



**Global Compact**  
Network Georgia



# CORPORATE SUSTAINABILITY AWARD 2025





**2 ZERO HUNGER**



**QUALITY  
EDUCATION**



**RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION**



**13 CLIMATE  
ACTION**



**17 PARTNERSHIPS  
FOR THE GOALS**



**BUSINESS for SDGs**





## EFES GEORGIA

### EMPOWERING AND PREPARING YOUNG PEOPLE WITHOUT CARE FOR INDEPENDENT LIVING

Since 2011, the Natakhtari Fund, in partnership with „Our Home – Georgia, “ has supported over 700 young people without parental care, providing 1.14 million GEL in assistance. The program focuses on education, employment, and psychological support, helping beneficiaries transition to independent living. To date, 355 have received vocational training, 73 have pursued higher education, 235 have completed internships, and 719 have received psychological assistance. Over 90% are now employed, with most in stable positions.

Beyond immediate assistance, the Fund plays a crucial role in mitigating long-term social vulnerability among young people transitioning out of state care. By addressing structural barriers such as limited access to professional networks and insufficient emotional support systems, the initiative enables beneficiaries to integrate more confidently into social and economic life. This targeted approach helps mitigate the high risk of poverty and social exclusion often faced by youth without family support.

The continued focus on sustainable integration ensures that beneficiaries not only acquire practical skills but also develop the emotional resilience needed to navigate adulthood independently. Consistent psychological support and mentorship contribute to improved mental well-being, allowing young adults to make informed decisions and avoid situations that could lead to renewed instability.



Furthermore, the Fund's actions contribute to broader societal change by raising awareness about the unique challenges faced by care-leavers. Through public engagement and advocacy efforts, the initiative encourages a more empathetic and inclusive environment, promoting systemic improvements that address inequality and support the creation of fair opportunities for all young people transitioning into adulthood.

For EFES Georgia, the Natakhtari Fund enhances brand reputation and stakeholder trust, positioning the company as a leader in social responsibility. The program builds goodwill among consumers and partners, supports workforce development, and strengthens collaboration with NGOs and public institutions. By investing in youth empowerment, EFES Georgia aligns business success with long-term community stability and sustainable growth.





# HERBIA

## AN ENERGY-EFFICIENT AND ZERO-WASTE ENTERPRISE FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT

Herbia powers its production with solar energy, cutting emissions and advancing its goal of becoming a fully energy-efficient, zero-waste enterprise. A planned organic waste recycling system will turn by-products into 100% organic fertilizer, improving soil health and closing the production loop—positioning Herbia as a leader in eco-conscious farming in Georgia.

Herbia strengthens food security with year-round local produce and provides stable employment in the Imereti region. Through its partnership with Akaki Tsereteli State University, it offers student internships and training. The Museum of Agricultural Development and agro-eco tourism initiatives promote education, heritage, and rural growth. The company also donates fresh produce to local shelters, supporting vulnerable groups.

Herbia's integrated value chain—from cultivation to retail—ensures efficiency and quality. Working with 500+ partner farmers and major retailers such as Carrefour and Agrohub, the company expands market reach while promoting sustainable farming. Solar power and recycling lower costs and enhance brand reputation, creating a resilient, innovative, and sustainable agribusiness model.



## THE BILTMORE TBILISI HOTEL

### BEYOND HOSPITALITY: A COMMITMENT TO ZERO HUNGER

The Biltmore Tbilisi Hotel's flagship CSR initiative addresses food insecurity in Georgia, aligning with SDG 2 – Zero Hunger. The hotel provides three daily meals to over 300 employees, ensuring well-being and equality at work. Beyond its walls, it funds biannual dinners for the elderly at Catharsis, hosts Children's Day and New Year events for kids from Monk Andrew's Foundation, and delivers food to the Siketis Lampari Shelter. This initiative turns hospitality into a force for care, dignity, and connection across communities.

The program improves food access and inclusion for employees, seniors, and children. Daily meals enhance staff health and morale, while external partnerships provide nourishment, emotional support, and social integration for vulnerable groups. Its year-round structure builds trust and continuity, setting an example of how hospitality can drive long-term community well-being.

Providing meals and community support boosts employee retention, brand reputation, and guest loyalty. The initiative attracts socially conscious staff and customers, strengthens NGO partnerships, and enhances Hilton's image as a leader in responsible hospitality. By embedding compassion into daily operations, the hotel achieves a sustainable, purpose-driven competitive edge.



VAZISUBANI ESTATE  
— Est. 1891 —



## VAZISUBANI ESTATE

### CLIMATE ACTIONS AT VAZISUBANI ESTATE — FROM FARM TO TABLE

Mornings Around Here is Vazisubani Estate's flagship initiative advancing SDG2 – Zero Hunger through regenerative agriculture, improved nutrition, and resilient local food systems. The estate's on-site greenhouse enables year-round organic production, reducing dependence on external supply chains and minimizing waste. The program integrates farm-to-table practices, supports local farmers, and promotes climate-smart agriculture through education and collaboration.

The initiative enhances food literacy among employees and guests, deepens community engagement, and strengthens sustainable sourcing for smallholders. Currently, 65% of ingredients are sourced within 30 km, food waste is down 40%, and all kitchen staff are trained in sustainable practices. The project boosts efficiency, supports local economies, and elevates Vazisubani Estate's reputation as a leader in sustainable, climate-resilient hospitality.



**BUSINESS** for **SDGs**





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საუკეთესო  
მასწავლებელს

საქართველოს განაკი მასწავლებლის  
ეროვნული ჯილდოს მთავარი მხარდაჭერი



BANK OF GEORGIA

LARGE

## BANK OF GEORGIA

NATIONAL TEACHER PRIZE OF GEORGIA –  
SUPPORTED BY BANK OF GEORGIA

Launched in 2017 with the support of Bank of Georgia, the National Teacher Prize honors outstanding educators whose work shapes Georgia's future. Inspired by the Global Teacher Prize, it has become a leading platform for celebrating excellence in teaching. The initiative's Top Ten Club connects award finalists to exchange experience and drive improvements in education. To further amplify impact, Bank of Georgia collected stories from citizens about their favorite teachers and created the inspiring "Superteacher" comic, symbolizing the power and dedication of educators.

The project elevated the status of teachers, inspired youth to join the profession, and fostered a national culture of respect for educators. It empowers teachers through recognition and collaboration, promotes student-centered learning, and strengthens Georgia's education system.

Supporting the Prize strengthened Bank of Georgia's CSR leadership and public trust, associating the brand with education, excellence, and progress. The initiative enhances brand visibility, attracts socially minded employees, and contributes to a more skilled and prosperous society—aligning business success with national development.



BANK OF GEORGIA



1 ნოემბერი 17 ივნ, 2025

**რას ნიშნავს ვალუტის ღირებულების ცვლა?**

დღეს ვაძლავს ბევრ რამზე ახდენს გავლენას  
-- საერთაშორისო ვაჭრობიდან დამატებით, ონლაინმედიით დამთავრებული, ხშირად



3 ნოემბერი 17 ივნ, 2025

**როგორ დავაკავშიროთ ინვესტიციები ჩვენს მიზნებს და როგორ ვიმოქმედოთ ქვეყანურად**

ინვესტირება მხოლოდ ფინანსური სარგებლის მოსაპოვებელი საშუალება არ

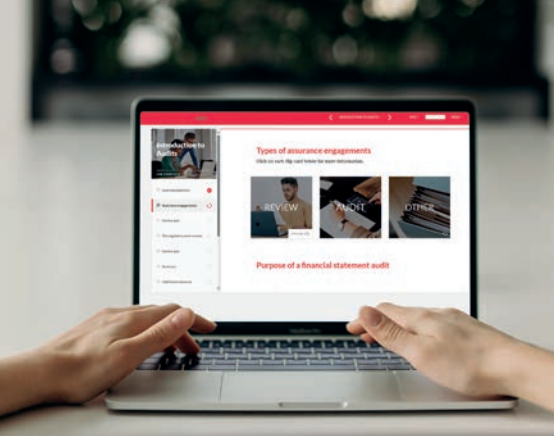
# BANK OF GEORGIA

## BANK OF GEORGIA'S FINANCIAL LITERACY PLATFORM

As a leading financial institution, Bank of Georgia is committed to fostering a culture of financial responsibility nationwide. The Financial Literacy Platform equips young people with the tools and knowledge to make informed financial decisions and build long-term resilience. Focused on financial inclusion, education, behavior change, and resilience, the initiative combines digital tools, tailored learning content, community engagement, and strategic partnerships. Through workshops, online platforms, and interactive tools, it empowers youth to manage money wisely, develop healthy financial habits, and contribute to a more financially literate society.

The platform enhances financial knowledge and confidence among young Georgians, teaching budgeting, saving, and investing. It promotes financial wellness and mental well-being, supports career success through practical financial skills, and engages families and communities through outreach programs. By making financial literacy accessible and engaging, it builds a foundation for a more resilient and economically empowered generation.

The initiative strengthens Bank of Georgia's reputation as a trusted, responsible financial leader. Educational tools like sCoolApp and Smart Spending Hub attract and engage over 330,000 young users, deepening loyalty and long-term relationships. Partnerships with the National Bank of Georgia, universities, and media expand reach and credibility. By investing in financial literacy, the bank enhances customer trust, employee engagement, and sustainable business growth—aligning profit with purpose.



LARGE

## BDO GEORGIA

### BDO DIGITAL COACH - A SUSTAINABLE SOLUTION FOR ONLINE LEARNING

To meet the growing need for digital education, BDO launched the Digital Coach, an online learning system ensuring accessible, high-quality, and sustainable training for employees and interns. The platform hosts 235+ courses with interactive lessons and practical exercises, available 24/7. In 2024, employees completed 5,735 hours of learning, with an 85% completion rate. By digitalizing training, BDO reduced costs, improved efficiency, and created a scalable, analytics-based learning model aligned with its innovation-driven culture.

The platform makes education accessible to all employees, enhancing skills, motivation, and confidence. It fosters equal learning opportunities and provides HR teams with real-time analytics for targeted development. By merging knowledge, technology, and values, the Digital Coach has built a sustainable learning culture that empowers people and supports long-term growth.

The project increased efficiency, cut training costs, and strengthened employee engagement. Automated learning eliminated logistical barriers and allowed data-driven HR decisions. The result is a motivated workforce, higher retention, and a modern corporate culture that combines digital innovation with continuous professional development.



## CENOMI RETAIL GEORGIA

### LEARNING THAT MATTERS

Learning That Matters is a company-wide learning ecosystem advancing SDG 4 – Quality Education by providing equal development opportunities for all employees. Built on three pillars – in-house training, academic partnerships, and career pathways – it embeds lifelong learning into the company culture. In 2024, 908 employees completed 815 training hours across technical, soft, and life skills, supported by 201,827 GEL in investment. The program also connects with youth and universities through internships and workshops, bridging education with real-world employment.

The initiative empowers employees and young people through accessible education and upskilling. It improves communication, confidence, and employability—especially for women (87% of staff) and entry-level roles—while promoting financial literacy and English proficiency. By fostering continuous learning, it strengthens the overall skill base of Georgia's workforce.

The program led to an 18% drop in staff turnover and a 12% rise in internal promotions, boosting engagement and productivity. Trained employees deliver better customer service and strengthen the company's talent pipeline. "Learning That Matters" enhances employer reputation and demonstrates that education investment drives both social impact and sustainable business success.



LARGE

## EFES GEORGIA

### PROJECT FUTURE AND THE PROMOTION OF EDUCATION

EFES Georgia promotes SDG 4 through long-term university partnerships and structured learning programs. The Project Future paid internship and Job Shadowing Summer Program with BTU University provide students real business experience and career opportunities. Since 2021, EFES Georgia has also delivered lectures on marketing, CSR, PR, and brewing technologies, bridging theory and practice. Internally, the EFES Georgia Academy supports employee development, while the Anadolu Efes Sustainability Academy (launched in 2023) builds awareness and action around water efficiency, diversity, and sustainable branding. Together, these initiatives connect education with industry and prepare Georgia's future workforce.

The programs expand access to quality learning and practical experience for both employees and students. University collaborations help young people gain employable skills, while internal academies foster leadership, innovation, and lifelong learning. Public lectures extend impact beyond the company, contributing to a more skilled and empowered society aligned with SDG 4.

Educational initiatives increase engagement, productivity, and retention, while reducing hiring costs through internal talent growth. Partnerships with universities attract young professionals and strengthen EFES Georgia's image as a responsible, forward-thinking employer. By integrating education, sustainability, and business goals, EFES Georgia builds a skilled, motivated workforce and drives sustainable growth.



## ELEMENT HOLDING

### SUPPORT FOR EDUCATION TO STRENGTHEN THE CONSTRUCTION SECTOR

Founded in 2025, Element Holding's Training Academy develops highly qualified professionals for Georgia's construction industry. The program, based on a sector-wide needs assessment, offers mentoring by German experts, paid internships, and a bilingual Georgian-German certificate. Top graduates are employed within Element Holding's subsidiaries, directly linking education to employment and supporting the company's mission to advance the construction sector and national economy.

The Academy expands access to free, high-quality vocational education, especially for youth from rural areas, and promotes gender inclusion in technical fields. By combining modern training, soft-skill development, and employment opportunities, it empowers young people, reduces inequality, and elevates the image of vocational education in Georgia.

The initiative secures a skilled, loyal workforce, cutting recruitment and onboarding costs while improving project quality and safety. It strengthens Element Holding's employer brand and builds a scalable model adaptable to future needs such as green construction and digital tools—creating long-term value and competitiveness.



LARGE

## EUROCREDIT

### FUTURE IS READY: EUROCREDIT INTERNSHIP PROGRAM

Since 2018, Eurocredit's internship program has hosted 97 interns, with 80% joining the company full-time. Partnering with leading universities, the program gives students hands-on experience and career opportunities. Many have quickly advanced—several now lead legal and service departments. In 2022, Eurocredit also funded a student's full tuition at European University, underscoring its commitment to education and social mobility.

The program creates real career pathways for young people, especially those with limited access to experience. It reduces youth unemployment, strengthens regional inclusion, and prepares a skilled, confident generation for Georgia's workforce.

The initiative builds a sustainable talent pipeline, reducing hiring costs and turnover. Interns already trained in company processes enhance innovation and service quality. It also strengthens Eurocredit's reputation as a youth-focused, socially responsible employer, supporting long-term growth and competitiveness.



**TBC**



## **TBC BANK**

### **TBC TECH SCHOOL**

TBC launched fully funded online technology courses for students in grades 9–12, offering three-month programs in seven tech fields. The initiative, one of TBC's largest educational projects, reaches youth across all regions of Georgia.

In just two years, over 3,200 students have participated, with 44% from regions outside Tbilisi and near equal gender representation. The program promotes digital inclusion and empowers young girls and boys alike to pursue tech careers, helping bridge educational and gender gaps in Georgia's technology sector.

TBC Tech School strengthens TBC's relationship with the next generation, positioning the company as a trusted partner in education and financial growth. By fostering early engagement and digital literacy, the initiative builds long-term trust, brand loyalty, and a future-ready customer base.



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TBC

LARGE

## TBC BANK

### TBC CAMPUS

TBC Campus offers fully funded online business courses for young people aged 18–24 across Georgia. Covering high-demand fields such as UI/UX design, graphic design, advertising, digital marketing, SEO, entrepreneurship, IT project management, and data analysis, the program removes financial and geographic barriers to quality education. It fosters collaboration among students from diverse backgrounds, encouraging teamwork and innovation.

