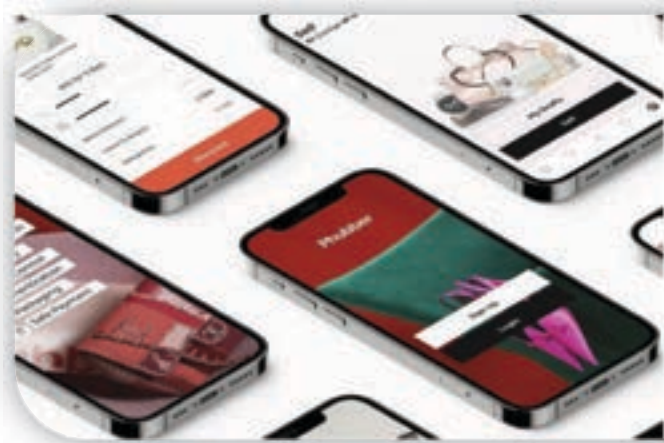
A cornerstone of Hilton Batumi’s initiatives is effective waste management and recycling. The hotel took the lead in glass and plastic recycling in its region, inspiring others to follow suit. Additionally, it participates in the Hilton Soap Recycling Program, repurposing discarded soap to aid underserved communities and reduce waste.

Noteworthy activities encompass partnerships with waste management companies, diverse recycling programs, energy efficiency measures, green initiatives, and employee training.

Hilton Batumi’s sustainability endeavors yield social benefits by empowering employees, elevating guest experiences, positively impacting local communities, addressing hygiene disparities, engaging stakeholders, and setting industry benchmarks.

These initiatives lead to business advantages, including enhanced brand reputation, a competitive edge, cost savings, efficiency gains, access to responsible investors, an engaged workforce, regulatory compliance, and long-term resilience.





# PHUBBER

## PHUBBER—A BLEND OF SOCIAL NETWORK AND E-COMMERCE

Based in Tbilisi, Georgia, Phubber functions as a fashion-tech platform dedicated to reshaping the ecological impact of the fashion industry. Acknowledging the environmental repercussions within the sector, the platform is committed to advocating for sustainable practices. Phubber's innovative pre-loved fashion marketplace strategically positions second-hand items as the preferred choice, mitigating the demand for new production.

Phubber's initiatives have already yielded substantial outcomes. Since its inception, the platform has effectively conserved close to 30 million liters of water and offset 110,000 kilograms of carbon emissions by championing the reuse of fashion items. Yet, the platform aims to achieve an even more profound impact, targeting the conservation of 1 billion liters of water and reducing carbon emissions by 1 million kilograms.

Beyond business operations, Phubber's commitment to sustainability is underscored by The Devil Wears Responsibly, a media platform designed to educate consumers and inspire sustainable fashion choices.

In essence, Phubber is at the forefront of catalyzing the transformation of fashion consumption patterns, advocating for sustainable practices, and nurturing a community united by conscientious choices.

The resale market will reach US\$350 billion by 2027 globally. Sustainability in the fashion industry will be one of the main drivers, and over time, people will change their mindset and make second-hand their first choice. So, the trend is positive and set to help Phubber grow fast.





# RUDERAL

## BETANIA FOREST GARDEN

In Georgia, residential and commercial tree planting endeavors frequently lean on imported European trees, sidelining local markets and indigenous species. However, the Betania Forest Garden, nestled within a private guest house, defies this practice. Its design boasts venerable trees at the front and youthful counterparts in a rear forest garden, fostering ephemeral demand that bolsters local nurseries. This symbiotic effort between the Ruderal Training Program and Didi Toneti Nursery encompasses tree curation and planting. Employing the Miyawaki method and adhering to international irrigation standards, the collaboration underscores the project's integrity.

The Betania Forest Garden is Ruderal's flagship for cultivating native biodiversity in residential green spaces. Distinct key performance indicators (KPIs) have been established, including a noteworthy 90% target for tree survival and the incorporation of a minimum of three new team members in decision-making processes. This initiative hinges on education, providing landscape architects with valuable insights into orchestrating plant-sourcing endeavors and implementing the Miyawaki technique.

While the immediate impact remains confined due to its private context, the project is a compelling prototype for similar undertakings. It additionally fosters alliances with local cultivators and construction contractors. The site's utilization for promotional shoots extends advantages to both FloraFormaFirma.house and Ruderal, amplifying visibility and business prospects.





**udabno**  
REGENERATIVE FARMING

## UDABNO GROUP

### UDABNO REGENERATIVE TRANSITION

Udabno Regenerative Transition is a pioneering agricultural initiative that embraces nature's rejuvenating abilities. It converted its vast 20,000-hectare area into a chemical-free, regenerative model. By fostering symbiotic relationships among elements, it achieved a harmonious ecosystem. Critical features like pasture-raised animals enrich the soil, exemplifying nature's interconnectedness.

In general, the project focuses on regenerative agriculture, reducing the ecological footprint, restoring biodiversity, and engaging local communities. Challenges were overcome through research, local partnerships, and global insights.

Udabno employs sustainable practices like composting, efficient irrigation, and repurposing waste. Rotational grazing and agroforestry mimic natural ecosystems, while green procurement enhances the supply chain. The initiative positively impacts the environment, transforming a semi-desert into a thriving area. It reduces carbon footprint, supports the local economy, and boosts agritourism. Udabno's emphasis on education, skills, and heritage conservation thus brings numerous social benefits.

