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**EU4Environment**  
Green Economy in Eastern Partner Countries

**Draft**  
**Resource efficiency: green solutions for  
sustainable business in Armenia**

**NATIONAL CONFERENCE**

**AGENDA**

**8 May 2024 (TBC)**

**Start: 10:00 AMT**

**End: 16:00 AMT**

**Format:** Hybrid: face-to-face/online event

**Venue:** Ani Grand Hotel, Panoramic Hall

**Language:** Armenian and English  
(simultaneous interpretation)

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## Introduction

Armenia is transforming its industries by adopting Resource Efficient and Cleaner Production (RECP), leading to more sustainable and forward-thinking practices. This initiative highlights Armenia's commitment to both environmental care and economic growth, setting a path toward a greener future. By integrating RECP principles, the country is moving towards a circular economy where resources are used more efficiently. Since 2013, this approach has already benefited around 100 businesses, particularly SMEs, by improving energy and material use, reducing waste, and considering the wider impact on the environment, economy, and society.

Specific case studies from Armenian enterprises implemented within RECP activities taking place under the EU-funded EU4Environment Action reveal the tangible benefits of RECP implementation. These include significant reductions in energy and water consumption, waste generation, and greenhouse gas emissions, coupled with cost savings and improved production efficiencies. Such examples illustrate the potential of RECP to drive both environmental sustainability and economic competitiveness.

The adoption of circular economy principles and green production methods is proving beneficial for both the environment and the long-term sustainability of businesses. Armenia's experience offers a model for other nations and industries, highlighting the importance of innovative practices in achieving sustainable industrial development. This narrative underlines the crucial role of RECP in fostering a culture of innovation within the Armenian private sector, promoting green consumption and production, and paving the way for a sustainable future.

This conference aims to showcase the achievements and lessons learned from Armenia's RECP initiatives, demonstrating the significant strides made in integrating sustainable practices across various industries. Through a series of presentations on innovative solutions, real-world business case studies, and discussions on the adoption of circular economy principles, the ways Armenian enterprises are reducing environmental impacts while enhancing economic competitiveness will be explored. From food and agriculture to construction materials, chemical production, and beyond, the conference will delve into how RECP principles are driving sustainability and fostering innovation in Armenia's industrial landscape.

## Meeting objectives, expected outputs and outcomes

This conference aims to showcase the achievements and lessons learned from Armenia's RECP initiatives, demonstrating the significant strides made in integrating sustainable practices across various industries.

The goal of the conference is to present the results of the RECP activities, outline innovative solutions recommended and implemented within EU4 Environment Action in Armenia. Real-world business cases from Armenia will be showcased, demonstrating how RECP principles were actively enhancing sustainability and fostering innovation in industries such as food/agriculture, construction materials, and chemical production (including metal and plastic production), energy and water solutions and technical approaches tested within pilot projects.

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These initiatives go beyond merely reducing environmental impact; they focus on improving operational efficiency, cutting costs, and enhancing market competitiveness. Armenian companies, through the adoption of innovative technologies and sustainable practices, are illustrating the synergy between environmental stewardship and economic prosperity.

## **Participants**

This event gathers key stakeholders from Armenia's government, including the Ministries of Environment, Economy, and Territorial Development and Infrastructures, SMEs, RECP Green Club Members, expert community, academia and organizations focused on green and circular economy agenda introduction in the country.

## **Practical Information**

The meeting will take place online and in-person in Ani Plaza Hotel on 26<sup>th</sup> of April, 2024. The meeting language will be Armenian and English, with simultaneous translation.

For further information, contact: Mr. Tigran Oganezov, Project Communication Expert, Regional Environmental Center for Caucasus Armenia at: [toganezov@yahoo.com](mailto:toganezov@yahoo.com), tel: +37411575148 or e-mail.

## **Organizer**

UNIDO with support of the National Implementing Partner of UNIDO – the Regional Environmental Center for Caucasus, Armenia Office.

## **Background**

The activities related to RECP are part of the Results 2 Component on “Circular Economy and New Growth Opportunities” of the EU-funded EU4Environment Action. These activities aim to:

- ✓ Deliver RECP capacity building and demonstration programs to professionals and entrepreneurs, as well as technical assistance to industries in the adoption of RECP measures, promoting thus a transition to Circular Economy.
- ✓ Promote RECP implementation and scaling up among Small and Medium-sized Enterprises (SMEs) by extending the national capacity through demonstration audits in selected manufacturing enterprises.
- ✓ Promote RECP and Circular Economy principles and practices based on best international and national experiences.

The Action seeks to improve knowledge, awareness and communication with beneficiaries, and will serve to transfer benefits of RECP through: 1) resource productivity and environmental performance of small and medium companies, 2) an improved quality of products and services, 3) creation of additional economic and environmental benefits, strengthened health and safety conditions for businesses.