In just two semesters, over 600 students from across Georgia have graduated from TBC Campus, with most participants coming from regions outside Tbilisi. The program bridges the urban–rural education gap and helps students explore new career paths—25% have changed their university majors after joining. By empowering youth with practical, future-oriented skills, TBC Campus fosters inclusion, confidence, and informed career choices.

TBC Campus strengthens TBC's connection with the next generation, positioning the bank as a trusted, forward-thinking partner in their professional and financial journeys. By supporting youth development, TBC builds long-term trust, brand loyalty, and a future customer base aligned with its values of innovation and empowerment.



**TBC**



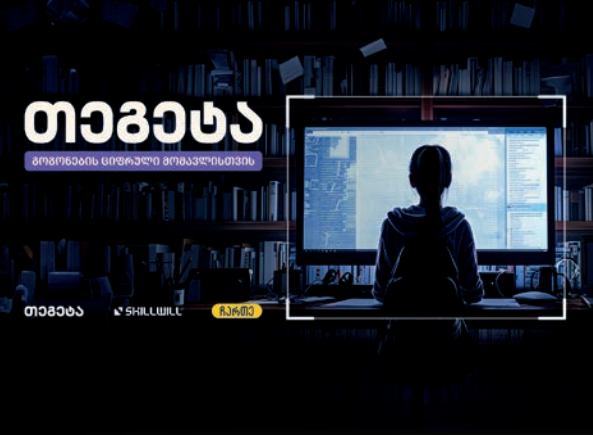
## **TBC BANK**

### **TBC IT ACADEMY**

Founded in 2019, TBC IT Academy is a fully funded educational platform aimed at strengthening Georgia's technological ecosystem and expanding access to quality tech education. Open to anyone aged 18+, it offers over 25 tech professions through practical, real-world learning with local and international experts. All courses are free and online, ensuring nationwide accessibility. In 2024, the academy attracted over 10,000 applicants, reflecting growing demand for its programs.

Since inception, 4,500 graduates have completed training— 30% from regions and over 30% women. Around 30% are employed at TBC, with others securing roles in leading tech companies. The academy has become a crucial bridge for employment, particularly in specialized fields like test automation, where 90% of TBC's team are alumni. Through partnerships such as TBCxUSAID, TBCxAWS, and TBCxMicrosoft, over 1,000 participants have joined hackathons, accelerators, and workshops, strengthening Georgia's tech community. The Academy promotes inclusion, accessibility, and equal opportunity, helping retain talent and build a stronger national digital workforce.

The Academy directly addresses the tech talent shortage by creating a sustainable talent pipeline for TBC and the wider industry. Currently, 30–40% of TBC's tech workforce are graduates, with many now in senior roles. This reduces recruitment costs, accelerates innovation, and supports business growth. The program strengthens TBC's reputation as a leader in education, innovation, and talent development, while enhancing long-term competitiveness across Georgia and regional markets.



**TEGETA**  
HOLDING

LARGE

## TEGETA HOLDING

### TEGETA FOR GIRLS' DIGITAL FUTURE

Education is one of Tegeta Holding's key CSR priorities, reflected in numerous initiatives supporting youth and equality. The company partners with organizations to equip village libraries, deliver books to remote regions, and promote education among rural youth. A core focus is empowering women in tech and challenging gender stereotypes through access to education and professional training.

To promote gender equality and digital inclusion, Tegeta launched the "Tegeta Girls' Digital Future" project, financing studies for 10 girls from regional areas in fields such as programming, cybersecurity, IT project management, and digital design. In partnership with Skillwill, participants completed a 7-month program and gained the skills to enter high-paying professions. The project helped break gender barriers, providing young women with confidence, employable skills, and equal opportunities to succeed in technology-driven industries.

Tegeta's educational initiatives have strengthened its public image and internal culture, positioning the company as a socially responsible and inclusive employer. The programs foster employee pride, customer loyalty, and stronger relationships with partners and investors. By supporting education and equality, Tegeta builds a future-ready workforce, enhances its brand reputation, and reinforces its standing as a leader in ethical, responsible business.



## ALTERBRIDGE UNIVERSITY

### TEACHERS AS BRIDGE TO BETTER CITIZENS

Launched by Alterbridge University in 2024, TBBC redefines teachers as leaders and changemakers, aligning with SDG 4 and Georgia's Education Strategy 2030. The pilot trained 40 teachers from 39 schools in leadership, emotional intelligence, and mentorship, introducing two original tools — The Hero's Journey Calendar and The Transformer Journal — to embed civic and emotional learning in classrooms.

TBBC strengthened teachers' capacity to foster empathy, responsibility, and civic values among students. By focusing on educators in underserved regions, it promoted regional equity and empowered communities. The project reached 260 teachers with practical resources, creating a sustainable model for teacher-driven social change.

For Alterbridge University, TBBC enhanced staff expertise, created marketable training tools, and boosted the institution's visibility and partnerships. It positioned Alterbridge as a leader in values-based education and opened new opportunities for donor-funded and professional training programs.

## EXPORT WORKSHOPS FOR SMALL AND MEDIUM ENTERPRISES

BY **aramex**  
delivery unlimited

2024  
2025

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delivery unlimited



SME

## ARAMEX GEORGIA

### EXPORT WORKSHOPS FOR SMALL AND MEDIUM ENTERPRISES

Aramex Georgia launched “How to Export Your Product Abroad?” — a practical workshop series helping over 100 SMEs expand into international markets. Participants learned about export documentation, packaging standards, customs procedures, and logistics optimization, enabling many to start or improve exports to Europe, the U.S., and the Middle East.

The program strengthened Georgia’s SME sector by improving export readiness, creating jobs, and promoting regional and women-led business inclusion. It equipped entrepreneurs with practical knowledge, increased compliance with global standards, and encouraged sustainable logistics practices, contributing to national economic growth.

The initiative positioned Aramex Georgia as a trusted logistics partner, expanding its SME client base and enhancing brand reputation. Many participants became long-term clients, driving demand for Aramex’s export and logistics services. The project also generated valuable insights for service development and created a scalable model linking business growth with community empowerment.



## BDO CONSULTING

### LMS-BASED TOOL TO PROMOTE AWARENESS OF SEXUAL HARASSMENT

BDO Academy integrated an online sexual harassment awareness course, developed with the Public Defender of Georgia and UN Women, into its Learning Management System (LMS). Available to over 3,000 users, the course helps employees identify, prevent, and respond to sexual harassment through an interactive, accessible format that promotes respect and equality in the workplace.

The initiative raises awareness and builds a culture of safety and inclusion across Georgian organizations. By helping individuals recognize and address inappropriate behavior, it fosters open dialogue, empowers employees, and supports long-term cultural change toward equality and accountability.

The course strengthens BDO Academy's position as a values-driven leader in corporate education, attracting socially responsible partners and clients. It enhances BDO's reputation for combining professional excellence with ethical responsibility, promoting safe, respectful workplaces nationwide.



SME

## BEWISE

### SUPPORT OF SAGE GEORGIA 2025

As part of its CSR efforts, BeWise supported the Georgia Cup youth entrepreneurship competition in partnership with SAGE Georgia, providing mentors, training materials, and sponsorship. The initiative equipped over 150 students from across Georgia with practical business skills, leadership experience, and confidence to pursue entrepreneurship.

The project promoted equal access to education, gender inclusion, and regional participation. Students gained hands-on experience and several continued developing their startups. Winning teams will represent Georgia at the SAGE Global Olympiad 2025, boosting youth visibility and national pride while advancing SDGs 4, 8, and 17.

The initiative strengthened BeWise's reputation as a purpose-driven consulting firm, expanded its partner network, and positioned it as a leader in entrepreneurship education. It also built internal mentoring capacity and opened new opportunities in youth innovation and CSR-focused consulting.



## WOMEN MENTORSHIP IN TECH PROGRAMMES

# BUSINESS AND TECHNOLOGY UNIVERSITY

## WOMEN MENTORSHIP IN TECH PROGRAMMES

Launched in 2024 by Business and Technology University (BTU) with support from the EU, EBA, and Women Go Tech (Lithuania), the program aims to close Georgia's gender gap in technology by empowering women with digital skills, mentorship, and career opportunities. Over three seasons, it will train 1,100 women with guidance from 320 mentors in Cybersecurity, Digital Marketing, Graphic Design, UI/UX Design, and Frontend Development. The pilot season successfully provided mentorship and practical training for women from diverse regions, with expansion planned for 2025.

The program creates access to tech careers for women, particularly from rural areas, improving employability, confidence, and social mobility. It builds a national network of women in tech, promotes inclusion in STEM, and advances SDGs 4 and 5 through awareness and community engagement.

By upskilling women in ICT, the program helps address Georgia's tech talent gap and supports inclusive economic growth. It strengthens ties between academia and industry, provides companies with qualified talent, and reinforces BTU's reputation as a leader in inclusive digital education and innovation.



კავკასიის უნივერსიტეტი  
CAUCASUS UNIVERSITY

SME

## CAUCASUS UNIVERSITY

### STARTUP PRE-ACCELERATION PROGRAM CUNICORN

CUnicorn, launched by the Caucasus University Innovation and Entrepreneurship Center, is a 10-week hybrid program helping students, alumni, and staff turn startup ideas into viable ventures. Through workshops, mentorship, and a final Demo Day, participants gain skills in idea validation, business modeling, and pitching. So far, 39 startup teams and 124 participants have taken part, addressing 13 UN SDGs. Partnerships with GITA and Axel – Georgian Business Angel Network connect teams with investors and funding opportunities.

CUnicorn promotes SDGs 4, 8, 9, and 17 by fostering innovation, entrepreneurship, and employability. It builds a strong startup community, supports job creation, and enhances Georgia's innovation capacity through inclusive, practical education open to all members of the university community.

The program strengthens Caucasus University's reputation as a leading innovation hub, attracting students, partners, and investors. Alumni success stories and partnerships expand the university's ecosystem, creating a steady pipeline of startups and reinforcing its role in driving Georgia's entrepreneurial growth.



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CAUCASUS UNIVERSITY



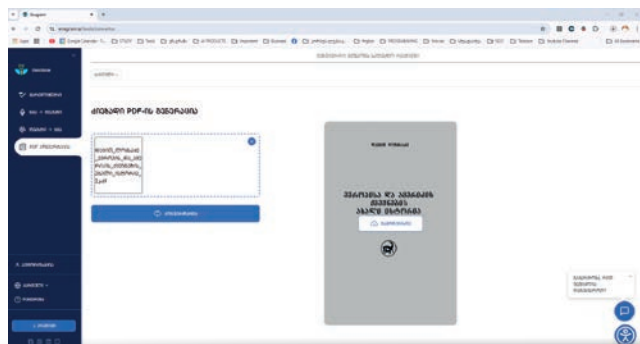
# CAUCASUS UNIVERSITY

## ENTREPRENEURSHIP EDUCATION – PATHWAY FOR INNOVATION, INCLUSION AND QUALITY

Funded by Georgia's CIF Competitive Innovation Fund, the project strengthened innovation and entrepreneurship education at Caucasus University (CU) and Samtskhe-Javakheti State University (SJSU). It established SJSU's Innovation and Entrepreneurship Center, trained staff, launched startup programs, and built networks between academia and business.

Over 50 students—74% women—completed entrepreneurship training, gaining vital business and leadership skills. By engaging youth from the rural Samtskhe-Javakheti region, the project reduced regional and gender inequalities while promoting innovation and inclusion. Public outreach through podcasts and conferences further fostered an entrepreneurial culture and strengthened community engagement.

CU gained a permanent Innovation and Entrepreneurship Center, embedding startup support and applied learning into its structure. Faculty training, industry partnerships, and Demo Days positioned CU as a key player in Georgia's innovation ecosystem, enhancing its reputation, sustainability, and impact on national economic growth.



SME

## DATA ANALYSIS LABORATORY

### PDF CONVERTER FOR STUDENTS WITH LIMITED VISION

About a year ago, a group of students with limited vision sought help accessing scanned university textbooks that screen readers couldn't process. To address this challenge, a tool was developed to convert image-based PDFs into searchable, accessible formats. Since then, students with limited vision across Georgia have independently processed hundreds of textbooks, gaining equal access to study materials.

The tool enables students to learn independently and access educational resources without assistance, promoting inclusion and autonomy. It has improved access to textbooks nationwide and encouraged universities to adopt more accessible content formats, fostering a more equitable learning environment.

The project strengthened the organization's reputation as an ethical, impact-driven AI company. It demonstrates expertise in OCR and accessibility technology, builds trust with users, and opens opportunities for collaboration with universities and NGOs. Though non-commercial, it enhances brand credibility, visibility, and long-term social value.



## DEVELOR

### ESG LEARNING COURSE

#### “THE GREEN MINDSET AND GREEN FINANCING”

The GREEN Mindset and GREEN Financing program, co-created by TBC Bank and DEVELOR with support from EFSE and GGF, is an innovative ESG education initiative advancing sustainability awareness and mindset in Georgia's banking sector. Using experiential, game-based learning, it helps participants internalize ESG principles and apply them in practice.

The program includes two modules: GREEN Mindset, built around the SAVEARTH board game, which develops systemic thinking and collaboration, and GREEN Business, featuring the GoGreen workshop focused on real ESG challenges and sustainable business planning. Combined into a client course – Build the Green Future – the program will reach 1,200 employees and clients by 2025. It earned the DEVELOR PEAK Award (2025) for innovation in sustainability education.

Over 720 participants have completed the training, reporting tangible mindset and behavioral change toward sustainability. The program broadened ESG literacy across industries and regions, promoting inclusion, gender balance, and responsible business culture.

The initiative positioned DEVELOR Georgia as a regional ESG learning leader, strengthening its expertise, partnerships, and brand credibility. Proprietary learning tools – SAVEARTH and GoGreen – were integrated into DEVELOR's global portfolio, driving growth and visibility. The project embodies how innovation and education can create both social and business value through sustainability.



SME

## EPAM SYSTEMS

### E-KIDS

EPAM Georgia promotes digital education and equal access to tech skills through initiatives like e-KIDS, which introduces children to Java and Scratch programming in Georgian, English and Russian. In 2024, the program held two training cycles, delivering 147 hours of lessons to 30 children led by EPAM volunteers. Under the EPAM Campus brand, the company also offered 72 free trainings in Georgia, receiving 8,000+ applications and helping 1,500+ students gain IT skills. EPAM further supports education through the Teacher's National Prize and the Millennium Innovation Award, connecting youth and teachers to real-world tech experiences.

EPAM's programs expand access to STEM education, especially in rural areas, inspiring children and young adults to pursue tech careers. They promote inclusion, innovation, and lifelong learning while uplifting educators and future innovators.

By investing in education, EPAM builds a strong tech talent pipeline, enhances its employer reputation, and strengthens ties with local communities. Employee volunteerism boosts morale, and the company's leadership in digital education supports Georgia's broader tech ecosystem and digital growth.



## EY

### CO-CREATE THE FUTURE

EY Georgia promotes SDG 4 by supporting young women from minority backgrounds through scholarships, mentoring, and career coaching in partnership with the Visionary Educational Fund. In 2025, the program will expand to support five students, helping them access higher education and develop professional skills. The initiative also advances SDG 5 and SDG 8 by empowering women and preparing them for employment.

The program expands access to education, promotes gender equality, and builds confidence and employability through mentorship. Participants gain essential life skills and become role models in their communities.