Udabno's commitment to sustainability enhances its brand, attracting partnerships and recognition. It positions Udabno as a regenerative agriculture leader, boosting its competitiveness and influence in the region.





# PARTNERSHIPS FOR THE GOALS

LARGE BUSINESS



# ELEMENT HOLDING

## MENTORING PROGRAM TO SUPPORT THE CONSTRUCTION SECTOR

Element Holding shares its accumulated experience from 16 years of operation through a mentoring program.

The challenges of the Georgian construction sector, the means of overcoming them, risk identification and their proper management, as well as modern management systems—Element Holding provides information on these and many other strategically important issues to the companies involved in the mentoring program.

Building materials manufacturing companies benefiting from the program operate in different regions of the country. Their enterprises are located in the following districts and cities: Zestafoni, Tsalka, Gori, Tsalenjikha, Sagarejo, Telavi, Akhmeta, Zugdidi, Marneuli, Ozurgeti, and Tskaltubo.

Within the program's framework, mentors help manufacturing company representatives improve their organizations' business processes, making them more flexible and aligned with the interests of their customers' construction companies.

The program is designed to help construction companies collaborate with local manufacturers, establish sustainable partnerships, and reduce dependence on imported construction materials. This will contribute to developing the construction industry and, therefore, the country's economy.

The Infrastructure Construction Companies Association implements the project with the support of the Regional Small and Medium Enterprises Development Project (RSMEDP) funded by the Swiss Agency for Development and Cooperation (SDC).

The project's emphasis on empowering regional manufacturers and supporting the construction sector has a positive social impact on the community. Plus, it reinforces Element Holding's commitment to responsible business practices and contributes to society's overall well-being.

The project contributes to the community's economic growth and job creation by supporting local enterprises.





## ELEMENT HOLDING

### FOSTERING SOCIAL ENTREPRENEURSHIP

Element Holding, a prominent player in the construction industry, has taken bold strides in nurturing the nascent but impactful field of social entrepreneurship in Georgia. Recognizing the instrumental role that social enterprises play in addressing pressing societal challenges, the company has embarked on a multifaceted corporate social responsibility initiative to propel this transformative sector forward.

A pivotal facet of this venture is the company's strategic partnership with Knowledge Cafe, a pioneering social enterprise operating in Kakheti. With resolute support from Element Holding, Knowledge Cafe is given wings to construct a realm of community involvement and development at the regional level. This symbiotic collaboration has resulted in noteworthy achievements, channeling efforts towards strengthening education and entrepreneurial acumen among youth and driving various innovative projects catering to diverse populations.

The CSR project undertaken by Element Holding to support social enterprises reaps many social benefits, creating a tapestry of positive change that spans various sectors and communities. This project acts as a beacon of hope, driving societal progress and embodying the transformative power of collaboration between the private sector and grassroots initiatives.

What's more, the project serves as a model for sustainable social impact. Supporting social enterprises paves the way for self-sustaining initiatives that push positive change long after the project's implementation.

While the primary aim of Element Holding's CSR project is to drive positive social change, the project also yields substantial business benefits that resonate with the company's long-term growth and reputation. All in all, the project significantly enhances Element Holding's brand image and reputation. The company showcases its commitment to being a responsible corporate entity by actively engaging in projects that address pressing societal issues. This resonates with customers, investors, and stakeholders alike, reinforcing the company's credibility and attractiveness. The project's focus on societal betterment strengthens stakeholder relationships, including local communities, partners, and employees.



Georgian Distributors Business Association

## PEPSICO GEORGIA / WIMM BILL DANN

### SUPPORT FOR THE PEOPLE OF UKRAINE

After the war in Ukraine commenced, PepsiCo Georgia decided to lead a project to support the Ukrainian people. To this end, PepsiCo has initiated various activities to let colleagues play their part in support of the people of Ukraine, and to foster community involvement as well as family and social connections, thus supporting their well-being as well.

The project provides essential humanitarian support to Ukrainian families affected by the war. By offering safe accommodation, food, and day-to-day necessities, the project addresses immediate needs and improves the well-being of families during a challenging time.

Moreover, this relief project fosters a sense of unity and community involvement among PepsiCo employees, stakeholders, and partners. Involvement in the relief project empowers PepsiCo employees by allowing them to make a meaningful difference in the lives of others and thus improve their well-being.

The company's collaboration with the Georgian Distributors Association exemplifies the power of partnerships when it comes to addressing societal challenges. The project strengthens relationships with partners and promotes a spirit of collective action in tackling humanitarian crises.

Involving employees in charitable initiatives like the relief project helps boost employee engagement and foster a sense of loyalty to the company. Employees who feel proud of their organization's efforts to make a positive impact are more likely to be motivated and committed to their work.

By providing support and relief to Ukrainian families affected by the war, PepsiCo contributes to these communities' long-term stability and development. This positive impact can create lasting goodwill for the company.