## **About EU4Environment**

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The “European Union for Environment” (EU4Environment) aims to help the six Eastern Partner countries preserve their natural capital and increase people's environmental well-being, by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts.

The Action is funded by the European Union and implemented by five Partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank based on a budget of some EUR 20 million. The Action implementation period is 2019-2024.

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## AGENDA

**Moderator:** Ms. Nune Harutyunyan, UNIDO RECP national coordinator

<i>Time</i>	<i>Item</i>	<i>Speaker</i>
<b>10:00-10:30</b>	<b>Registration and Media Point and Businesses Exhibition</b>	
<b>10:30 – 11:00</b>	<b>Welcome speeches</b> <ul style="list-style-type: none"> <li><i>Ministry of Environment</i></li> <li><i>Ministry of Economy</i></li> <li><i>Delegation of the European Union to Armenia</i></li> <li><i>UNIDO</i></li> </ul>	<b>Moderator:</b> Tatana Chernyavskaya, Project Manager, UNIDO  <b>Mr. Aram Meymaryan</b> , Deputy Minister of Environment (TBC)  <i>TBC</i>  <b>Mr. Frank Hess</b> , Head of Cooperation (TBC)  <b>Mr. Christophe Yvetot</b> , Representative to the EU
<b>11:00 – 11:20</b>	<b>AWARD CEREMONY</b>	partner SMEs of the EU4Environment programme and RECP Experts, representatives of Demonstration Companies, and members of RECP Clubs will receive certificates of participation in the programme.
<b>Keynote presentations</b>		
<b>11:20 – 11:40</b>	Policies and strategies to support greening of economy in Armenia: key directions of Armenia's future strategy and roadmap	<b>Irina Ghaplanyan</b> <b>Senior Advisor on Climate Change to the World Bank Group</b> <b>GREEN Armenia</b>
<b>11:40 – 12:00</b>	<b>Greener business in Armenia: The balance sheet after ten years of cooperation</b>	<b>Dr. Johannes Fresner</b> UNIDO Senior Technical Advisor
<b>Session 1. Results of implementing efficient use of resources in SMEs of Armenia</b>		

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12:00- 12:20	RECP activities in Armenia: promoting circular practices through RECP	Ms. Nune Harutyunyan, RECP project national coordinator
12:20 – 12:45	Results of EaP Green SME Monitoring	Dshkhuhi Sahakyan, Tigran Sekoyan
12:45 – 13:00	SMEs reflections on the project: <ul style="list-style-type: none"><li>• Lukashin Cooperative</li><li>• Lusia Food</li></ul>	Mr. Vardges Davtyan, Company CEO Ms. Lusine Baratyan, Company CEO
13:00 – 14:00	Networking Lunch	
Session 2. Promoting efficiency for businesses: financing and peer coaching solutions		
14:00 – 14:20	Financing RECP solutions: case of Dairy production Yerpin company	Mr. Armen Bodoyan, RECP Expert Mr. Artur Ghazaryan, Business plan development expert
14:20 -14:40	Green clubs in Armavir and Shirak regions: <ul style="list-style-type: none"><li>- Benefits for producer companies</li></ul>	Ms. Dshkhuhi Sahakyan RECP Technical Expert Mr. Tigran Sekoyan RECP Technical Expert
14:40 – 15:00	<ul style="list-style-type: none"><li>- Energy Efficiency: success stories and mitigation measures</li></ul>	Mr. Tigran Sekoyan, National RECP Technical Expert
Session 3. Building capacity and enabling environment for greener businesses in Armenia		
15:00 -15:15	Mainstreaming RECP into education programmes for company audits	Ms. Astghine Pasoyan President, Energy Saving Foundation RECP expert
15:15 -15:25	Promoting eco-innovation and eco-labelling in Armenia: first results	Ms. Lesya Nikolayeva (online, TBC), UNEP
15:25 – 15:35	Introducing Product Environmental Footprint as a way to access the EU's Single Market for Green Products	Mr. Hovhannes Atabekyan, UNIDO SMGP/PEF National Partner
15:35-16:45	The Green Agenda project: Armenia's roadmap towards sustainability	Mr. Bernardas Padegimas, Stockholm Environment Institute (online) Stockholm Enironmental Institute
16:45-16:55	Waste and recycling in textile companies: practical solutions in Sisakvan factory	Ms. Lilit Apujanyan, RECP expert

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16: 55-17:00	Wrap up and Conclusions	Ms. Nune Harutyunyan, RECP project national coordinator <b>Nune Harutyunyan, RECP project national coordinator</b>
17:00	Networking Cocktail	

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