The initiative enhances EY's reputation, develops a diverse talent pipeline, and engages employees as mentors. It strengthens EY's leadership in social responsibility and commitment to inclusive growth.



## SME FLOWMASTER FLOWMASTER.ONLINE

Flowmaster.online is a Georgian-language YouTube learning platform launched in 2020 to make professional education free and accessible for everyone. It offers short, practical lessons on communication, leadership, and self-development, featuring leading Georgian experts. With 338 videos, 597 reels, 2.8 million views, and 41,500 subscribers, Flowmaster supports SDG 4 by providing lifelong learning opportunities to people regardless of income or location.

Flowmaster democratizes education, especially for youth, women, and rural communities, helping bridge Georgia's skills gap in soft skills and career readiness. Its inclusive, Georgian-language content empowers thousands to improve employability, confidence, and communication while fostering a supportive online learning community.

The platform strengthens Flowmaster's brand visibility and market leadership, generating leads and partnerships through free, high-quality content. A 2025 commercial collaboration on financial literacy brought in 30,000 GEL, proving its scalable business potential. Flowmaster successfully combines social impact with sustainable growth, positioning itself as Georgia's leading source for accessible professional education.



**GRUNI**  
GRIGOL ROBAKIDZE UNIVERSITY



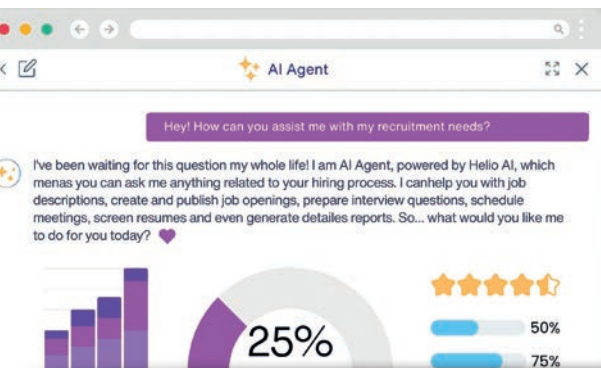
# GRIGOL ROBAKIDZE UNIVERSITY

## UNIVERSITY TRANSFORMATION FOR SUSTAINABLE DEVELOPMENT

Grigol Robakidze University has made sustainability a strategic priority, aligning its teaching, research, and governance with the UN Sustainable Development Goals (SDGs). Since 2022, it has introduced courses such as Renewable Energy and Green Technologies, Sustainable Development and Circular Economy, and UN SDGs. In 2023, the university established the Sustainable Development Research Center (GRUNI SDGs) and launched an SDGs Awareness Competition, awarding 10,000 GEL to seven students. From 2025, new Master's and Ph.D. programs in Sustainable Business Management and Transformation will further strengthen its leadership in sustainability education.

The initiative builds sustainability knowledge among students and staff, promotes partnerships with local and international organizations, and raises awareness of the SDGs—supported by collaboration with the U.S.-based Libra Alliance.

The project enhances GRUNI's reputation, efficiency, and appeal to new students, while motivating staff through socially responsible engagement. It positions the university as a national leader in sustainability-focused education.



# Helio.ai

## SME **HELIO.AI** AI AGENT FOR RECRUITERS

Helio.AI's AI Agent for Recruiters is the first Georgian-language AI-powered assistant built specifically for HR professionals. Integrated into Helio's recruitment ecosystem, it allows users to create job posts, generate interview questions, and manage hiring workflows through simple voice or text commands. Available in both Georgian and English, it supports SDG 4 by promoting continuous, hands-on learning and digital upskilling for recruiters nationwide.

The agent democratizes access to professional development, offering AI-assisted learning in Georgian for recruiters across regions. It empowers female HR professionals and young specialists through flexible, self-paced learning and bridges educational gaps for non-English speakers, fostering inclusivity and equal opportunities.

Companies using the tool achieve 70% faster task completion, improved hiring consistency, and reduced costs. It enhances recruiter confidence, simplifies onboarding, and standardizes workflows—strengthening organizational efficiency and giving businesses a strategic edge in talent acquisition.



## IT ACADEMY STEP

DEVELOP YOURSELF AND DEVELOP YOUR FUTURE

"Develop Yourself, Develop Future" by IT Academy STEP Georgia is a nationwide educational initiative advancing SDG 4 by making digital learning accessible to all. Through campuses in Tbilisi and Telavi and an online academy, it serves learners aged 9–55+, including rural and emigrant communities. With 2,000+ graduates and a 70%+ employment rate, the project proves that quality education drives social transformation.

The academy partners with Microsoft, Cisco, Adobe, and CompTIA to provide international certifications in Georgian. Its STEP for All program offers scholarships for low-income and at-risk groups, while collaboration with the Ministry of Justice provides free IT courses to probationers.

The initiative promotes inclusion, gender equality, and regional development. It empowers women (now 38% of students), supports youth employment, and contributes over 15 million GEL annually to Georgia's economy through graduates' increased earnings.

With 3,000+ students annually and 30+ global partnerships, IT Academy STEP Georgia achieves 18% annual revenue growth and national recognition as Georgia's leading digital education provider. By reinvesting 15% of revenue into scholarships and social projects, it unites profit with purpose, building a sustainable model for inclusive growth.



SME

## GEOLAB

### INNOVATIVE LEARNING ENVIRONMENTS AND PRACTICES IN EMERGING TECHNOLOGIES

GeoLab's "Innovative Learning Environments and Practices in Emerging Technologies" bridges Georgia's digital skills gap by empowering teachers, youth, and communities through hands-on tech education. In partnership with USAID, UNICEF, TBC Bank, PH International, and GITA, GeoLab trained 351 teachers and 1,200 students nationwide in coding, app design, and digital storytelling. Projects like TBC Tech School and Learning with Playing (with UNICEF) engage students through hybrid, game-based learning.

The initiative advances SDG 4 by improving digital literacy, inclusion, and employability—especially for rural and underrepresented groups. Teachers now integrate tech into classrooms, while students use their skills to create real community solutions.

The project strengthened GeoLab's leadership in digital education, attracting long-term partnerships, new funding, and media visibility. It also expanded the company's product portfolio with scalable learning tools, enhanced internal expertise, and positioned GeoLab as a trusted, socially responsible innovator in Georgia's tech ecosystem.



## BAUMER

### BAUMER ACADEMY

Baumer Academy, founded by Baumer, began as an internal training center and evolved into an open educational platform tackling Georgia's shortage of skilled MEP (Mechanical, Electrical, Plumbing) professionals. In 2024, its retraining program gained state authorization, allowing graduates to earn state-recognized certificates.

The Academy bridges the gap between education and employment, offering affordable, practical training for youth, women, and career changers. Scholarships, flexible schedules, and future regional expansion promote inclusion and workforce development while raising industry standards nationwide.

For Baumer, the Academy builds a skilled, job-ready workforce, reduces hiring costs, and boosts productivity. It also enhances Baumer's reputation as a socially responsible market leader, strengthening partnerships and positioning the company as a key contributor to Georgia's engineering sector growth.



საქართველოს სამართლის ინსტიტუტი  
Prince David Institute for Law

## გადამცემის სიგელი

გადაცემა

### კორძაძის სააღმშრომლო ბიუროს

დავით ბაკონიშვილის სამართლის ინსტიტუტთან  
თანამშრომლობისა და საშუალო საკვალიანობის ხელშეწყობისათვის.

ფინანსური მხარდაჭერა

დავით ბაკონიშვილის სამართლის  
ინსტიტუტის დამფუძნებელი,  
ასისტენტი-პროფესორი



KORDZADZE LAW OFFICE  
კორძაძის სააღმშრომლო ბიურო

SME

## KORDZADZE LAW OFFICE

EDUCATION WITHOUT BOUNDARIES

ZK & Partners has been advancing inclusive legal education for over 20 years through teaching, mentorship, internships, and student support. Its partners lecture at top Georgian and international universities, train professionals in international projects (USAID, UNDP, GIZ), and fund scholarships for outstanding students. The firm also collaborates with the Georgian Bar Association to offer long-term internships, giving graduates vital practical experience and career opportunities.

The firm promotes equal access to quality legal education, helping young and underrepresented groups gain practical skills, confidence, and employability. Its programs foster ethical, socially aware professionals and strengthen Georgia's legal and civic culture while reducing inequality.

These initiatives enhance ZK & Partners' reputation as a socially responsible leader, attract skilled young talent, and improve service quality. Partnerships with universities and international organizations expand the firm's influence and ensure sustainable business and sector growth.



## MEURNEOBA.GE

### MEURNEOBA EDUCATION

Meurneoba Education is a Georgian social enterprise that transforms public schools into student-run businesses, helping them become financially independent while teaching entrepreneurship. Founded to tackle chronic underfunding in rural and conflict-affected areas, Meurneoba establishes school greenhouses for strawberries, cucumbers, and roses, where students manage production, marketing, and sales. Profits support school development, turning classrooms into hands-on learning hubs. In partnership with organizations like the Georgian Skills Agency and Chateau Mukhrani, Meurneoba has created a scalable, sustainable model that strengthens education and communities.

The initiative builds financially independent schools, gives students real business skills, and drives local economic growth. It empowers youth, promotes inclusion, and connects education with practical experience, fostering self-reliance and opportunity in underserved regions.

Meurneoba merges education and enterprise, generating income through student-led and Meurneoba-operated greenhouses. Its "Grown by Students – Powered by Meurneoba.ge" brand supports expansion, builds a skilled workforce, and offers a replicable, impact-driven model that unites learning with sustainable business.



# NUTRIMAX

SME

## NUTRIMAX

### EDUCATE & EMPOWER

Nutrimax recognizes education as a sustainable investment for people, animals, and the planet. This commitment drives its long-term knowledge-sharing programs that empower farmers, pet owners, and students. Over the past decade, the company has conducted 100+ trainings and workshops, reaching 150,000 people monthly through social media and collaborating with five universities to support young professionals in veterinary care and food production. These efforts align with SDGs 2, 4, 12, and 17, promoting responsible and informed practices across the agricultural and pet sectors.

The initiative improves animal welfare, farm productivity, and professional skills. Farmers gain practical knowledge that enhances efficiency, pet owners make better care decisions, and students access hands-on learning. By expanding education to rural areas and underrepresented groups, Nutrimax fosters inclusion and responsible food production.

Educational programs strengthen brand trust, customer loyalty, and partnerships. Farmers and pet owners see Nutrimax as a reliable advisor, while collaboration with experts and universities builds credibility. Internally, the project boosts employee engagement and aligns teams around shared values—proving that education drives both social and business growth.



*Delivering Progress*



## **POLICY AND MANAGEMENT CONSULTING GROUP - PMCG**

### **PROGRAMME FOR ENERGY EFFICIENCY IN PUBLIC BUILDINGS IN GEORGIA**

PMCG, with its partners, is implementing the KfW-funded Programme for Energy Efficiency in Public Buildings in Georgia, aimed at improving the condition of state-owned schools. The project enhances energy efficiency, structural safety, and comfort to create healthier learning environments while supporting Georgia's sustainability goals. Out of 50 schools assessed, 20 will be fully rehabilitated with modern heating, ventilation, insulation, and renewable energy systems such as solar panels—reducing energy use and improving overall performance.

The initiative will upgrade 20 public schools, improving conditions for over 10,000 students and teachers, especially in rural regions where facilities are outdated. The rehabilitated schools will provide safe, warm, and accessible environments, boosting attendance, academic performance, and inclusion for girls and children with disabilities. Beyond classrooms, schools will become community centers for local engagement, helping to close regional development gaps and enhance social well-being.

The project strengthens PMCG's reputation and expertise in large-scale, donor-funded infrastructure programs. Delivering under KfW's international standards highlights PMCG's capability in energy efficiency, education, and social development. It expands the company's network, credibility, and technical capacity, positioning PMCG for future international projects while reinforcing its role as an impact-driven, socially responsible organization.



SME

## QBQ

### IMPROVING SERVICE QUALITY IN RETAIL AND TOURISM

The initiative focuses on improving recruitment accuracy, employee development, and motivation while fostering a productive and positive work environment. Since its founding, the company has aimed to promote a unified service standard across all business sectors—covering both external customer service and internal communication and organizational culture. To date, nearly 5,000 training sessions have been conducted in over 360 companies, many of them repeatedly, helping organizations strengthen workforce performance and service excellence.

The project contributes to creating a highly qualified, professional, and motivated workforce, improving overall employment quality and career growth opportunities.

By implementing a unified service standard, companies achieve better customer orientation, enhanced service quality, greater client loyalty, and increased sales. Internally, improved management practices and employee engagement lead to lower staff turnover and stronger organizational performance.



## RE:SCHOOL

### TURNING SENTENCE INTO OPPORTUNITY – RE:SCHOOL FOR INCARCERATED WOMEN

In February 2024, re:school launched a digital education program at Rustavi No. 5 Women's Penitentiary to support women's resocialization and employment. Four participants completed a 10-month UI/UX design course, gaining skills in Figma and portfolio development. After release, two were employed at re:school, and two continued studies. Building on this success, a second phase began for juvenile offenders, focusing on web development. The project shows how digital education can empower and reintegrate marginalized groups.

The program empowered incarcerated women, giving them skills, confidence, and jobs while reducing stigma and promoting inclusion. It set a precedent for rehabilitation through digital education, helped lower recidivism risks, and inspired systemic change. Public recognition, including from Women in Tech, raised awareness about second chances and social reintegration.

The initiative strengthened re:school's reputation as a socially responsible innovator, attracting new partners, investors, and funding for future projects. It positioned the organization as a leader in tech education and social impact, proving that ethical, purpose-driven initiatives also drive business growth.



## SME **SMART ACADEMY** MODERN CAREER GUIDE

The Modern Career Guide by Smart Academy helps young people—especially in regional areas—make informed career choices. Featuring 50 modern professions with details on skills, daily tasks, and salary ranges, it bridges the gap in accessible career information. Funded through a crowdfunding campaign with Orbeliani Meti, the project includes a printed guide for regional schools, an upcoming online platform with video content, and a career-themed board game to make learning interactive.

The guide enhances career awareness and employability, particularly for youth in underserved areas. It helps students identify strengths and market-relevant professions while supporting teachers and parents in guiding career choices. By expanding access to reliable information, it promotes inclusion and informed decision-making across Georgia.

The project boosted Smart Academy's visibility as an innovator in education, attracting new partners and increasing interest in its courses. It created a scalable knowledge base that supports long-term growth, partnerships, and course development while reinforcing the brand's reputation for social impact.



WHERE SERIOUS PEOPLE  
MEET SERIOUS GOALS

## SMART ACCOUNTING

### UNIVERSAL COURSE IN ACCOUNTING

The Universal Course in Accounting is Georgia's leading accounting certification program, launched during the pandemic and now recognized as the No.1 Accounting Training Program in the country. Designed to produce highly qualified chief accountants, the course integrates theory, practice, and real-world experience through eight modules, covering financial accounting, taxation, IFRS, ACCA elements, RS.ge, ORIS, Excel, and financial analysis.

Led by IFRS Sustainability Alliance Member Shalva Bagdavadze and ISO 9001-certified Quality Manager Ketevan Sikharulidze, the program ensures international quality and relevance. Each lecture includes practical assignments, one-on-one mentoring, and real accounting software use. Graduates complete internships, receive bilingual certificates, and are fully prepared for employment in Georgia and abroad.

With hundreds of successful alumni, the course has set a new national standard for accounting education—combining global best practices with practical, hands-on learning to strengthen Georgia's financial workforce.