**RMG**  
RICH METALS GROUP



# RMG

## RMG AND WINE BOLNISI ASSOCIATION

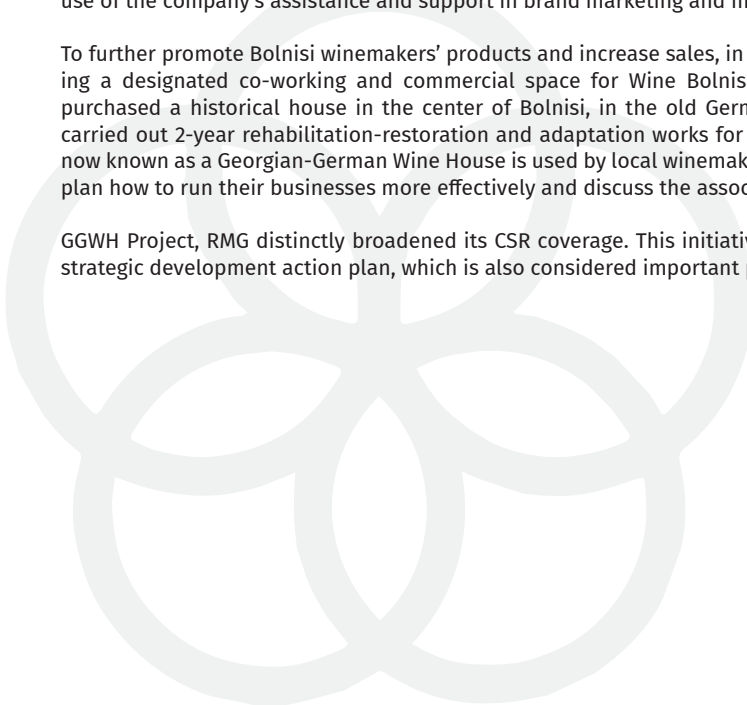
Operating in the Kvemo Kartli region, Rich Metals Group (RMG) focuses primarily on strengthening the local community, which is the company's key corporate social responsibility priority.

RMG ran the Bolnisi Wine Support Program for the fifth year in a row with a view to developing local wineries under the umbrella of the Wine Bolnisi Association.

With the company's support, members of the association can use the opportunities and services, which are generally costly, free of charge. For instance, they can run laboratory analyses of wines, obtain wine vessels, receive necessary tools and inventory, take part in local and international wine competitions, participate in wine events organized especially for promoting Bolnisi wines, make full use of the company's assistance and support in brand marketing and media support, and so forth.

To further promote Bolnisi winemakers' products and increase sales, in 2021, RMG invested in providing a designated co-working and commercial space for Wine Bolnisi Association members. RMG purchased a historical house in the center of Bolnisi, in the old German district of the town, and carried out 2-year rehabilitation-restoration and adaptation works for it. Since June 2023 the house now known as a Georgian-German Wine House is used by local winemakers as a space where they can plan how to run their businesses more effectively and discuss the association's plans.

GGWH Project, RMG distinctly broadened its CSR coverage. This initiative levels up the association's strategic development action plan, which is also considered important progress for the company.





# SILKNET

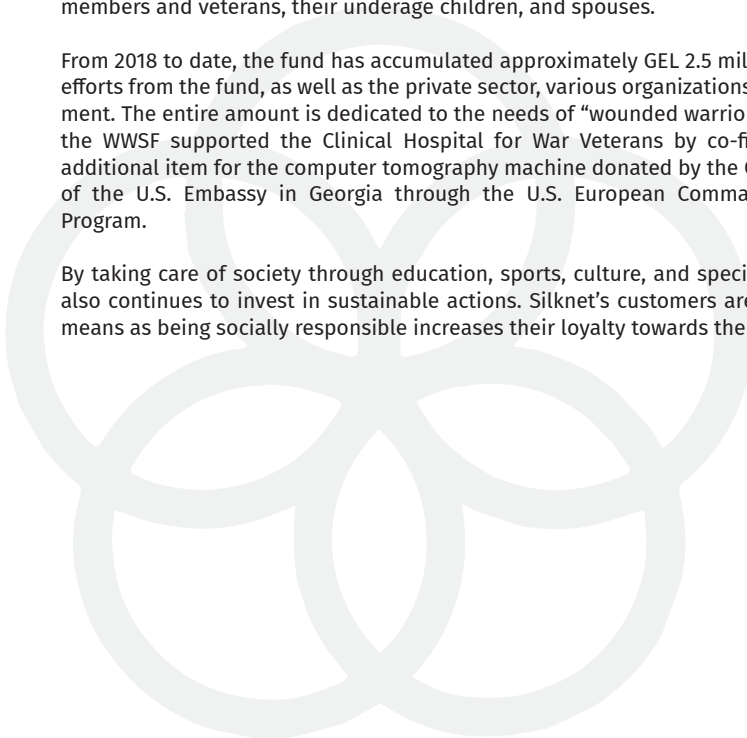
## WOUNDED WARRIOR SUPPORT FOUNDATION

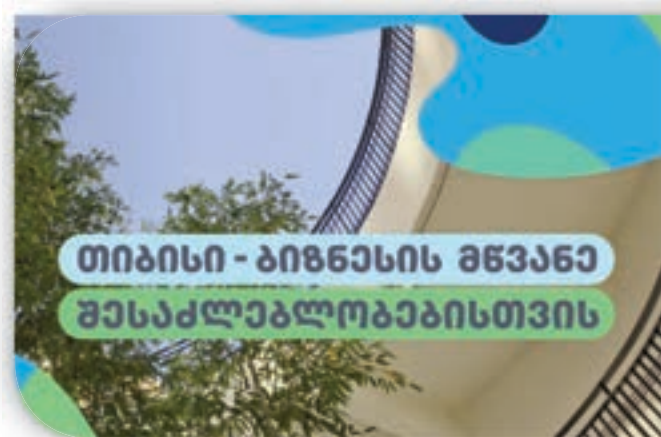
Wounded Warrior Support Foundation is a charity fund established by Silknet in 2018. The foundation aims to support veterans and military personnel who fought in wars (Abkhazia and Samachablo) for the unity of Georgia or participated in international peace missions. The fund is the very first example in Georgia of cooperation between private business and the Georgian Ministry of Defense, as well as the State Service of Veterans Affairs in order to support distinguished members of society.

