



## Promoting better environmental performance of small and medium-sized enterprises (SMEs)

Expert meeting

Kyiv, Ukraine, 12 February 2015

### Annotated Agenda (draft)

The meeting will be held in the Rus Hotel (4, Hospitalna St., Kyiv), Conference Room A.

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## Background

Reducing the environmental impact of small and medium-sized enterprises (SMEs) through achieving and going beyond environmental compliance in both manufacturing and services is a key success factor in greening the economy. Improving the environmental performance is also a significant business opportunity for SMEs themselves as important suppliers of goods and services.

Many EU and other OECD countries have addressed this challenge by implementing information-based tools and regulatory and economic incentives to encourage SMEs to improve their environmental performance, to comply with and go beyond regulatory requirements. However, EaP countries have so far given little consideration to the greening of small businesses, and lack the legal, policy and institutional means to enhance the environmental performance of SMEs.

The project on SME greening is conducted within the framework of the “Greening Economies in the Eastern Neighbourhood” (EaP GREEN) Programme initiated by the European Commission and implemented by the OECD in partnership with the UNEP, UNIDO and UNECE. It includes a regional component to prepare an SME Greening Guide and pilot projects in several EaP countries (so far, they have been launched in Armenia, Moldova and Ukraine).

## Meeting objectives

The main objectives of this expert meeting are:

- To discuss the draft SME Greening Guide for the European Union's Eastern Partnership (EaP) countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) prepared by the OECD secretariat [ENV/EPOC/EAP(2014)5] and aiming to help the EaP countries to design and implement key instruments to promote environmental compliance and green business practices among SMEs;
- To share international experience of the design and implementation of specific instruments – regulatory, information-based and economic – to promote SME greening; and
- To discuss progress in country-specific activities and next steps.

## Participants

The meeting will bring together representatives of the EaP countries’ ministries of environment and economy, business associations and experts from OECD/EU and EaP countries.

### Summary of the Agenda

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| <b>Item 1.</b> | <b>Opening remarks by the OECD Environment Directorate</b>   |
| <b>Item 2.</b> | <b>Role of SMEs in greening the economy</b>  |
| <b>Item 3.</b> | <b>Multi-stakeholder approach to promoting green practices in SMEs: Discussion of the draft SME Greening Guide</b> |
| <b>Item 4.</b> | <b>Engagement of SMEs through information-based tools</b>  |
| <b>Item 5.</b> | <b>Overview of country-specific pilot projects</b>   |
| <b>Item 6.</b> | <b>Concluding remarks</b>  |

## ANNOTATIONS TO THE AGENDA

**Thursday, 12 February**

**9:30 – 9:45**     **Item 1. Opening remarks**

**Mr Krzysztof Michalak**, Programme Manager at the OECD Environment Directorate, will welcome the participants and give an overview of the agenda.

**9:45 – 10:15**     **Item 2. Role of SMEs in greening the economy**

Reducing the environmental impact of SMEs through achieving and going beyond environmental compliance in both manufacturing and services is a key success factor in greening the economy. The “green transformation” is also a significant business opportunity for SMEs themselves as important suppliers of goods and services.

9:45 – 10:00     Green Action Plan for SMEs and other relevant EU initiatives: **Ms Laura Giappichelli** (European Commission)

10:00 – 10:15     Importance of SMEs in greening the economy in Georgia: **Mr Teimuraz Murgulia** (First Deputy Minister, Ministry of Environment and Natural Resources Protection, Georgia)

**10:15 – 12:30**     **Item 3. Multi-stakeholder approach to promoting green practices in SMEs: Discussion of the draft SME Greening Guide**

The objective of the SME Greening Guide is to help the EaP countries to design and implement key instruments to promote environmental compliance and green business practices among SMEs using the existing good practices in EU and other OECD countries. The target audience of this document includes key government stakeholders (first of all, ministries of environment and economy), business associations as well as non-governmental and academic institutions in EaP countries.

10:15 – 11:00     Presentation of the SME Greening Guide: **Mr Eugene Mazur** (OECD Environment Directorate)

11:00 – 11:20     ***Coffee break***

11:20 – 12:30     Discussion. The main issues for discussion will include improving, in response to the experts’ comments, and finalising the SME Greening Guide, actions to enhance the use of the Guide in the region, and demand for further work in this area.

12:30 – 14:00     ***Lunch***

#### **14:00 – 15:30** Item 4. Engagement of SMEs through information-based tools

Governments, in collaboration with business groups, can address SMEs' capacity constraints by providing them with information on green practices. Such information can be provided as advice, in direct engagement with a business, or guidance typically in the written (printed or electronic) form. Information-based tools also include mechanisms to help SMEs that already implement green practices to get recognition and market benefit.

14:00 – 14:15 Successful interventions for improving environmental performance of small businesses in Scotland: **Ms Gillian Bruce** (Scottish Environmental Protection Agency, UK)

14:15 – 14:30 Building on direct technical assistance to SMEs to formulate policy messages for broader outreach: **Mr René van Berkel** (UNIDO)

14:30 – 15:30 Discussion. The discussion will focus on information-based tools that are best suitable for EaP countries and institutional challenges of their implementation.

#### **15:30 – 15:50** *Coffee break*

#### **15:50 – 17:20** Item 5. Overview of country-specific pilot projects

There are country pilot projects on promoting SME greening, at different stages of implementation, in Armenia, Moldova and Ukraine. Representatives of each country will give a brief update about the progress of the project. After each presentation, the participants will have an opportunity to ask questions.

15:50 – 16:05 Key issues and draft policy recommendations on SME greening in Armenia: **Ms Lilit Apujanyan** (SME Development National Centre, Armenia)

16:05 – 16:20 Key issues in the context of the pilot project in Moldova: **Ms Anastasia Vacarciuc** (Ministry of Economy, Moldova)

16:20 – 16:35 The potential role of business associations in promoting green business practices among SMEs in Ukraine: **Mr Vyacheslav Bykovets** (SME Association of Ukraine)

16:35 – 17:20 Discussion. The discussion will focus on possible lessons from country-specific activities and best ways to make EaP countries learn from each other.

#### **Item 6** Concluding remarks

17:20 – 17:30 **Mr Eugene Mazur** (OECD Environment Directorate) will summarise the discussion and make closing remarks regarding next steps within the project.

#### **17:30 – 19:00** Cocktail