SME

# SWISS AGRICULTURAL SCHOOL CAUCASUS

## NEW STANDARDS FOR QUALITY VOCATIONAL AGRICULTURAL EDUCATION IN THE CAUCASUS

The Swiss Agricultural School Caucasus (SASC) delivers Swiss-standard, practice-based vocational education in animal husbandry and milk processing, advancing SDG 4 (Quality Education). Its integrated training farm and modern cheese dairy function as living classrooms, equipping rural youth with practical skills for employment and entrepreneurship. By fostering sustainable livelihoods and environmental responsibility, SASC helps reduce rural depopulation and strengthens Georgia's agricultural value chain.

SASC combats rural decline by giving young people and farmers access to quality vocational training and career opportunities. The Alumni Support Fund enables graduates to start their own agribusinesses—such as dairy farms and whey-based product lines—creating jobs and innovation in rural areas. In partnership with Plantahof and other Swiss institutions, SASC ensures ongoing knowledge transfer, raising education and living standards while empowering rural communities to thrive locally.

SASC's Swiss-quality model strengthens its reputation as Georgia's leader in agricultural VET, attracting partners like Plantahof, Gebert Ruf Stiftung, and USDA Food for Progress. Its operations are self-sustaining: the training farm achieves milk yields triple the national average, while the cheese dairy increased turnover by 10% in 2024. The Margaliti Collection café extends the school's brand through direct-to-consumer sales. This blend of education and enterprise ensures long-term sustainability and social impact.



## TRADERS'HUB

### TRADING AND INVESTMENT FORUM 2025

The Trading and Investment Forum 2025, organized by Traders' Hub, was Georgia's first major financial markets event, held on June 22, 2025, at Wyndham Grand Tbilisi. As part of Global Tech Weekend, it gathered over 300 participants and 15 speakers from Georgia and abroad, promoting financial literacy, investment awareness, and market development through expert discussions and networking.

The forum addressed Georgia's low financial literacy by making investment education accessible to students, professionals, and the public. It empowered participants with practical knowledge, helped universities modernize curricula, and connected youth with employers and mentors, fostering career growth and financial confidence. Media coverage and follow-up projects such as Bulls & Bears Journal and Rati's Podcast further expanded its educational reach, helping build a more informed and financially capable society.

For Traders' Hub, the event strengthened its reputation as a regional leader in investment education and innovation. It led to new partnerships with international companies, increased visibility, and a surge in program enrollments and collaborations. The forum also inspired new products, sponsorships, and recurring event plans, proving that impactful education initiatives can drive both social progress and sustainable business growth.



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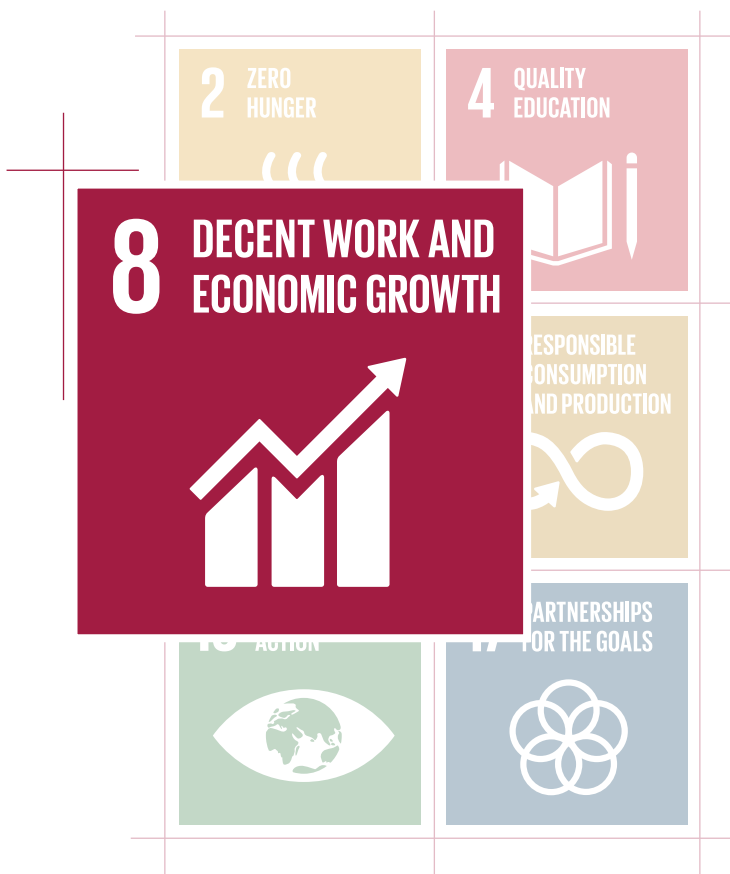
# TRINITY EDUCATION

MAKING GLOBAL EDUCATION ACCESSIBLE TO EVERYONE

The project aims to help Georgian students secure admission and scholarships to top international universities and business schools by raising awareness about funding opportunities and providing expert application support. Initially focused on academic counseling, the initiative has evolved to include direct partnerships with globally renowned universities offering scholarships to non-EU candidates, such as Providence College, Pace University, and ESADE. Activities include school visits, webinars, and live Q&A sessions with successful applicants—over ten talks and two masterclasses have already been shared online.

The project delivers strong social value by motivating Georgian youth to pursue higher education abroad while maintaining academic excellence, leadership, and community engagement. Scholarship recipients are required to return to Georgia for two to three years, allowing them to contribute their international expertise to national development and innovation. This helps strengthen Georgia's intellectual capital and global competitiveness.

From a business perspective, the project has expanded the organization's global university network and increased credibility. Sending around 150 students abroad annually—most with scholarships—builds trust with partner institutions and attracts new clients through referrals, reducing marketing costs and increasing revenue. The continued success of students reinforces the organization's reputation as a reliable bridge between Georgian talent and world-class education.



**BUSINESS** for **SDGs**





**BANK OF GEORGIA**

LARGE

## **BANK OF GEORGIA**

### **TRANSFORMING SERVICES FOR VISUALLY IMPAIRED INDIVIDUALS**

In 2024, the Bank of Georgia became the first and only commercial bank in the country to launch a nationwide accessibility program for visually impaired individuals advancing SDG 8. The initiative ensures equal, independent access to banking through 20 fully adapted branches with tactile pavements, audio-equipped consultation rooms, and legally recognized verbal consent. Additionally, 140 ATMs were upgraded with audio guidance and privacy features. Developed with direct input from visually impaired users, the program is supported by trained staff and dedicated management to ensure long-term sustainability.

The program revolutionized financial inclusion in Georgia by allowing visually impaired individuals, to manage finances independently and securely for the first time. It empowers customers, promotes equality, and challenges social stigma, setting a national standard for accessibility and inspiring similar initiatives across industries.

The project strengthened the Bank of Georgia's reputation as a leader in inclusive, socially responsible banking. It boosted public trust, brand differentiation, and international recognition while showcasing innovation through features like audio playback and verbal consent. Institutionalizing these practices ensures sustainable growth, operational excellence, and continued leadership in responsible finance.



## CENOMI RETAIL GEORGIA

### EQUAL WORTH – EQUAL PAY

"Equal Worth – Equal Pay" is Cenomi Retail Georgia's initiative to close the gender pay gap and ensure fair compensation based on merit, not gender. Guided by the Women's Empowerment Principles (WEPs) and a 2023 gender audit, the company implemented a transparent pay matrix, job grading, annual gender-based pay reviews, and corrective salary adjustments in 2024. As a result, the gender pay gap fell below 2%, 100% of roles were benchmarked, and women reached 90% of management positions, embedding equality and fairness into all HR policies.

The project built a culture of trust and equity, giving women transparent access to fair pay and advancement. With 91% female representation in senior leadership, it became a model shared across regional HR forums, proving that equity must match representation. Employee confidence, retention, and engagement rose, while Cenomi Retail Georgia strengthened its reputation as a fair and progressive employer.

The initiative improved female retention by 8%, increased internal promotions for women (80% of all in 2024), and boosted morale and productivity through pay transparency. Fewer employee concerns about unfair pay and stronger DEI positioning enhanced Cenomi's employer brand. Today, women hold 32% of all management roles and most senior positions, cementing long-term workforce equity and performance-based growth.



LARGE

## CENOMI RETAIL GEORGIA

### OPPORTUNITY FOR EVERYONE

"Opportunity for Everyone" is Cenomi Retail's inclusive employment program at Zara Georgia, integrating Deaf individuals into frontline retail roles to advance SDG 8: Decent Work and Economic Growth. Launched in 2024 with three hires in Batumi and supported by the Alliance of Women with Disabilities, the initiative provided sign language interpretation, accessible onboarding, and staff training on inclusive communication. By mid-2025, four Deaf employees were part of the team, with plans to reach twelve by year-end. Some now mentor new hires, creating a self-sustaining, inclusive model.

The program provided stable jobs, confidence, and visibility for Deaf employees while breaking stereotypes and inspiring other companies to follow. It established a replicable model for disability inclusion in Georgia's retail sector.

The initiative improved teamwork, empathy, and morale, enhancing store performance and customer experience. Recognized at HRP A 2025 as a model of inclusion, it strengthened Cenomi's reputation as a regional DEI leader, proving that accessibility and diversity drive real business success.



2025 წლის სპორტის გაცხელების ღონისძიება  
“უფასე სპორტსმენი”



## EFES GEORGIA

### DECENT WORKING ENVIRONMENT AND INDIVIDUAL DEVELOPMENT PLANS FOR EMPLOYEES

EFES Georgia prioritizes creating a decent, safe, and inclusive workplace that promotes motivation, development, and well-being. Guided by Anadolu Efes' Code of Business Ethics, the company upholds values of honesty, unity, collaboration, and non-discrimination. Every employee has an Individual Development Plan and equal access to internal and external training, certifications, and career growth opportunities. EFES Georgia provides comprehensive health insurance, free meals, transportation, and wellness activities, and encourages innovation through an annual ideas competition. The company also ensures gender equality, offering 100% paid maternity leave and recognizing long-term service with financial rewards.

EFES Georgia's commitment to decent work has strengthened local communities, particularly around its Natakhtari Brewery, which employs residents from nearby villages. Employees enjoy stability, safety, and access to healthcare, contributing to regional economic growth. A culture of equality and continuous learning fosters empowerment, confidence, and professional competitiveness.

The company's focus on well-being and inclusion has resulted in exceptional employee loyalty, low turnover, and high motivation. This translates into better performance, stronger brand ambassadorship, and innovation. Employee-led ideas have improved operations and reduced costs—such as through process automation, carbon reuse, and enhanced communication systems—reinforcing EFES Georgia's reputation as a responsible and forward-thinking employer.



ქალთა ეკონომიკური  
გაძლიერებისთვის



პროკრედიტ ბანკი  
**ProCredit Bank**

LARGE

## PROCREDIT BANK GEORGIA

FOSTERING DECENT EMPLOYMENT AND ECONOMIC DEVELOPMENT

ProCredit Bank Georgia promotes a fair, inclusive, and sustainable workplace built on the ProCredit Group's values of equality, transparency, and social responsibility. The bank fosters open communication, flat hierarchies, and a fixed-salary model that ensures fairness and discourages unhealthy competition. Employees benefit from continuous training, the ProCredit Academy, flexible work options, gender-neutral parental leave, and comprehensive health coverage. Notably, the bank maintains a gender pay gap in favor of women at mid- and senior management levels, reflecting genuine equity in practice.

Externally, through the Empower Her program with UN Women, the Government of Norway, and the Taso Foundation, 200 rural women received entrepreneurship and financial literacy training, and 79 launched new businesses with grants and mentorship.

ProCredit's inclusive policies enhance employee well-being and gender equality while empowering women to build sustainable livelihoods. The Empower Her program drives rural development, job creation, and changing attitudes toward women in business.

The bank's fair and transparent HR approach has improved employee retention, engagement, and innovation, reducing turnover costs. Diversity in leadership strengthens decision-making, while community programs have enhanced brand reputation, investor trust, and market presence, proving that equality supports both people and performance.



## TERABANK

### SAASARGEblo.GE — THE PLATFORM FOR DIGITAL TRANSFORMATION OF SMALL AND MEDIUM-SIZED BUSINESSES

SaaSargeblo.ge is Terabank's flagship platform supporting small and medium-sized enterprises (SMEs) in their digital transformation. It connects businesses with SaaS providers and tech startups, offering free consultations, training, and networking to help them adopt modern tools that boost efficiency and competitiveness. The initiative strengthens Georgia's innovation ecosystem and reflects Terabank's commitment to sustainable business growth.

The platform unites 40 SaaS companies, reaching over 15,000 SMEs and facilitating 20+ partnerships through B2B meetings and consultations. It promotes digital literacy, job creation, and collaboration between tech and business sectors, helping SMEs modernize operations and build long-term resilience.

SaaSargeblo.ge enhances Terabank's reputation as a digital-first bank and deepens ties with startups and SME clients. It positions the bank as a leader in innovation and partnership, drives customer trust, and supports Georgia's broader digital and economic development.



LARGE

## TEGETA HOLDING

### DRIVEN TO GIVE: TEGETA'S PEOPLE FOR GOOD

Driven to Give: Tegeta's People for Good is Tegeta Holding's employee engagement program that channels professional expertise toward social good. Aligned with SDG 8, it mobilizes staff to provide pro bono consulting and training for NGOs, social enterprises, and regional small businesses. In 2024, 8 employees contributed 150 hours, and the Pro Bono Volunteer Club united over 30 volunteers. Rooted in ISO 26000 and UN Global Compact principles, the project supports regional development while fostering employee purpose and pride.

The program delivers services that grassroots organizations could not otherwise afford. Since 2022, 25 employees provided 270 hours of support in marketing, strategy, and management, strengthening 18 regional organizations and empowering social enterprises like Ethnodesign. It promotes inclusion, job creation, and civic engagement while enhancing digital and strategic capacity in underserved regions.

The initiative boosts employee engagement, leadership skills, and retention, while positioning Tegeta as Georgia's leading pro bono company. It strengthens the brand's reputation, supports ESG goals, and proves that responsible business drives both social progress and sustainable growth.



## TEGETA HOLDING

### TEGETA FOR WOMEN EMPOWERMENT

Tegeta for Women Empowerment is Tegeta Holding's long-term initiative to advance gender equality and women's participation in Georgia's male-dominated automotive sector. Integrated into the company's ESG strategy and aligned with SDG 8, it promotes inclusive hiring, targeted training, and leadership opportunities. Today, 24% of Tegeta's workforce are women, including technicians and managers.

Through Tegeta Academy, women receive vocational training and scholarships, while mentorship programs and gender-sensitive policies support career growth. Public campaigns like FemmeAvto and partnerships with academia and NGOs raise visibility and inspire more women to join technical fields.

The program has increased women's representation in management by 11%, trained and employed female technicians, and empowered over 145 women entrepreneurs. It challenges gender stereotypes, provides stable employment, and promotes role models across STEM and sports.

By developing female talent, Tegeta strengthens its workforce diversity, employer brand, and ESG leadership. The appointment of the company's first female CEO underscores its commitment to inclusive growth, improved retention, and stronger decision-making through diverse leadership.