Silknet’s annual pledged contribution to the fund is GEL 300,000. Additional funds are raised through dedicated initiatives among businesses and individual donors and through co-financing from the Ministry of Defense and State Service of Veterans’ Affairs to service the needs of military service members and veterans, their underage children, and spouses.

From 2018 to date, the fund has accumulated approximately GEL 2.5 million. This is the result of joint efforts from the fund, as well as the private sector, various organizations, individuals, and the government. The entire amount is dedicated to the needs of “wounded warriors” and their families. In 2022, the WWSF supported the Clinical Hospital for War Veterans by co-financing the purchase of an additional item for the computer tomography machine donated by the Office of Defense Cooperation of the U.S. Embassy in Georgia through the U.S. European Command Humanitarian Assistance Program.

By taking care of society through education, sports, culture, and special community groups, Silknet also continues to invest in sustainable actions. Silknet’s customers are part of this progress, which means as being socially responsible increases their loyalty towards the company.





**TBC**

## TBC BANK

### TBC—FOSTERING GREEN BUSINESS OPPORTUNITIES

TBC Bank is aware of its responsibility and role and actively works toward the continuous development of green financing in order to create green opportunities for business. The aim is to increase green resources, enabling TBC to support private companies, provide financial benefits and technical assistance, and reduce the negative impact caused by their clients' business activities.

Since 2007, TBC has raised a total of GEL 700 million. During the 2022 fiscal year alone, green projects worth GEL 35 million were financed.

TBC is actively working on the technical development of green financing and developed and approved a Green Lending Procedure in 2022. In addition, TBC has developed an innovative calculation and validation tool, which allows it to confirm (in the case of standard measures) the green loan purpose and calculate greenhouse gas (GHG) emissions and savings in a short timeframe without the involvement of external specialists.

During 2022, the greenhouse gas emissions savings of the projects financed with the funds raised by TBC amounted to 8,847.4 tons CO<sub>2</sub>/year.

TBC is not only a leading partner of local renewable energy products and but also boasts the largest business portfolio of renewable energy projects (hydroelectric power plants) in Georgia, amounting to GEL 610 million and representing 71% of the country's renewable energy project market. The company also actively finances energy and resource-efficiency projects for retail and business customers.

The development of the bank's environmental direction is one of the key factors that made it possible to find resources and provide economic incentives and technical support to private business representatives within the framework of green financing.

TBC actively cooperates with Green Climate Fund (GCF), Green for Growth Fund (GGF), Global Climate Partnership Fund (GCPF), EBRD, IFC and other international partners for projects further development Focusing on environmental and social issues, making specific commitments, and fulfilling ambitious plans allowed TBC BANK to become one of the country's biggest drivers and supporters of the green economy.



**TEGETA**  
HOLDING



GEORGIA ALLIANCE  
FOR SAFE ROADS

## TEGETA HOLDING

### ROAD SAFETY WEEK

In May 2022, Tegeta Holding joined the global initiative Road Safety Week in collaboration with the Georgian Alliance for Road Safety organization.

The campaign aims to raise awareness in order to reduce the number of road accidents. For this reason, Tegeta and its subsidiary, Volvo Cars Caucasus, decided to contribute and get involved in different activities.

The campaign's social benefit is to make the public more aware of recoveries related to car drivers and pedestrians following road incidents, on the one hand, and to reduce the number of accidents, on the other hand.

The business benefits for Tegeta Holding are a positive reputation and increased loyalty, and being acknowledged as a caring and responsible company when it comes to safety.

Supporting the Road Safety Week was significant for Tegeta, as safety plays a prominent role in the company's sphere of activity. Customer care and high-quality car services are directly related to keeping our citizens safe. Tegeta assumed this responsibility 27 years ago, as the leading company in the automotive industry, is still committed to these principles today. By participating in the Road Safety Week, Tegeta was able to give a voice to more and more people and help raise awareness in order to save more lives by ensuring people observe road safety rules.



## TEGETA HOLDING

### TEGETA FOR EQUALITY

Creating a gender-equal working environment and ensuring employee welfare is an important value that is integral to Tegeta's corporate culture and one of its CSR strategy priorities. Tegeta Holding started cooperating with the United Nations Population Fund (UNFPA) in order to create and introduce relevant policies, such as a diversity policy and a family-compatible working environment.

These policies aim to create a work environment that is free from discrimination and offers a positive working space.

In partnership with the United Nations Population Fund (UNFPA Georgia), the holding company was also involved in the MenCare Georgia campaign, which was implemented alongside the NGO Care Together. Tegeta Holding decided to raise awareness of gender equality by implementing the famous method of the Men Talking to Men (MTM) training. MTM is a meeting series that aims at breaking stereotypes in society and raising awareness of gender equality.

Tegeta is the first company from the private sector to actively implement Men's Talk.

Tegeta is also actively involved in the celebration and promotion of Father's Day, which aims to support the role of men, raise awareness about the redistribution of roles in family affairs, and support positive parenting and gender equality issues. Father's Day is celebrated within the framework of the Men Care campaign at the initiative of UNFPA Georgia.

The project will greatly contribute to overcoming gender challenges because raising awareness is a powerful mechanism that leads to positive societal changes.

Promoting equality helps attract and maintain the country's social and economic development, and it raises awareness and a better understanding of gender equality within the company. The organization's positive reputation among its employees (both male and female) was further strengthened as well. In addition, after communicating with its external audience, the company received positive customer feedback and evaluations, which strengthened Tegeta as a brand known for its caring attitude toward its employees and society as a whole.