SME

## AISITEC

### AISITEC HUMAN RESOURCES MANAGEMENT SYSTEM

Aisitec HRMS is a cloud-based platform that helps companies—especially micro, small, and medium enterprises—digitize and streamline human capital management. It enables secure e-contracting through national e-ID cards and manages all HR functions, including employee records, time tracking, leave management, payroll, and performance evaluation. With self-service tools and dual approval features, the platform ensures transparency, efficiency, and compliance with Georgian labor law. Integrated reporting allows organizations to monitor fair pay, overtime, and other decent work indicators, supporting SDG 8: Decent Work and Economic Growth.

Aisitec HRMS helps MSMEs align with Georgia's evolving labor regulations and EU standards by embedding fairness and transparency into daily HR processes. It simplifies compliance, reduces administrative burdens, and enables responsible business growth—supporting job creation, retention, and sustainable enterprise development across the country.

The system significantly reduces administrative costs by automating HR operations. This allows businesses to scale effectively while maintaining compliance and performance.



## BAKHVI HPP

### CREATING OPPORTUNITIES WHERE THEY ARE NEEDED MOST

The Bakhvi HPP project in Guria was designed to produce renewable energy while promoting inclusive regional development. During construction in 2024, 52% of workers were hired locally, including 27% women—a milestone for Georgia's energy sector. For many, it was their first formal job, offering income, skills, and confidence while challenging traditional gender norms. The project also boosted the local economy through regional procurement and small business support, aligning with SDG 8: Decent Work and Economic Growth.

Bakhvi HPP empowered women through formal employment, improving household incomes and strengthening their role in families and communities. The initiative helped normalize women's participation in the workforce, inspired younger generations, and fostered community pride. Local sourcing further stimulated small business growth and regional resilience.

Inclusive hiring created a stable, skilled, and trusted workforce, reduced turnover, and built strong community support. The project enhanced reputation, compliance, and stakeholder trust, while developing a local talent pool for future operations. Bakhvi HPP proved that empowering women in infrastructure drives both social progress and business success.



**CROWNE PLAZA®**

AN IHG® HOTEL

**BORJOMI**

SME

## **CROWNE PLAZA BORJOMI**

### **DECENT WORK AND ECONOMIC GROWTH**

The project by Crowne Plaza Borjomi redefines responsible hospitality in Georgia, aligning with UN SDG 8. It builds a workplace culture focused on fairness, well-being, and growth through competitive pay, social benefits, and training opportunities. The hotel partners with local schools and colleges to hire and train youth, helping bridge regional skill gaps. Over 80% of employees have taken part in upskilling programs, improving service quality and motivation. Beyond its walls, the hotel supports local businesses and tourism networks, driving inclusive regional development.

Employee satisfaction rose by 32%, and turnover dropped by 25%. More women now hold supervisory roles, and over a dozen local youth found employment in the first year. Continuous training has boosted morale, confidence, and service quality, strengthening families and communities in Borjomi.

The initiative improved retention, productivity, and guest satisfaction, while enhancing Crowne Plaza Borjomi's image as a leader in responsible tourism. A 20% increase in qualified applicants and higher staff performance reinforced its competitiveness, showing that investing in people drives sustainable success.



## ECOBRANDS GEORGIA

### IMPROVING ORGANIZATIONAL CULTURE

EcoBrands places organizational culture and employee well-being at the core of its strategy, guided by the principle of caring for people and the environment. Over the past years, the company introduced fair benefits, transparent communication, employee participation in strategy planning, and a clear motivation system. These efforts, along with a sustainable business model, led EcoBrands to pursue B Corp certification, setting an example for responsible business in the South Caucasus.

The initiatives improved employee well-being, reduced stress, and promoted work-life balance. Open communication and inclusive planning built trust, belonging, and purpose. Equal benefits and transparent KPIs ensured fairness and professional growth, while environmental awareness training deepened engagement and shared responsibility.

Company-wide planning improved alignment and performance, while KPI-linked bonuses boosted motivation. Employee turnover dropped to just two in 2024–2025, and a new HR system streamlined daily operations. A healthier, happier team enhanced productivity and positioned EcoBrands as a leader in sustainable, people-centered business.



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**EY**

## ORGANISATIONAL EMPOWERMENT AND DECENT WORK JOURNEY

Over the past two years, EY Georgia has supported six municipal transport companies—Kutaisi, Rustavi, Poti, Zugdidi, Gori, and Telavi—in becoming more inclusive employers, advancing SDG 8: Decent Work and Economic Growth. The project introduced Gender Equality and Social Inclusion (GESI) assessments, developed action plans, revised HR policies, and established grievance mechanisms. EY also partnered with the State Employment Support Agency to promote hiring of vulnerable groups and launched a women's training program that prepared women for roles as bus drivers and technicians—marking a first for Georgia's transport sector.

The project improved workplace safety, promoted fair hiring, and increased women's participation in technical roles, breaking gender stereotypes and fostering equality. It created transparent systems and empowered vulnerable groups to access decent work, strengthening social inclusion and cohesion.

Participating transport companies saw stronger efficiency, employee motivation, and retention. Updated HR policies aligned with international labor standards boosted satisfaction and trust, while inclusive practices enhanced reputation and capacity to attract skilled workers and partners—driving both operational and social progress.



## FAS GROUP

### FAS APP – DIGITAL ACCOUNTANT

FAS APP – Digital Accountant is an automated accounting solution for small entrepreneurs, designed to simplify financial management and tax compliance. In Georgia, where many small businesses lack accounting expertise or funds for professional help, FAS APP automatically processes income, prepares reports, and submits tax declarations—making accounting simple, affordable, and accessible.

The app promotes transparency and responsible business practices by reducing tax errors and avoidance. It empowers small entrepreneurs to operate legally, avoid penalties, and strengthen Georgia's overall tax culture.

FAS APP cuts accounting costs, supports better financial decisions, and drives sustainable growth. With a low 30 GEL monthly fee, it's accessible to all small businesses while ensuring steady development and expansion opportunities for the company.



SME **HELIO.AI**  
GAMIFICATION IN RECRUITING

Gamification in Recruiting, developed by Helio.AI, transforms hiring through a behavioral-neuroscientific game that replaces traditional interviews with a 15-minute interactive assessment. Candidates navigate real-world scenarios, allowing recruiters to evaluate communication, leadership, empathy, and teamwork based on data—not CVs. This bias-free approach increases hiring accuracy from 40% to 85% and reduces first-year turnover by 30%. Already used by 110+ Georgian companies, it promotes inclusive, efficient, and fair employment aligned with SDG 8.

The tool democratizes access to jobs by valuing behavior over background, giving equal opportunity to women, youth, and underrepresented groups. It reduces hiring bias, empowers SMEs with advanced tools, and improves labor market efficiency by connecting the right people to the right roles.

Employers achieve faster, smarter, and fairer hiring—cutting screening time by 60%, improving fit and retention, and enhancing employer reputation. The system supports scalable recruitment and data-driven HR decisions, giving businesses a competitive edge in attracting and developing top talent.



## KUDOS GEORGIA

### ACCELERATOR FOR CORPORATE EFFICIENCY

The Accelerator for Corporate Efficiency by Kudos Georgia helps SMEs improve financial management, transparency, and sustainability while promoting decent work. Through free consultations, the program supports budgeting, profitability tracking, and internal controls, empowering small businesses to make data-driven decisions and adopt fair employment practices. Kudos also models these principles internally with gender equality, paid internships, and inclusive policies, directly advancing SDG 8.

The project strengthens Georgia's SME sector by improving financial literacy, stability, and job quality. It promotes ethical management, supports youth employment through paid internships, and encourages responsible, transparent business practices that drive local economic growth.

For Kudos Georgia, the initiative builds client trust, strengthens loyalty, and enhances its reputation as a responsible, values-driven firm. It also attracts young talent, fosters innovation, and positions Kudos as a market leader in sustainable consulting and advisory services.



## SME **FINO** HAPPINESS COMMITTEE

At Fino, success is built on the belief that employee well-being is as important as expertise. The Happiness Committee—a team of MyFinos—supports colleagues' emotional, psychological, and professional health, addressing stress and fostering a positive workplace culture. Since its launch in 2020, the initiative has strengthened loyalty, reduced turnover, and received national recognition at Merito and the Development and Happiness Summit. The model is now shared with other companies to promote people-centered workplaces across Georgia.

The committee enhances mental health, inclusion, and communication, creating a supportive environment and reducing stigma around psychological well-being. Its open-access model helps spread a culture of empathy and respect within the wider business community.

The initiative has improved engagement, collaboration, and productivity while lowering turnover. Continuous feedback enables stronger management decisions, and national recognition has positioned Fino as a leading example of a caring and sustainable employer.



## OJAKHURI

### FROM LOCAL LAND TO DECENT EMPLOYMENT

The project bridges a major gap in Georgia's agriculture by integrating small farmers growing niche crops—like bay leaves, red pepper, blue fenugreek, and garlic—into Ojakhuri's supply chain. Farmers received written contracts, transparent payments, and direct engagement, eliminating intermediaries. Many participants, including women and the elderly, gained stable income and new skills, while the company secured higher-quality raw materials and a stronger reputation. The initiative advances SDG 8 by fostering decent work, inclusion, and sustainable growth.

Over 50 micro-farmers now earn steady, contract-based income and access formal markets. The project empowered women and older farmers, promoted biodiversity, and built trust between rural communities and business—offering a scalable model for inclusive development.

Ojakhuri strengthened supply chain reliability, improved product quality, cut intermediary costs, and enhanced its ethical brand image, driving customer loyalty and sustainable business growth.



# MARGALITI

*Collection*



SME

## MARGALITI COLLECTION

### GEORGIAN PEARLS IN ONE SPACE

Margaliti Collection is a café and shop that showcases Georgia's finest farm-to-table products, co-founded by the Swiss Agricultural School Caucasus (SASC). Sourcing premium dairy from SASC's Dmanisi farm and partnering with small farmers nationwide, it offers authentic cheeses, honey, teas, wines, and artisanal goods. Every purchase supports local producers and funds youth education in agriculture.

Margaliti empowers rural farmers by providing fair, direct access to urban markets and promotes sustainable agriculture. It helps preserve traditional products, supports youth training through SASC, and connects urban consumers with Georgia's farming heritage.

The initiative strengthens brand reputation, ensures quality through vertical integration, and diversifies income via partnerships with small producers. Combining social purpose with strong operations, Margaliti proves that responsible sourcing can drive sustainable business growth.



## NEW VISION INSURANCE

### HR FOR EVERYONE

HR for Everyone is an initiative that makes HR knowledge accessible to all employees, turning human resources into a shared responsibility. Through trainings on recruitment, inclusion, ethics, labor law, and well-being, staff gain the tools to foster fairness, respect, and accountability in everyday work.

The project promotes equality, transparency, and inclusion, helping employees build respectful communication and prevent discrimination. It enhances well-being, mental health, and teamwork, creating a safer and more supportive workplace culture.

By improving understanding of HR principles, the initiative boosts engagement, retention, and compliance. It strengthens collaboration, reduces conflict, and builds a positive reputation as a fair and responsible employer—driving both productivity and long-term sustainability.



*Delivering Progress*

SME

## **POLICY AND MANAGEMENT CONSULTING GROUP-PMCG**

**USAID ECONOMIC SECURITY PROGRAM**

As a subcontractor to DAI Global, PMCG supported the five-year USAID GESPP, which fostered inclusive economic growth in Georgia's non-agricultural sectors such as tourism, creative industries, manufacturing, and ICT. PMCG led Gender and Youth Engagement and Public-Private Dialogue (PPD), embedding equity and inclusion across all program components. Initiatives like We-Tech, 500 Women in Tech, and the Grace Hopper Award empowered over 90 women with digital and entrepreneurial skills, while youth and people with disabilities gained training and employment opportunities. PMCG also organized six PPD platforms and strengthened 21 business associations to sustain sector development.

The project expanded economic participation for women, youth, and people with disabilities, promoting fair access to employment and entrepreneurship. Women-led startups secured investment, and inclusive PPDs produced tangible reforms such as tourism recovery plans and copyright updates. These efforts fostered workforce diversity, social inclusion, and long-term institutional capacity.

GESPP enhanced PMCG's expertise in gender inclusion, stakeholder dialogue, and value chain development. New tools like the Public-Private Dialogue Manual and Value Chain Analytics became integral to future projects with partners such as UNDP, GIZ, and USAID. The program expanded PMCG's partnerships, visibility, and regional presence, solidifying its reputation as a trusted leader in inclusive economic development.



## RETAIN

### HUMAN-CENTERED INNOVATION FOR DECENT WORK

Retain is a digital platform that streamlines employee engagement, feedback, and administrative tasks through smart links and QR codes—no app needed. It saves time, reduces paperwork, and enables data-driven decisions while fostering inclusive, efficient, and people-centered workplaces.

Retain improves working conditions by cutting bureaucracy, promoting digital literacy, and giving small businesses access to affordable digital tools. It empowers employees, enhances inclusion, and supports decent work in line with SDG 8.

The platform reduces costs, boosts productivity, and strengthens engagement. Real-time analytics improve management and customer satisfaction, helping companies modernize, stay competitive, and ensure sustainable growth.



SME

## ROQI

### SUPPORT AND DEVELOPMENT OF SMALL AND MEDIUM-SIZED VETERINARY PHARMACIES AND FARMS IN THE REGIONS OF GEORGIA

Support and Development of Small and Medium-Sized Veterinary Pharmacies and Farms is Roqi's ongoing mission to strengthen Georgia's rural veterinary and livestock sectors. In partnership with FAO, Land O'Lakes, and local associations, Roqi trains farmers, supplies modern equipment, and develops Georgian-language manuals to promote sustainable farming. Over 200 farmers have been trained, 100+ machines delivered, and 400 pharmacies supported nationwide—expanding access to quality animal care and empowering rural communities.

The project improves farmers' skills, productivity, and income while advancing food safety and gender inclusion. Women play active roles in farm and pharmacy operations, and local entrepreneurs gain tools for self-reliance and sustainable growth.

Roqi strengthened its nationwide network, expanded market reach, and increased brand trust through partnerships and consistent revenue. Continuous feedback drives innovation and diversification, positioning the company as a reliable, socially responsible leader in Georgia's veterinary sector.



# TELAGRI

## DE-RISKING AGRICULTURAL LENDING IN EMERGING MARKETS

Telagri is an agri-fintech platform that bridges farmers and banks through real-time, low-cost monitoring of agricultural loans. Farmers submit monthly updates—photos, soil data, and field notes—verified by agronomists and AI. Banks access live dashboards for smarter underwriting and risk management, while farmers receive expert insights to boost yields and credit access. Since launch, Telagri has onboarded 500+ farmers, created 30+ jobs, and saved over 300 tons of crops—advancing SDGs 2, 8, 9, and 13.

The platform increases productivity (up to 40%), creates skilled rural jobs, and empowers farmers with tools and confidence to engage banks and improve livelihoods.

Telagri strengthened partnerships with regional banks, attracted investor interest, and generated new revenue. Field insights enhanced its AI tools, proving that fintech innovation can drive both business growth and sustainable impact.



**BUSINESS** for **SDGs**





## LARGE

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LARGE

## EFES GEORGIA

### RESPONSIBLE CONSUMPTION AND PRODUCTION

EFES Georgia prioritizes environmental protection and operates entirely on renewable electricity, confirmed by its 2024 Green (GO) Certificate. The company's biological wastewater treatment plant cleans and reuses water for irrigation and cleaning, while biogas from the process is reused in production. Heat recovery, automation sensors, and modern machinery further reduce energy, water, and chemical use.

All waste — plastic, glass, metal, and cardboard — is sorted and recycled across facilities, with office recycling stations supporting these efforts.

EFES Georgia's renewable energy and resource reuse projects reduce emissions, prevent water pollution, and promote sustainability awareness among employees and communities.

Sustainability initiatives lower energy and water costs, improve efficiency, strengthen brand reputation, and position EFES Georgia as a national leader in responsible, sustainable production.



## PEPSICO

### SOLAR PANELS

At PepsiCo's Tbilisi site, a solar energy expansion project is underway to increase renewable power capacity by 194 kW, adding to the existing 304 kW system installed in 2021. The upgrade will cut annual CO<sub>2</sub> emissions by 141.5 tons and reduce electricity consumption by 10%. Designed under FM Global safety standards, the panels will operate for over 15 years, ensuring environmental and financial benefits — including \$34.4 million in projected savings, an 18% IRR, and a 5.3-year payback period — without disrupting production.

The project reduces greenhouse gas emissions, improves air quality, and supports Georgia's national energy and climate goals. It was implemented with strict safety standards, protecting public health, and has raised awareness of renewable energy among employees and local communities. Repurposing roof space also improved the plant's infrastructure and serves as a model for sustainable industrial design.

The expansion strengthens operational resilience, cuts costs, and improves energy efficiency. It enhances brand reputation, supports ISO 14001 and ISO 50001 compliance, and boosts employee pride and engagement. Overall, the initiative demonstrates sustainable innovation with measurable environmental, social, and financial value.

LARGE

## TEGETA HOLDING

### TEGETA X TEGETA GREEN PLANET – EFFECTIVE WASTE MANAGEMENT INITIATIVES

Tegeta Holding and its subsidiary Tegeta Green Planet, Georgia's first licensed EPR operator, launched a nationwide waste management program focused on recycling, education, and community engagement. In 2024, over 4,739 tons of automotive waste — oils, tires, and batteries — were collected across 28 branches.

Campaigns like "Don't Dump It, Drop It Off" encouraged customers to return used materials, while a major cleanup with the Bakuriani Development Agency removed 30,000 discarded tires. The internal "Green Day Challenge" collected 1,500 kg of paper, saving 170 trees, and 300 kg of banners were upcycled with Brend Adamiani. Tegeta also eliminated single-use plastic bags, avoiding over 655,000 since 2019.

The initiative engaged 3,000+ people, promoted responsible consumption, and supported SDGs 12, 13, and 17 through education, cleanups, and sustainable product use.

By processing 6,650 tons of waste, Tegeta strengthened compliance, reduced risks, and enhanced its reputation as an environmental leader. The project boosted employee engagement and positioned Tegeta Green Planet to expand Georgia's recycling infrastructure and green jobs.



## BALTIC INVESTMENT GROUP

### NAMAI VAKE

SME

Developed by Lithuanian company BI Group, Namai Vake is a premium residential complex in Upper Vake, Tbilisi, built to European standards and located just 600 m from Turtle Lake. The four mid-rise buildings feature energy-efficient insulation, solar panels, and aluminum windows, achieving GEFF Class A certification for consuming 20% less energy and cutting carbon emissions by about 300 tons annually.

Each apartment includes large terraces, panoramic windows, and in some cases, private pools, along with parking and storage spaces. The complex offers a gym, concierge service, guest parking, and landscaped green areas.

Namai Vake revitalized the Upper Vake area, created local jobs, and improved living standards with modern, sustainable housing. It also promoted environmental awareness, community wellbeing, and knowledge transfer through the introduction of European construction practices.

The project strengthened BI Group's market reputation, ensured strong financial returns, and fostered partnerships with local stakeholders. It enhanced brand recognition, customer trust, and opened new opportunities for growth in Georgia's real estate sector.



SME

## BEWISE

### SUPPORTING THE SUSTAINABLE DEVELOPMENT OF SMES

BeWise launched “Supporting the Sustainable Development of SMEs” to help Georgian businesses adopt sustainable and digital models in line with SDG 12.

In 2024, BeWise partnered with Chirifruit, a local dried fruit producer, to improve operations and digital capacity. After a full diagnostic, BeWise helped the company secure a 25,000 GEL grant under the GITA & GIZ SME4 Digital Transformation program. Chirifruit implemented an Optimo ERP system, automated inventory, trained 20+ employees, and became export-ready. The project improved digital literacy, empowered employees (especially women), and supported Georgia's SME development goals. It strengthened local economies and provided a replicable model for sustainable business growth.

Chirifruit gained efficiency, cost control, and market readiness. BeWise enhanced its reputation, expanded its client base, and established itself as a leading partner in SME sustainability and digital transformation.



## GEORGIAN AGRO HOLDING

### AGRIOLI

Agrioli is an AI-based agricultural platform addressing two major challenges: limited access to agronomists and inefficient market connections. Covering 77 crops and plants, it provides digital pest and disease management tools that help farmers reduce chemical use and adopt sustainable methods. As a B2B marketplace, Agrioli connects farmers directly with large buyers, cutting intermediaries, lowering spoilage, and improving profitability. Available in 40+ languages, the platform is built for global scalability.

Agrioli supports over 3,500 farmers in adopting eco-friendly, productive practices. It reduces fertilizer and pesticide use, increases bio-methods, improves soil and crop health, and promotes green entrepreneurship. By making advanced tools accessible to rural farmers, it drives sustainable development and resilience in Georgia's agricultural sector.

Agrioli's AI-driven, multilingual platform has attracted strong local and international partnerships and large B2B clients. The model increases efficiency, revenue, and visibility for Georgian agri-tech, positioning Agrioli as a scalable, competitive, and socially responsible business ready for global expansion.



# ibccs.tax

SME

## IBCCS GEORGIA

DRIVING SUSTAINABILITY THROUGH DIGITAL TRANSFORMATION IN CONSULTING SERVICES

IBCCS created a Remote Consulting Platform to make legal, tax, and corporate services fully digital and sustainable, supporting SDG 12 – Responsible Consumption and Production. The platform replaces paper-based, travel-heavy processes with secure online workflows for company registration, contract drafting, notarization, and apostille services – saving time, costs, and resources. The platform improves accessibility for remote and international clients while reducing paper use and courier emissions. With features like remote notarization and online payments, IBCCS is pioneering eco-friendly consulting in Georgia and beyond.

The project enhances efficiency, lowers costs, strengthens data security, and attracts global clients. It positions IBCCS as a leader in sustainable, digital-first consulting, ready to expand and innovate further.



## ECO SAKARTVELO

### ECO-TAXI BY PARKI AR MINDA: CREATING AGILE INFRASTRUCTURE FOR SEPARATE WASTE COLLECTION

Eco-Taxi, an initiative by Parki ar Minda, advances recycling and circular economy practices in Tbilisi. It serves 800+ clients annually, runs three collection points, and holds mobile pick-ups in areas lacking recycling access. Through clean-ups and awareness campaigns, it has engaged over 35,000 people in responsible waste management.

Eco-Taxi gives residents and businesses practical access to recycling, raises awareness about waste reduction, and strengthens community engagement in environmental protection.

Now core to Eco Sakartvelo's operations, Eco-Taxi grew fourfold (2022–2023), adding 500+ new clients. Supported by Parki ar Minda and partnerships like Campa's Circular Lab, it diversified funding, boosted local recycling, and proved that sustainable, community-driven business can thrive in Georgia.



*Delivering Progress*

SME

## POLICY AND MANAGEMENT CONSULTING GROUP – PMCG

### PAPER AND CARDBOARD RECYCLING PROJECT IN ZUGDIDI CITY

Launched in 2023 under the Integrated Solid Waste Management Program II (ISWMP II), funded by KfW and implemented with SWMCG, the Zugdidi City Recycling Project established a system for separate paper and cardboard collection. Led by PMCG, it combined infrastructure planning with public engagement.

By 2024, the project collected 269 tons of recyclables — a 37% increase from the previous year — with only 0.5% contamination. The municipality earned GEL 68,140, avoided disposal costs, prevented 604.5 tons of CO<sub>2</sub>, and saved 1.86 million kWh of energy.

The project raised environmental awareness through education and community engagement, creating 10 jobs, generating municipal revenue, and improving urban cleanliness. Local businesses provided most recyclables, benefiting from reduced waste volumes, lower tariffs, and stronger compliance. The initiative proved that municipal–business collaboration can deliver both economic and environmental impact through recycling.



## POLYVIM

### BEYOND THE WRAP

"Beyond the Wrap" is Polyvim's initiative to recycle film-grade plastics such as Big Bags, plastic bags, and stretch film made from LDPE, HDPE, and PP. Launched in 2024, the project introduced Georgia's first film recycling line, processing 1.6 tons per shift and securing 400+ tons of contracted waste from industrial clients.

Working directly with manufacturers, Polyvim designs recyclable packaging, ensures proper waste sorting, and reintegrates materials into local production. The recycled film is converted into granules sold in Georgia, reducing imports, landfill use, and emissions. Licensed under EIA and cofinanced by EBRD, the facility meets European standards for traceability and quality.

The project educates manufacturers, builds a recycling culture, expands collection networks, and supports EPR/ESG compliance, strengthening Georgia's circular economy.

Polyvim secures steady local feedstock, helps companies cut disposal costs, and provides recycling data for sustainability reporting. It boosts local manufacturing, creates collector opportunities, and positions Polyvim as a leader in Georgia's circular economy.



SME

## RETAIN

### A DIGITAL STEP TOWARD A SUSTAINABLE FUTURE

Retain is a Georgia-based platform helping businesses digitize communication, feedback, and documentation using infinitely updatable QR codes and short links – cutting paper, plastic, and energy use. In the wine industry, Retain QR codes link bottles to EU-compliant e-labels, enabling global feedback and simplifying exports. Over 250 organizations now use Retain across sectors like hospitality, healthcare, and retail.

Retain reduces waste, simplifies workflows, and empowers small businesses with affordable digital tools. It helps clinics, restaurants, and others go paperless, improving convenience, trust, and sustainability.

The platform streamlines communication, lowers costs, and provides real-time analytics through personalized dashboards and AI assistants. Retain helps companies improve service quality, make data-driven decisions, and grow sustainably.

ტენე



ტენე

როგორ შეიქმნა თიბისის მობაილბანკის  
ეკოფრენდული კაბა



## TENE

### GREEN INNOVATION

Tene created Georgia's first eco-friendly 2-in-1 charging cable and phone necklace, combining a durable USB cable with a wearable holder made from recycled PET, plastic bags, and biodegradable PLA. Produced in a solar-powered facility near the Tserovani IDP settlement, it supports a circular economy and prioritizes employment of Internally Displaced Persons (IDPs).

Tene has prevented over 100 tons of plastic waste, engaged 3,000+ people in eco-awareness activities, and employs 70% IDPs, fostering social inclusion and environmental responsibility.

Tene expects 10% annual revenue growth over the next three years, driven by a diversified sales strategy – with 25% from e-commerce and 75% from B2B retail contracts. Its eco-friendly, locally made, and customizable USB cable gives the brand a strong competitive edge, fostering loyalty, market expansion, and a profitable, sustainable business model in Georgia.



**BUSINESS for SDGs**





## Cellfie Mobile's Green Commitment - Turning Waste Into Climate Action



LARGE

# CELLFIE MOBILE

## CELLFIE MOBILE'S GREEN COMMITMENT - TURNING WASTE INTO CLIMATE ACTION

Cellfie Mobile, in partnership with Wasteless, ensures the regular collection and safe recycling of its waste, actively supporting Georgia's circular economy and reducing environmental impact. Sustainability is embedded in the company's culture, positioning Cellfie Mobile as a socially responsible corporate leader that promotes systemic change in waste management.

The initiative raises environmental awareness, promotes sustainable behavior, and contributes to cleaner communities. By collaborating with a local recycling partner, Cellfie Mobile also supports green job creation and the growth of Georgia's recycling sector — proving that private companies can lead by example in driving positive social and environmental change.

Through responsible waste collection and recycling, Cellfie Mobile reduces pollution risks and strengthens its corporate reputation. The partnership enhances environmental compliance, supports national recycling infrastructure, and demonstrates how practical, structured sustainability measures can generate long-term value for both business and society.



LARGE

## EFES GEORGIA

### REFORESTATION, ENERGY EFFICIENCY AND WASTE MANAGEMENT FOR CLIMATE SUSTAINABILITY

In 2023, EFES Georgia became the first private company to join Georgia's "Forest Friend" program restoring forests to boost climate resilience. The first phase in Tianeti covered 12 hectares, with 36,000 trees expected to absorb 2,872.9 tons of CO<sub>2</sub>. In 2025, the project expanded to a 31-hectare site near Jvari Monastery, planting 25,306 saplings of 14 native species.

That same year, EFES Georgia partnered with the Georgian Center for Agribusiness Development to support 80,000 farmers through digital training on sustainable, climate-resilient agriculture.

Both projects raise environmental awareness, enhance biodiversity, and promote sustainable farming. They foster community engagement, volunteerism, and food security, demonstrating how business can drive positive social and environmental change.

EFES Georgia's initiatives strengthen its sustainability leadership, align with UN SDGs, and enhance brand reputation. Employee involvement and partnerships build trust, loyalty, and long-term business resilience.



# MICROBANK CRYSTAL

## GREEN CRYSTAL

Green Crystal is MicroBank Crystal's climate action program integrating green finance, sustainability, and community engagement. Since 2017, Crystal has partnered with FMO, ADB, GIZ, and Buzz Women Global, launching Georgia's first Green Finance Line, issuing the South Caucasus' first certified Gender Bond (GEL 25 million), and expanding access to climate-smart financing for women-led MSMEs.

The Impact Strategy (2024–2025) applies the 3Ps – People, Planet, Profit framework, targeting an 80% plastic reduction, GEL 50 million in green loans by 2027, and full solar transition in five branches.

Crystal's initiatives have avoided 3.5 million kg of CO<sub>2</sub>, saved 37,000 kWh of energy, and recycled 16,000 plastic bottles. Over 1,000 employees joined the Greenkassators program, and 5,000+ women received climate training via Buzz Georgia. Cleanup campaigns collected 200,000 L of waste, promoting environmental awareness nationwide.

The green loan portfolio reached GEL 16.4 million, supported by new ADB and EBRD funding. Solar branches and digital workflows cut costs, while employee engagement and ESG integration boosted resilience and brand leadership in sustainable finance, advancing SDG 13: Climate Action.



LARGE

## MCDONALD'S GEORGIA

GREEN INITIATIVES – TOGETHER FOR THE ENVIRONMENT, MAKING BIG CHANGES THROUGH SMALL STEPS!

Since 2021, T&K Restaurants (McDonald's Georgia) has been implementing a nationwide sustainability program to reduce environmental impact and promote a green business model. Key measures include solar panels on new restaurants, EV charging stations, biodiesel production from used cooking oil, paper recycling, and eco-friendly packaging. The company also prioritizes local sourcing and uses green moss walls and biodegradable materials to improve air quality and reduce waste.

The project improves public health, supports local farmers, promotes eco-awareness, and engages employees in sustainable practices—creating healthier, more responsible communities.

These initiatives enhance brand reputation, cut energy and waste costs, and strengthen supply chain resilience. By embedding sustainability into its operations, McDonald's Georgia boosts efficiency, customer loyalty, and its leadership in eco-innovation across Georgia.



**TBC**



## **TBC BANK**

### **CLIMATE ACTIONS IN TBC BANK**

TBC Bank has made its Climate Action Strategy a key part of its ESG framework, advancing Georgia's move toward a low-carbon, resilient economy. The bank focuses on reducing emissions, using renewable energy, financing green projects, and building ESG awareness.