# TEGETA HOLDING

## TRAVELING LIBRARY

One of the focal areas of corporate social responsibility for Tegeta Holding is the educational sector.

Within the framework of a cooperation with the NGO Independent Journalists House (also the founder of the media outlets Netgzeti and Batumelebi) and the Embassy of Japan, the company is involved in an original project designed to promote education. This project involves filling the shelves of empty libraries in the highland villages of Adjara with the help of the first traveling library in Georgia, also known as a bookmobile.

The initiative aims to involve as many teenagers as possible by promoting reading and making their daily life more exciting and diverse. Access to books in the aforementioned region is a major problem.

The Traveling Library truck was created together with Tegeta Truck & Bus and German partners. On behalf of Tegeta, interesting meetings with famous people are occasionally organized for local readers. Meetings with residents include discussions around various literary works that address women's empowerment and gender equality, for instance.

What's more, the Traveling Library has been added to the Tegeta.care donation platform, so anyone who wishes can become an active participant in promoting education.

The current number of beneficiaries for the project stands at 65 rural and school libraries in the highlands of Adjara. The NGO packed and distributed more than GEL 70,000 worth of books, with GEL 50,000 worth of books given away as gifts during the expedition. These books were carefully selected to cater to the diverse needs and interests of the recipients, ranging from children's literature and educational materials to fiction and non-fiction works.

With the involvement of Tegeta Holding, the Traveling Library visited six villages and organized meetings for more than 300 people. Based on feedback of the local population, the project led to beneficial changes in the villages of Upper Adjara. The residents of these villages now have access to books they could not read before.

All in all, the partnership was beneficial and successful for both parties. First of all, the project received a great response from the local population, schools, and administrations of Upper Adjara. And secondly, representatives of different business sectors expressed their desire to become partners in the project in different ways.





## ZOOMMER

### COMPUTERS AND INTERNET ACCESS FOR UNDERSERVED STUDENTS IN GEORGIA

Zoomer, a socially responsible company, partnered with Charte.ge in 2022 and 2023, demonstrating its commitment to positive societal impact through various social initiatives.

Charte.ge is a platform that helps disadvantaged high school students in rural areas by providing them with internet access and laptops. Launched in 2017, it has supported over 2,200 students to date, aligning with the United Nations' Sustainable Development Goals to reduce digital inequality and improve access to education.

But the company's collaboration with Charte goes beyond financial support. The focus is on strengthening their infrastructure, raising awareness, and expanding outreach to attract donors. Zoommer also offered laptops at minimal prices, making technology more accessible.

Together, they reached 350,000 people, gained 200 new monthly donors, and provided laptops and internet access to 65 students and their families in rural Georgia.

Strategic campaigns, including impactful videos, sponsored advertising, and transparent insights, have driven engagement and support. They are also planning training sessions and ongoing collaboration.

All in all, this partnership enhances educational opportunities, fosters a culture of philanthropy, and strengthens the brand's reputation as a socially responsible entity. It also boosts employee engagement and loyalty while aligning with Zoommer's business values of improving access to digital tools. In summary, the company's collaboration with Charte empowers students, bridges digital gaps, and contributes to the socioeconomic progress of Georgia's underserved regions while benefiting business and community relationships.



# LIBERTY



## LIBERTY BANK

### SUPPORTING RURAL DEVELOPMENT THROUGH YOUTH ENTREPRENEURSHIP

The Rural Development through Youth Entrepreneurship (RDYE) project is a collaboration between Liberty Bank and Mercy Corps Georgia, funded by the Austrian Development Cooperation (ADC). Liberty Bank plays a central role in this initiative, which aims to enhance the entrepreneurial skills of youth aged 18-35, support agricultural and non-agricultural businesses, improve access to financing, and establish market connections. The project's core focus is to boost the economic and social involvement of young people, ultimately promoting their employment and self-employment.

Over 42 months, from December 2021 to May 2025, the project is targeting 18 municipalities in four regions of Georgia: Kvemo Kartli, Samtskhe-Javakheti, Shida Kartli, and Mtskheta-Mtianeti. It aims to empower ambitious youth, including those from marginalized groups, to develop their entrepreneurial abilities and establish 50 sustainable rural youth-led enterprises.

Liberty Bank has created a comprehensive financial literacy training module for beneficiaries and actively involves its employees in the training process. The project aligns with the Austrian Development Cooperation's strategy for Eastern Partnership Countries, focusing on agricultural productivity, climate-friendly practices, and youth employment.

The Austrian Development Cooperation provides €1,500,000 in funding, with Liberty Bank contributing €90,000. All communication and publicity efforts are documented in a Communication and Visibility Plan to ensure consistency and organized outreach.

Overall, the RDYE project aims to improve youth entrepreneurship skills, enhance access to finance, and promote gender inclusivity, benefiting Liberty Bank by increasing its social impact, customer base, and positive image while adhering to international standards.



# PARTNERSHIPS FOR THE GOALS

**SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMEs)**



## ALL-P GROUP

### SUPPORTING MODERN ARCHITECTURAL VISIONS

ALL-P GROUP continues to support young architects by actively participating in events and projects related to the field. The company has been a partner of the Tbilisi Architectural Biennale since 2020. It is important for the company to promote the development of the field, discover new visions, and foster architectural ideas. Participation in the event also serves this purpose. Since 2020, ALL-P GROUP has supported many artists participating in the Tbilisi Architecture Biennale, as the festival's underlying ideas are essential to the company.

Actively participating in events like the Tbilisi Architectural Biennale since 2020, the company thrives on nurturing young architects' visions and promoting the development of the field. In essence, the ALL-P GROUP CSR project transcends the conventional boundaries of corporate responsibility. It breathes life into architectural innovation, nurtures diverse expressions, and safeguards cultural heritage, all while fostering unity, understanding, and positive societal transformation.

By actively participating in events like the Tbilisi Architectural Biennale, ALL-P GROUP empowers young architects to showcase their creativity and contribute to architectural discourse. This platform provides exposure and nurtures talent, fostering the growth of a new generation of architects.

The company's dedication to nurturing architectural talent and promoting cultural heritage showcases a unique value proposition, attracting clients who value companies with a strong social commitment. ALL-P GROUP's involvement in international events like La Biennale di Venezia expands the company's reach and potential markets, drawing attention from clients and partners outside their immediate sphere.



**SULAKAURI  
PUBLISHING**



## BAKUR SULAKAURI PUBLISHING

### GIVE BOOKS TO HIGHLANDER CHILDREN

In many highlander regions of Georgia, access to bookstores is limited, depriving children of modern literature and the latest translations of foreign books. This project was born to bridge this gap and foster a love for reading among these children.

In collaboration with Highlander Books, joint efforts were initiated to collect captivating books for highlander children. Special donation boxes are placed in each of Bakur Sulakauri Publishing House's stores to make it convenient for everyone to contribute. These boxes display lists of requested books along with the first names, ages of the children, and the titles of desired books. The lists are updated regularly to align with the interests of children in different regions.

One of the primary objectives of Sulakauri Publishing is to ensure widespread access to books throughout various regions of Georgia, thereby improving literacy rates for both children and adults. Unfortunately, the highlander regions of Georgia currently lack bookstores, presenting a significant challenge for residents seeking to purchase books. Additionally, most public schools in these regions are equipped with old, torn books that fail to engage children's interest in reading. Although the publishing house periodically donates books to various public schools, reaching every school and village in Georgia is impossible with limited resources. Therefore, the publishing house seized a remarkable opportunity by partnering with Highlander Books, embarking on a collaborative quest to provide highlander children with access to books through the support of different community groups.

The response from the public has been very positive, with many expressing their eagerness to participate in the campaign. As a result, the Highlander Books group has already begun distributing the collected books to various regions. The enthusiastic response from the public and the successful distribution of books demonstrate the relevance and impact of the project in empowering these young readers and enriching their lives through the magic of books.



აგრონავტი-  
ნაგრომისთვის მზადდება  
და აგრონავტი-  
მზადდება მზადდება



## GEORGIAN FARMERS DISTRIBUTION COMPANY

### FOSTERING CONNECTIONS FOR SUSTAINABLE PARTNERSHIPS

The Georgian Farmers Distribution Company (GFDC), along with the Georgian Farmers' Association (GFA) and Agronavi LLC, grasped the opportunity to form a pathway for farmers to sell their produce in partnership with Adjara Group LLC.

The GFDC's goal is to strengthen local farming organizations and replace imported products with locally sourced produce. The USAID-funded Zrda Activity in Georgia announced that it would support interested organizations in building sustainable MIS platforms. Consequently, the mobile application Agronavi for farmers was created, which is believed to streamline the matchmaking process and allow more farmers to benefit from this service.

The goal was to simplify the matchmaking process and include more farmers in the existing GFA scheme in partnership with the Adjara Group.

In addition, since 2018, the product home delivery platform Soplidan.ge has been part of the sophisticated, simple, and continuous chain of delivery of products and merged with GFDC. Now the products of GFA member farmers are also home-delivered via Soplidan.ge.

GFA, through its free membership base, provides information to the Agronavi team, who then place the products of farmers on their app (for selling purposes); the GFDC cooperates with the Adjara Group, which on its part provides details on the list of products they need at all their properties on a daily basis. The GFDC, with the help of GFA and Agronavi, communicates with the farmers and acts as an intermediary between them and the Adjara Group.

The outlined scheme, on the one hand, helps farmers sell their produce daily and accordingly have a stable source of income; and, on the other hand, it allows the Adjara Group to uphold its farm-to-table concept by having fresh, locally sourced produce in their kitchens every day.

The cooperation between the aforementioned organizations promotes locally sourced produce in Georgia, improves market linkages, and creates income-generating opportunities for farmers, contributing to the rural revitalization in Georgia.