In 2024, energy upgrades cut electricity use by 20–30%, and a 130 kW solar plant now supplies 77% of power to TBC's main warehouse. Renewables provide 50% of electricity in regional branches, aiming for 70% by 2025. The sustainable portfolio reached GEL 1.73 billion, with GEL 952 million in green projects, avoiding 15.5 GgCO<sub>2</sub>e annually.

TBC cut emissions and waste—recycling 46 t of paper and 2.3 t of plastic, saving 782 trees—and trained 1,200+ people through its ESG Academy. GEL 960 million in green funding supports local resilience and inclusive growth.

Efficiency measures saved 5 million L of water and reduced paper use by 70,000 sheets. These efforts strengthen TBC's brand, regulatory readiness, and access to green finance from global partners like EIB, EBRD, and IFC, positioning it as a leader in sustainable banking in Georgia.



**TEGETA**  
HOLDING

LARGE

## TEGETA HOLDING

### TEGETA FOR COMMUNITIES AFFECTED BY THE DISASTER

In response to severe natural disasters in western Georgia, Tegeta Holding launched this initiative to support vulnerable populations through climate adaptation and disaster resilience efforts. The company deployed heavy machinery to restore road access, donated anti-skid snow chains to Ozurgeti Municipality, and partnered with the Georgian Red Cross Society and Nanuka Foundation to maintain and winterize vehicles serving remote communities.

The project supported around 1,000 families in Ozurgeti and Baghdati, restoring access for food, heating, and medical aid. Tegeta's maintenance of humanitarian vehicles enabled ongoing relief efforts, while the snow chain donation strengthened local emergency response and long-term mobility in mountainous areas.

The initiative enhanced Tegeta's reputation as a socially responsible, crisis-ready company, attracting new partnerships and procurement opportunities. Involving 35 employees across departments boosted engagement and pride, reinforcing Tegeta's role as a trusted national partner in resilience and disaster preparedness.



SME

# AIS

## DRIVING CLIMATE INTEGRITY

AIS is a climate leader in Georgia's renewable energy sector, operating the Akhalkalaki Hydropower Plant with a fully integrated sustainability strategy. In 2024, the company completed its first full carbon footprint report — Scope 1: 19 tCO<sub>2</sub>e, Scope 2: 1.8 tCO<sub>2</sub>e, Scope 3: 93 tCO<sub>2</sub>e — while helping avoid 10,000+ tCO<sub>2</sub>e through clean power generation. Guided by a Net Zero Roadmap, AIS aims to cut direct emissions by 30% by 2030, supported by transparent governance and public ESG reporting.

AIS supplies 49 GWh of renewable power yearly, supports 28 local jobs, and prioritizes local suppliers. Its community programs reached 260+ students through safety and environmental education, while biodiversity projects protect local river ecosystems. The company promotes inclusivity, open dialogue, and environmental awareness, fostering trust and shared responsibility.

AIS's sustainability model enhances profitability, investor trust, and resilience. Avoiding major emissions boosts access to green financing and compliance with IFC, EIB, and TCFD standards. Local hiring, digital monitoring, and transparent ESG governance strengthen operational stability. AIS demonstrates how clean energy and responsible management can drive both environmental and business success in Georgia's energy sector.



**Bakhvi HPP**

SME

## **BAKHVI HPP**

### **ADVANCING CLIMATE GOVERNANCE FOR A RESILIENT FUTURE**

Located in Georgia's Guria region, Bakhvi HPP shows how strong governance can turn renewable energy into a driver of climate resilience and responsible growth. After joining the UN Global Compact in 2024, the company strengthened its sustainability framework, adopting clear policies on emissions reduction, ESG risk management, stakeholder engagement, and transparent reporting. Climate goals are integrated across all departments and reviewed through the Annual ESG Report.

Bakhvi HPP ensures inclusive climate governance through community consultations and a grievance mechanism. The company invests in climate-resilient infrastructure, supports environmental education, and prioritizes local hiring and green skills, building stronger, more adaptive communities.

By embedding SDG 13 into its operations, Bakhvi HPP strengthens regulatory readiness, efficiency, and investor confidence. Alignment with IFC, EIB, and UNGC standards reduces risks, supports green financing, and ensures resilience to climate challenges—demonstrating that good governance and sustainability can drive long-term business success.



## BIODIESEL GEORGIA

### BIOFUEL FROM WASTE – SUSTAINABLE CLIMATE AND ENERGY INDEPENDENCE

Biodiesel Georgia is the first company in Georgia and the South Caucasus to produce renewable, eco-friendly biodiesel from used cooking oil (UCO)—a major step for the circular economy and climate sustainability. In 2024, the company processed 1.95 million liters of waste oil, preventing 4.5 million kg of CO emissions and cleaning the environment of hazardous liquid waste.

The project eliminated unsafe reuse of cooking oil in food, reduced sewage damage, and raised public awareness on waste management. It improved air quality, promoted energy independence, and created new local jobs, while helping Georgia fulfill its GHG reduction goals.

As Georgia's first renewable fuel producer, Biodiesel Georgia doubled its turnover, created 40 jobs, and earned recognition as a circular economy leader. Expansion into Armenia and planned projects in Azerbaijan will strengthen regional cooperation. Future plans include a larger biodiesel plant and a Green Hub Georgia, combining biofuel and biogas to further boost the green economy and energy security.



## SME **BPC** GREEN INITIATIVE

In a country striving for energy independence, BPC. has taken a pioneering step toward sustainability by powering its new Natakhtari facility entirely with solar energy. Through a remote solar consumption (net metering) system built in partnership with a leading solar company, BPC now generates all its electricity from renewable sources. Since launch, the project has reduced CO<sub>2</sub> emissions by 11,797 kg, saved 4,733 kg of coal, and prevented the deforestation of 650 trees—figures expected to triple by 2025.

The project supports Georgia's clean energy transition, improves air quality, and strengthens national energy independence. It also inspires other companies to follow suit, proving that sustainability and business success can align. Internally, BPC fosters a culture of sustainability through employee engagement and training on responsible energy use, contributing to a more climate-conscious economy.

BPC's solar transition has cut electricity costs by 1%, stabilized energy supply, and shielded operations from market fluctuations. It has also enhanced brand reputation among eco-conscious consumers, strengthened market competitiveness, and built valuable partnerships across Georgia's growing green energy sector—proving that sustainability is both profitable and strategic.



## FEDEX GEORGIA

### DELIVERING CLIMATE SOLUTIONS: FEDEX GEORGIA'S LOW-CARBON LOGISTICS HUB

FedEx Georgia proudly introduces its EDGE-certified 3PL Warehouse, a model of sustainable logistics aligned with SDG 13: Climate Action. The facility integrates energy-efficient architecture, digital inventory systems, and low-emission transport solutions to significantly reduce the carbon footprint of supply chain operations.

Compliant with NFPA fire safety standards and built to global sustainability benchmarks, the warehouse embodies FedEx's global mission to lower emissions, optimize resources, and drive innovation. By combining operational efficiency with environmental responsibility, the project positions FedEx Georgia as a regional leader in sustainable logistics, enhancing both economic performance and climate resilience.



**POLYVIM LLC**  
**შპს პოლივიმი**

SME

**POLYVIM**

**FOR THE GREEN FUTURE**

Polyvim, Georgia's leading industrial recycler, turns plastic waste into environmental and economic value. Its flagship project, "For the Green Future", advances SDG 13 through measurable emission cuts and nationwide engagement.

Since 2022, Polyvim has recycled 2,200+ tons of plastic, avoided 4,500 tons of CO<sub>2</sub>, replaced 2,200 tons of virgin plastic, and saved 13,200 m<sup>3</sup> of landfill space. All PP/PE granules are reused locally, and PET flakes are exported to EU-certified buyers. The company operates a closed-loop water system, plants trees, and runs public campaigns with Coca-Cola Bottlers Georgia and partners, engaging thousands through schools and cleanups.

The project builds climate awareness, promotes circular habits, and supports local jobs and micro-entrepreneurs in recycling. Businesses like Tegeta and Sheraton join verified systems, linking climate action with inclusive growth.

For the Green Future drives profit and impact: municipalities earn from waste, companies cut disposal costs, and exports bring foreign revenue. Polyvim's recycled materials strengthen domestic supply, reduce imports, and boost partner brands—proving that recycling is both sustainable and smart business.



## ROQI

### IMPACT OF CLIMATE CHANGE ON AGRICULTURE

Roqi, in partnership with regional centers and the Dairy Mark Federation, helps farmers adapt livestock management to climate change through education and climate-smart veterinary solutions. Five innovative kits—addressing heat stress, mastitis, and low productivity—use locally made products like Rumifos, vitamins, and probiotics, boosting milk yield by 10–15% and live weight by 20%. Trainings in 12 municipalities reached 2,029 farmers (45% women) and 50 veterinarians, promoting inclusion and resilience.

The project improved farmer awareness, reduced disease and antibiotic use, and empowered women and minorities through multilingual training. Efficient feeding lowered methane emissions, while lead farmers now train others—creating a peer-to-peer climate network across rural Georgia.

Roqi strengthened its reputation as a climate-responsible veterinary leader. Climate-smart kits are now sold in 33 pharmacies and 400+ outlets, growing sales by 28%. Partnerships with RDA ICCs and municipalities enhanced credibility, while 95% customer satisfaction and repeat sales built trust. Roqi now plans post-stress recovery kits and digital climate tools, aligning its business with SDG 13 and driving sustainable growth in Georgian agriculture.

# დილის მონეტიზაცია

SME

## SHENOBIT BIZNESTAN

TO ACHIEVE THE UN SUSTAINABLE DEVELOPMENT GOALS

The TV project “Shenobit Biznestan”, including Monetization, supports Sustainable Development Goals – SDG5, SDG7, SDG8, SDG12 and SDG13. In partnership with the Waste Management Association and Palitra Media, it uses media to promote responsible business and sustainability. Segments on women’s empowerment and green energy reflect the company’s social and environmental focus.

The program reaches tens of thousands of viewers weekly, raising awareness on sustainability, climate action, and waste management. It amplifies women entrepreneurs’ voices, showcases local best practices, and connects business and civil society. Educational content has boosted public understanding, especially among youth and SMEs, encouraging responsible consumption and environmental action. Featured organizations report greater visibility and partnerships, while the show continues to drive national dialogue—proving media can be a powerful catalyst for change.





LARGE

## **BANK OF GEORGIA IN PARTNERSHIP WITH MAC GEORGIA**

### **INVESTING IN THE FUTURE: SUPPORTING STUDENTS**

During the 2024 political and economic crisis, Bank of Georgia partnered with MAC Georgia, allocating 200,000 GEL to support over 100 students whose education was threatened by family income loss. The funds covered tuition and living costs, ensuring uninterrupted studies. Following its success, the partnership evolved into the long-term UNIGRANT program, which continues to fund students with financial needs—upholding the right to education and advancing SDG 4: Quality Education.

The project safeguarded education for over 100 students, reduced financial stress for families, and built community resilience through investment in young people's futures. It prevented academic dropouts and strengthened long-term human capital during a period of instability.

The initiative enhanced Bank of Georgia's reputation as a responsible and caring corporate leader. Partnership with MAC Georgia ensured transparency, earned public trust, and generated positive media coverage. By directly supporting students, the bank deepened community ties and reinforced its image as a model of social responsibility and sustainable growth.



SOCIAL IMPACT AWARD  
პროგრამის დახმარებით სერტიფიცირებული



## EFES GEORGIA IN PARTNERSHIP WITH IMPACT HUB

### SUSTAINABLE ENTREPRENEURSHIP AND STARTUP EMPOWERMENT PROGRAM

EFES Georgia partners annually with the Social Impact Award and Anadolu Efes to support young Georgian entrepreneurs developing solutions for sustainable growth. The partnership reflects the company's commitment to empowering the next generation of changemakers.

In 2024, in collaboration with Impact Hub, EFES Georgia hosted an 8-week accelerator for 58 startup teams, providing mentorship and business development support. The top six teams presented high-impact projects addressing social and environmental challenges. The company also regularly sponsors key innovation events such as DataFest, Product Tank, and Tech Summit 2025, promoting collaboration and a culture of learning.

The initiative equips young entrepreneurs with the skills and networks necessary to create startups in education, employment, and sustainability, thereby strengthening Georgia's innovation ecosystem and encouraging youth participation in addressing local challenges.

Supporting entrepreneurship has enhanced EFES Georgia's reputation and partnerships, connecting the company to new ideas, future talent, and socially conscious consumers—reinforcing its long-term sustainability vision.



LARGE

## ELEMENT HOLDING IN PARTNERSHIP WITH THE CENTER FOR STRATEGIC RESEARCH AND DEVELOPMENT OF GEORGIA

### CSR OPPORTUNITIES TODAY

Element Holding took a long-term approach to promoting responsible business in Georgia by sponsoring Meliora – Georgia's Responsible Business Award 2024 and launching the “CSR Opportunities Today” campaign. The initiative, implemented with CSRDG under the EU- and KAS-funded Civil Society Initiative, highlighted real CSR stories beyond award winners—encouraging replication, awareness, and lasting engagement.

The campaign broadened understanding of CSR across Georgia, making it accessible and practical for all businesses. It raised awareness through social media and storytelling, encouraged knowledge sharing, and reframed CSR as a continuous responsibility rather than a marketing tool. By giving visibility to smaller companies and diverse voices, it promoted inclusion, European values, and a culture of accountability within the business sector.

Though not profit-oriented, the campaign strengthened Element Holding's brand as a credible CSR leader. It deepened stakeholder trust, fostered collaboration with NGOs and business networks, and boosted internal alignment and employee engagement. The company's visible commitment to values-driven leadership also enhanced its reputation, talent appeal, and market differentiation.

Element Holding proved that authentic CSR communication can advance both public good and long-term business resilience.

The Basisbank logo, featuring a stylized blue 'B' followed by the word 'BASISBANK' in blue capital letters.

## **BASISBANK IN PARTNERSHIP WITH ADB**

### **BASISBANK SUSTAINABILITY BOND**

In August 2024, Basisbank issued Georgia's first USD 20 million Sustainability Bond, the first public bond by a commercial bank aligned with international ESG standards. Proceeds fund green and social projects—including renewable energy, green buildings, healthcare, and education—aligned with the UN SDGs and Georgia's Sustainable Finance Taxonomy. The Asian Development Bank (ADB) anchored the bond with a USD 15 million investment, and DNV verified compliance with ICMA Green and Social Bond Principles.

The bond supports low-carbon, inclusive growth, expanding access to healthcare and education, improving energy efficiency, and advancing gender equality through a Gender Action Plan. It built ESG capacity, reduced emissions, and set a model for future sustainable issuances. The project positioned Basisbank as a leader in sustainable finance, attracting ESG investors, strengthening internal systems, and enhancing reputation, regulatory readiness, and access to long-term green capital—setting a national benchmark for responsible finance and advancing Georgia's green transition.



**ProCredit Bank**



**European Bank**  
for Reconstruction and Development

LARGE

## **PROCREDIT BANK GEORGIA IN PARTNERSHIP WITH EBRD**

### **WOMEN'S ECONOMIC EMPOWERMENT**

Implemented with the EU, Sweden, and EBRD, this initiative supports women entrepreneurs under the Eastern Partnership Women in Business Program. It tackles financial and social barriers facing women-led MSMEs through customized loans with lower interest rates, reduced collateral, and fee discounts, combined with training and advisory programs on business development, digitalization, and green practices.