## RUDERAL

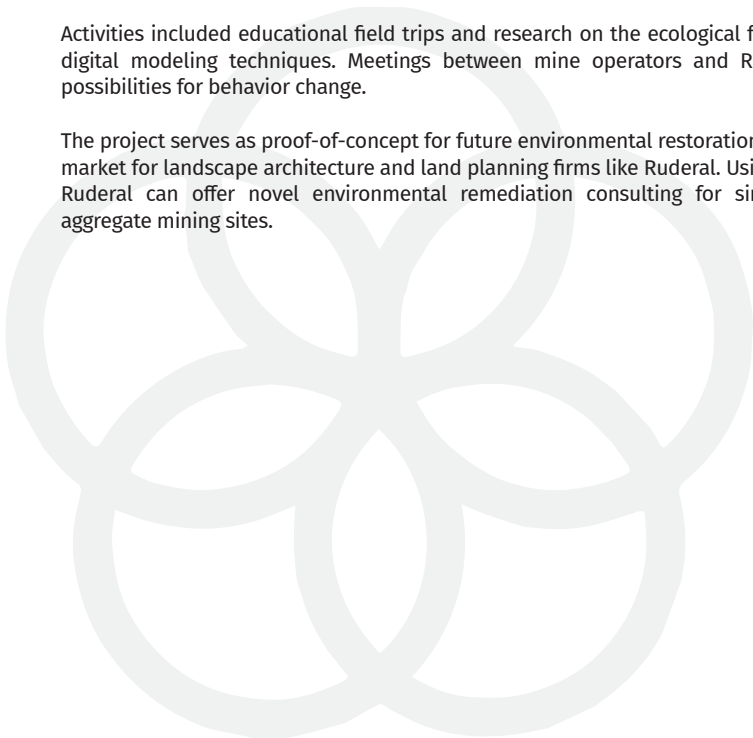
### DAMBA DYNAMICS: IMPROVING BIODIVERSITY IN THE LEZHBADINI RIVERBED AGGREGATE MINE

Ruderal's 2022 Heidelberg Materials Quarry Life Awards proposal tackles crucial issues of biodiversity and public recreation in mining landscapes. Situated in the Lezhbadini Quarry near the village of Khanji Ghazlo, the project is a cooperation between Ruderal, the Heidelberg Materials Quarry at Lezhbadini, the Quarry Life coordination team, and the external internship program at the Visual Arts, Architecture, and Design School at the Free University of Tbilisi. The goal is to propose innovative strategies to increase biodiversity and public recreation on the territory of Heidelberg's open-pit aggregate mining operation.

The project was completed with the assistance of employees from Heidelberg, including the mine operations manager, site environmental manager, and an ecologist from Heidelberg EU.

Activities included educational field trips and research on the ecological function of the floodplain and digital modeling techniques. Meetings between mine operators and Ruderal designers opened up possibilities for behavior change.

The project serves as proof-of-concept for future environmental restoration projects that can expand the market for landscape architecture and land planning firms like Ruderal. Using this project as an example, Ruderal can offer novel environmental remediation consulting for similarly degraded in-riverbed aggregate mining sites.





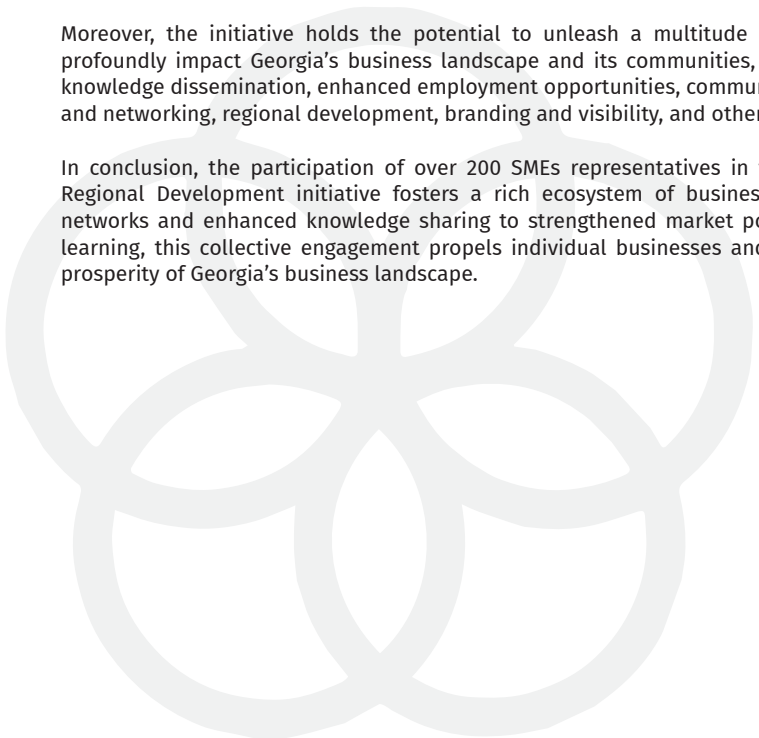
# FIREFLIES

## BUSINESS FORUM: BRANDING STRATEGIES FOR REGIONAL DEVELOPMENT

The Branding Strategies for Regional Development campaign is a transformative initiative driving growth in Georgia’s business landscape. Organized by Fireflies, this pioneering effort unites diverse sectors—local government, international organizations, financial institutions, NGOs, local businesses, and media platforms—to foster holistic regional development. The campaign bridges gaps between professional services and SMEs in a country marked by untapped potential, catalyzing success for those seeking it. The lack of such services is a common hindrance, so this platform facilitates connections that empower businesses to thrive. Their multi-sectoral collaboration empowers SMEs to voice concerns, share triumphs, and unfold narratives. This platform champions inclusivity, amplifying the voices of small businesses that are often overlooked.

Moreover, the initiative holds the potential to unleash a multitude of social benefits that can profoundly impact Georgia’s business landscape and its communities, such as empowering SMEs, knowledge dissemination, enhanced employment opportunities, community resilience, collaboration and networking, regional development, branding and visibility, and other essential benefits.

In conclusion, the participation of over 200 SMEs representatives in the Branding Strategies for Regional Development initiative fosters a rich ecosystem of business benefits. From expanded networks and enhanced knowledge sharing to strengthened market positioning and collaborative learning, this collective engagement propels individual businesses and contributes to the overall prosperity of Georgia’s business landscape.





# პროექტი “მახნულის მოღაპაიკვე ტუჩისტუელი ობიექტები”



## TOURISM AND REALITY

### MARNEULI MUNICIPALITY TALKING TOURIST PLACES

The target geographic area of this initiative is Marneuli Municipality in the Kvemo Kartli region, which comprises 18 settlements (1 city, 16 communities, 75 villages). Some of the villages are mono-ethnic while others are multi-ethnic. According to the development strategy of the Kvemo Kartli region, next to agriculture (the economy of the municipality is mainly driven by the production of local agricultural products), one of the key focal areas here is tourism.

On the one hand, Talking Tourist Places is one of the prerequisites for the preservation of the authenticity and identity of the community. On the other hand, it fosters the inclusion and promotion of the intangible cultural heritage of the community (customs, habits, traditions, etc.), which is set to contribute to an increase of visitor flows in the communities, thus creating a beneficial effect for the region in terms of sustainable development.

The project aims to reveal the challenges in the tourism sector in Marneuli Municipality and propose a model of “Talking Tourist facilities” in order to develop opportunities and recommendations through the active involvement of young people and female representatives of ethnic minorities. The implementers are based in two countries, Georgia and Italy, and comprise four partner organizations: Life Beyond Tourism (Florence, Italy), Tourism and Reality (Tbilisi, Georgia), HEKS-EPER (international organizations and its branch office in Georgia), and Marneuli Municipality. The European Union supports the initiative within the framework of the project Strengthening Civil Society for Equal and Full Participation in Social, Economic, and Political Life.



## VECTOR

### INTERNATIONAL DAY OF THE GIRL CHILD 2022

In 2022, Sapari celebrated the inaugural International Day of the Girl Child. On this day, the members of three youth platforms—Vankada, Gandzi, and Girls' Voice—came together. Finally, more than 50 Gen Z girls from all regions of the country participated in the event. Among them were girls living in mountainous regions and rural areas as well as girls from ethnic minorities.

The events enabled girls living in different cultural environments to get to know each other. They saw that, despite their diversity and differences, they have many things in common: the desire to get a better education and develop as people; a quest for novelty and adventure; and the ambition to change the environment around them and contribute to the development of their country.

Within the framework of Girls' Day, the project connected girls from different regions and representatives of various religious and ethnic minorities striving to achieve change in their community through equal education, which is a significant result. Today, Girls' Voice is a new platform and today you can listen to their first podcast on YouTube. This represents the initial stage for them on their journey to appearing in front of a broad audience.

Participating in an activity recognized by a business reflects its responsible attitude toward making changes in public life. Allocating resources to this small-scale activity has given many young people a chance for a better future. At this point, Sapari and the Vector are working even more closely together.

VELI:



VELI:



## VELI.STORE

### VELI X SUPERGMIRI

VELI X Supergmiri is a project dedicated to helping more than 400 children each month. VELI.store's role as an e-commerce provider is facilitating the process for organizations and projects like Supergmiri.

Supergmiri, superhero in Georgian, is dedicated to identifying children around Georgia and matching them with their superheroes. The superheroes then commit to GEL 100 monthly, and the child receives personalized assistance, be it food or another service, in the form of a voucher. So, where and how does it work? With its in-house logistics operations, automated warehouse system, and strong data-driven marketing team, VELI was the perfect match for Supergmiri's challenges. As a result of the partnership, Supergmiri no longer has to pick, collect, pack, and deliver each donation. Instead, VELI now provides logistics and marketing services free of charge for Supergmiri. This means the donations that Supergmiri receives are 100% utilized for the well-being of the children and exempt from other costs, making the donations better usable for each child.

This partnership positively impacts beneficiary children's lives, increases customer loyalty, and enhances the company's corporate reputation.

By addressing social challenges, promoting children's well-being and health, and supporting their lifestyles, VELI x Supergmiri can help build a more stable and prosperous society, which also can benefit their business in the long run.



## GLOVO

### ROAD SAFETY FOR CYCLISTS

There is no protected bike lane network in Tbilisi, and Georgia doesn't have a proper educational system for all road users (including cyclists). As the number of cyclists started to grow in recent years, everyday cycling in Tbilisi has become more and more dangerous.

However, this danger stems not only from cars but also from cyclists themselves. In some situations, cyclists seem to think they don't have to follow the traffic rules, or they simply don't know the relevant regulations in Georgian law.

With this in mind, the delivery company Glovo, which has over 500 cyclist couriers, has teamed up with the Caucasus Cycling Network. Through a unique training program, information was provided to courier cyclists in the Glovo office.

A crucial aspect of this process involved observing Glovo's bike deliveries and allowing CCN to identify areas needing improvement and to gain valuable insights, which were later to be imparted to the couriers during the training.

The training itself drew on resources from Georgian law with a connection to cycling, and Glovo provided a room, projector, and screen to facilitate the training.

By providing road safety training to employees who ride bikes or drive cars for work purposes, businesses can reduce the number of accidents and associated costs. That's because road safety training helps workers develop safer driving habits and defensive driving skills. And, of course, a business with a solid commitment to road safety stands out as a responsible and caring organization. Employees appreciate an employer who invests in their safety and well-being. Offering road safety training demonstrates a clear commitment to employee welfare, which leads to increased staff morale and job satisfaction, and potentially higher retention rates.

Finally, road safety training aligns with principles of sustainability and corporate social responsibility. It reflects a business's dedication to reducing environmental impact by promoting safer and more efficient driving practices, resulting in a more sustainable business model.

CORPORATE  
SUSTAINABILITY  
AWARD  
2023

BUSINESS  
FOR SDGS