The project advanced gender equality, job creation, and inclusion by empowering women-led businesses, creating employment, and improving access to finance—especially in rural areas. Training enhanced managerial and digital skills, while greater financial independence fostered confidence and reduced inequality. Internally, staff gained gender-awareness training, strengthening client relationships and inclusive service.

The initiative expanded ProCredit Bank's customer base, diversified its loan portfolio, and positioned it as a leader in inclusive finance. Collaboration with international partners improved credibility, while ESG integration attracted responsible investors. By embedding gender equity into its core strategy, ProCredit Bank achieved both social impact and sustainable business growth.



**TBC**



**finance  
in motion**

თიბისი | DEVELOP

ESG Learning Course

**GREEN MINDSET  
GREEN BUSINESS**



**GREEN FOR  
GROWTH FUND**  
TECHNICAL ASSISTANCE FACILITY



The European Union  
for Georgia  
EU4Business



EUROPEAN FUND FOR THE ECONOMIC REFORMS  
DEVELOPMENT FACILITY

## **TBC BANK IN PARTNERSHIP WITH FINANCE IN MOTION**

**ESG ACADEMY**

TBC, in partnership with the European Fund for Southeast Europe (EFSE) and the Green for Growth Fund (GGF) managed by Finance in Motion, launched the ESG Academy—Georgia's first dedicated ESG education platform. Its flagship course, Green Mindset and Green Financing, later adapted for clients as Build the Green Future, promotes sustainability awareness and ESG literacy.

Developed with Develor, the hybrid, game-based program combines case studies, interactive tools, and workshops to foster real ESG mindset transformation.

Promotes ESG and sustainable finance education, strengthens responsibility, supports regional inclusion, and encourages sustainable lifestyles.

The ESG Academy has strengthened TBC's business performance by fostering innovation through the development of ESG-focused training modules and driving growth via an expanded sustainable lending portfolio. It has enhanced the bank's reputation as a national leader in ESG integration, while building internal capacity—training over 900 employees and deepening collaboration with key international partners, including EFSE and GGF. The ESG Academy demonstrates how education can drive sustainable business growth and positive social impact.



**TEGETA**  
HOLDING



LARGE

## TEGETA HOLDING IN PARTNERSHIP WITH NAPIRZE

### GROW YOUR OWN FOREST

"Grow Your Own Forest" is a partnership between Tegeta Holding and Napirze to restore Rustavi's riparian forest along the Mtkvari River, supporting SDG 17: Partnerships for the Goals. Between 2024–2025, over 200 volunteers, including 50+ Tegeta employees, planted 3,000 native trees, expected to sequester 120 tons of CO<sub>2</sub> in four years. Endorsed by UNDP and the GEF Small Grants Programme, the project promotes biodiversity, climate resilience, and public engagement through joint planting events and educational outreach under Tegeta.Care.

The project revived part of Rustavi's 300-hectare floodplain forest, home to 140+ bird species and the endangered Eurasian otter. With a 95% tree survival rate, it improves air quality and raises public awareness about ecosystem protection while reconnecting residents with nature.

The initiative strengthened Tegeta's ESG leadership and brand reputation, increased employee engagement, and built trust with stakeholders. Cost-effective cooperation with Napirze and alignment with UNDP/GEF frameworks expanded Tegeta's sustainability network and positioned it as a key private-sector partner in Georgia's green transition.

**TEGETA**  
HOLDING

**ჩვენი**



## TEGETA HOLDING IN PARTNERSHIP WITH CHARTE

### TEGETA FOR GIRLS' DIGITAL FUTURE

In 2024, Tegeta Holding launched "Tegeta for Girls' Digital Future" with Charte.ge and Skillwill Neo University to break gender barriers in tech education. Part of the Tegeta.Care platform, the project supports SDG 4 – Quality Education by providing full scholarships to 10 girls from vulnerable and regional communities to study programming, cybersecurity, UX/UI design, and IT project management.

All participants completed the seven-month course, ranking among the top performers in a cohort of 100+, and several have begun internships or freelance work. The initiative empowered girls to enter male-dominated fields, fostering digital literacy, self-reliance, and social mobility.

The project enhanced Tegeta's brand reputation as a leader in gender equality and CSR, strengthened employee engagement, and deepened partnerships with Charte.ge and Skillwill. It also created a future talent pipeline for the company and the wider tech sector, positioning Tegeta as an innovative and inclusive employer driving long-term social and economic impact.



SME

## DATA ANALYSIS LABORATORY IN PARTNERSHIP WITH THE UNION OF THE BLIND

ABKHAZ-LANGUAGE SPEECH SYNTHESIS FOR PERSONS WITH LIMITED VISION

In partnership with the Union of the Blind, Data Analysis Laboratory received a grant from the Shota Rustaveli National Science Foundation to develop an Abkhaz text-to-speech system, making government websites accessible for both Georgian- and Abkhaz-speaking people with limited vision. The three-year project includes audio recording production at the Union's studio, with part of the funding allocated to compensate the Union for its services.

The initiative enables hundreds of individuals with limited vision to access literature and government services remotely, eliminating the need for physical travel or CD requests. It enhances independence, education, and cultural inclusion, promotes minority language accessibility, and engages people with limited vision directly in recording and testing. The project also raises awareness of digital inclusion and establishes a replicable model for accessibility-driven innovation.

The project strengthens Data Analysis Laboratory's reputation as a leader in inclusive, AI-driven solutions, expands expertise in accessibility and speech technologies, and fosters new partnerships with civil society and government institutions. It enhances internal capabilities through real-world impact projects and positions the company for future innovation and grant opportunities.



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## DATA ANALYSIS LABORATORY IN PARTNERSHIP WITH THE UNION OF THE BLIND

### AUDIOBOOK WEB PORTAL FOR PEOPLE WITH LIMITED VISION

To support the Union of the Blind, Data Analysis Laboratory is creating an online audiobook platform that replaces the outdated CD-based distribution system. Hundreds of gigabytes of audiobooks recorded at the Union's studio are being hosted on the company's servers, with both storage and development provided free of charge.

The platform will provide remote access to hundreds of users with limited vision, saving time and travel while promoting education, cultural participation, and digital inclusion. It reduces the Union's operational workload and serves as a scalable model for other disability-focused organizations.

The initiative enhances the company's socially responsible image and demonstrates expertise in web accessibility (WCAG) and inclusive design. It strengthens relationships with NGOs, expands visibility in social innovation networks, and enriches team experience through practical, impact-driven development.



SME

# GEORGIAN AUDIT COMPANY GAC IN PARTNERSHIP WITH GEORGIAN LAWYERS FOR INDEPENDENT PROFESSION

BUSINESS, KNOWLEDGE AND PARTNERSHIP –  
PROFESSIONAL PLATFORM FOR WOMEN ENTREPRENEURS

The Business, Knowledge and Partnership symposium, held in Tbilisi on March 23, 2025, marked a major step for women's economic empowerment in Georgia. Organized by GAC, GLIP, and the Association of Women Auditors and Lawyers, it helps women entrepreneurs manage businesses legally, transparently, and strategically.

Over 100 women joined sessions led by 50+ experts covering tax regulations, negotiation, and time management. 25 participants showcased their brands, and 32 received free legal consultations, resulting in revised contracts, business registrations, and tax optimization. The next phase (2025–2026) includes regional workshops, an online consultation platform, a small business grant program, and policy research on women's entrepreneurship.

The project advances women's access to finance, legal knowledge, and business networks, reducing gender and regional inequality. It builds confidence, fosters community mentoring, and strengthens local businesses. Participants



have already achieved measurable changes in business operations and legal compliance. By amplifying women's voices in policy discussions, the initiative promotes inclusion and long-term resilience.

The project strengthens SMEs and market transparency, creating reliable, low-risk partners for financial institutions and investors. It boosts competitiveness, builds ESG-aligned partnerships, and fosters a more inclusive business ecosystem.

Business, Knowledge and Partnership now functions as a national platform for women's entrepreneurship, driving social inclusion, policy impact, and sustainable economic growth.



SME

## GEORGIAN AUDIT COMPANY GAC IN PARTNERSHIP WITH GEORGIAN LAWYERS FOR INDEPENDENT PROFESSION

LEGAL DIALOGUE WITH EUROPE – PROFESSIONAL  
STRENGTHENING AND PARTNERSHIP FOR SUSTAINABLE  
DEVELOPMENT

Legal Dialogue with Europe is a multi-year initiative by GAC, GLIP, and the Association of Women Auditors and Lawyers that strengthens Georgia's ties with leading European legal institutions through high-level visits and professional exchanges. Since 2019, the project has evolved into a key platform for ethical, knowledge-based collaboration.

In 2024, over 40 Georgian judges, lawyers, and auditors visited the European Court of Justice (Luxembourg) and the European Court of Human Rights (Strasbourg), exploring labor law, competition policy, consumer protection, and data privacy. Participants attended hearings and met with GRECO to discuss anti-corruption and professional ethics. Future stages include participation in a 2025 international conference on intellectual property mediation and hosting it in Georgia in 2026.

The initiative enhances professional ethics, transparency, and regional inclusion. Lawyers and auditors from Tsalka, Zugdidi, Gori, and Akhaltsikhe joined European sessions for the first time, later founding "Ethics Exchange Georgia" —an online platform sharing adapted European case studies. Post-



visit activities have already engaged 120+ professionals, fostering collaboration and civic responsibility across sectors.

The program strengthened partner organizations through new consulting and audit services aligned with European standards, leading to tender wins and donor partnerships for GAC, creation of GLIP's ethics research lab, and regional certification programs by the Association of Women Auditors and Lawyers. Its digital platform, now used by three universities, extends the project's reach.

Legal Dialogue with Europe has become a strategic bridge between Georgia and Europe, promoting ethical leadership, professional growth, and sustainable institutional development.



 **Hilton**  
**Garden Inn**™  
Tbilisi Riverview



SME

## **HILTON GARDEN INN TBILISI RIVERVIEW IN PARTNERSHIP WITH GEORGIAN DOWN SYNDROME ASSOCIATION**

**SUPPORTING EMPLOYMENT INITIATIVES FOR YOUNG  
PEOPLE WITH DOWN SYNDROME**

Hilton Garden Inn Tbilisi Riverview promotes inclusion and equal opportunity through its partnership with the Georgian Down Syndrome Association. The hotel offers internships for young people with Down syndrome across its departments, helping them gain hands-on experience, develop communication and professional skills, and build confidence in a supportive environment. The hotel also provides event space for the Association's training sessions and awareness campaigns, strengthening public understanding of diversity and inclusion.

The program enables career development and social integration for youth with Down syndrome. One intern has transitioned to full-time employment, proving the model's success. Participants gained independence and workplace readiness, while hotel staff developed empathy and inclusive work skills. The collaboration promotes awareness and inclusion across the wider community. The initiative strengthened Hilton Garden Inn's reputation as a socially responsible brand, improving staff morale, team cohesion, and customer loyalty. It supports Hilton's Travel with Purpose (TWP) ESG strategy and serves as a replicable model for inclusive employment in the hospitality sector, demonstrating that social responsibility and business success go hand in hand.



## ECOBRANDS GEORGIA IN PARTNERSHIP WITH PARZIVAL

### CONSTRUCTING A PLAY AREA IN MATSEVANI

EcoBrands partnered with Parzival, a youth-led organization in Matsevani, Tetrtskaro, dedicated to rural education and sustainable community development. All proceeds from a special sales campaign were donated to help build a children's play area at Parzival's educational center, featuring a seesaw, balance beams, and a mini zip-line. The project promotes learning, creativity, and social interaction among local children while supporting Parzival's mission to foster environmental awareness and community resilience.

The new playground provides rural children with safe, accessible recreational space, enhancing their well-being and learning. It strengthens community ties and encourages families to remain in Matsevani. The initiative also raised visibility for youth-led regional development projects and inspired strong engagement from EcoBrands employees.

The collaboration enhanced EcoBrands' reputation as a socially responsible company, boosted employee satisfaction, and strengthened ties with values-driven partners and customers. It demonstrated how aligning with youth-focused initiatives can build both community impact and brand loyalty.



## SME LEAVINGSTONE IN PARTNERSHIP WITH UN WOMEN

### CHANGE HAS A FEMALE VOICE

Georgia's legacy of powerful women was long silenced by authoritarian regimes. "Change Has a Female Voice" revived these histories through archival materials, family records, and museum collections—reconnecting the past with today's movement for gender equality. Partnering with women leaders and activists, the initiative became a nationwide call to action, inspiring women to reclaim their place in history and politics.

The campaign reached 1.4 million people, helping drive a record-high female voter turnout and tripling women's representation on party lists. One major opposition party elected its first woman leader, while 68% of election observers were women. The movement sparked new political participation, including the creation of a women-led party, advancing SDG 5 – Gender Equality and shifting cultural attitudes toward female leadership.

Covered by 80% of Georgia's media, the campaign elevated UN Women Georgia's reputation and trust, particularly among young women. It strengthened civic engagement, bridged generations, and positioned the organization as a leader in gender equality. Plans are underway to integrate the project into education programs and replicate it internationally—continuing to amplify women's voices and leadership across borders.



## HOTEL HILTON BATUMI IN PARTNERSHIP WITH BLACK SEA COLLEGE

### TALENT WITHOUT LIMITS: INCLUSIVE CAREER PATHWAYS AT HILTON BATUMI

Since opening in 2015, Hilton Batumi has made diversity and inclusion central to its operations, becoming a pioneer in employing persons with disabilities in Adjara's hospitality sector. Today, 15 employees with disabilities work across departments. In partnership with Black Sea Vocational College, the hotel launched an inclusive internship program, offering a fully funded two-month placement to a student with cerebral palsy to gain practical experience and professional skills.

The initiative promotes equal access to employment and fosters a more inclusive society. The internship bridges the gap between education and work, empowering participants with confidence and independence. Staff receive disability awareness training, strengthening empathy and teamwork. Collaboration with local partners—including the Adjara Employment Agency—creates a scalable model for inclusive hiring and inspires broader community engagement.

The project supports SDG 8 and SDG 10, strengthening Hilton Batumi's role as a leader in inclusive hospitality. A diverse team boosts morale, service quality, and guest satisfaction, while partnerships with local institutions build community ties and show that inclusion drives both social progress and sustainable growth.



SME

## ROQI IN PARTNERSHIP WITH ALLIANCES CAUCASUS PROGRAMME

RAISING AWARENESS AND ACCESS TO CLIMATE-SMART VETERINARY PRODUCTS AMONG SMALL AND MEDIUM LIVESTOCK FARMERS

Implemented with Mercy Corps, the project promotes climate-smart veterinary products that reduce emissions, boost productivity, and improve animal health. Covering 10 regions, it combines local expertise with global experience to educate farmers and expand access to sustainable solutions, supporting SDG 17.

The initiative improved farmers' knowledge of eco-friendly animal care through training, field visits, and materials, shifting practices toward prevention and sustainability. It expanded access to climate-smart products, strengthened cooperation between farmers and veterinarians, and encouraged women and youth participation, fostering inclusion and community resilience.

The project expanded Roqi's market reach and built trust through direct farmer engagement. As a pioneer in sustainable veterinary solutions, Roqi gained a first-mover advantage, boosting demand and visibility. Partnership with Mercy Corps enhanced credibility, strengthened ESG reputation, and proved that sustainability and business growth can go hand in hand.



CORPORATE  
SUSTAINABILITY  
AWARD  
**2025**