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# INCLUSIVE GROWTH THROUGH SUSTAINABLE AND GREEN BUSINESS PRACTICES IN GEORGIA

## Project Information

Georgia's highest greenhouse gas emissions are in the Energy, Agriculture, and Construction industries. Parallel, due to climatic and landscape conditions, improper agricultural practices and unsustainable use of resources, about 35% of agricultural lands are in the process of degradation, erosion, pollution, and damage of soil structure and nutrient loss. In response, the Government of Georgia has taken initial steps toward a green transition, aligning with SDG and EU priorities. The 2021-2027 Agriculture and Rural Development Strategy highlights sustainable resource management, ecosystem conservation, and climate adaptation as strategic goals. However, there remains a need for improved vocational education and training (VET) and modern green technologies to support sustainable practices. The lack of competence often results in the exploitation and over-utilisation of soil and natural resources. The importance of sustainable skills is also emphasized in Georgia's 2021-2025 SME Strategy, underscoring the need for green business practices and VET reform to cultivate skills essential for a sustainable economy.

<b>Country of implementation:</b>	<b>Georgia</b>
<b>Duration:</b>	<b>01.06.2024-30.11.2026</b> (30 months)
<b>Donors:</b>	<b>European Union, Austrian Development Agency</b>
<b>Contract holder:</b>	<b>World Vision Austria</b>
<b>Implementing partner:</b>	<b>World Vision Georgia, Georgian Farmer's Association, Energy Efficiency Centre Georgia</b>
<b>Sectors</b>	Agriculture; Construction/building; Renewable Energy & Energy efficiency; Support to Small and Medium Size Enterprises (SMEs), Vocational Education and Training (VET) institutions and Sector Skills Organisations (SSOs).
<b>Geographical focus:</b>	4 regions: Imereti, Kakheti, Adjara (Batumi) and Tbilisi
<b>Overall objective:</b>	To contribute to inclusive and sustainable growth in Georgia

**Thus, the main objective of the Action is to contribute to inclusive and sustainable growth in Georgia** by establishing preconditions that enable the adoption of sustainable, clean energy business practices among current and future SMEs in the Agriculture and Building sectors and Selected Industries.


**This will be reached through the following objectives:**

**Specific Objective 1:** Improved skills and sustainable business practices amongst the workforce and current and future SMEs in the target sectors, particularly agriculture sector.

**Specific Objective 2:** Improved skills and sustainable energy efficient practices amongst the current and future SMEs in the building sector and selected industries.

**Specific Objective 3:** Improved reputation of sustainable VET professions with youth and relevant target stakeholders.






To achieve these objectives, the project aims to focus on revising VET qualifications, developing new programs, and implementing professional training/retraining courses for SMEs, journeymen, VET students, teachers, practical instructors, and the future workforce. These efforts are designed to support the transition to energy-efficient and environmentally sustainable business operations.

## KEY ACTIVITIES:

### Agriculture Sector:

- Development of **green VET long-term programs and short-term professional training/retraining courses**.
  - Creation of **green training modules** on eco-friendly farming, waste reduction, and other sustainable practices.
  - Delivery of **Training of Trainers (ToT)** sessions to equip instructors with the necessary skills.
  - Design and launch of the **Agriculture VET mobile app**, featuring educational videos on green standards, green technologies, and related topics.
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### Building/Construction Sector:

- Development of new **educational standards** and training modules focused on **energy efficiency, energy conservation, and evaluation of energy performance** in buildings.
- Facilitation of **ToT sessions** for trainers in new professions related to energy efficiency in building/construction sector.
- Creation of **training modules for SMEs relevant beyond construction sector** on energy/resource efficiency and environmental impact.

### Greening Practices and Green skills Promotion:

- Creation of **communication materials** and **guidebooks** on climate change, green technologies, and sustainable living.
  - Delivery of **awareness sessions** targeting teachers, SMEs, and youth on the importance of green skills and sustainable practices.
  - **Implementation of financial support programs** to assist 8 youth- and women-led SMEs in transitioning to green practices, including self-assessment and mentorship for these businesses.
  - Creation of a platform for building **a sustainable green VET partnerships** in building, construction, energy and agriculture sectors.
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## TARGET BENEFICIARIES:

**11 VET Institutions:** Will benefit from updated standards and programs, support in forming private sector partnerships, and tools to attract students to new and retraining programs, including digital courses on [www.agroskills.ge](http://www.agroskills.ge).

**3 Sector Skills Organisations (SSOs)** in Agriculture, Energy, and Construction: Will receive strategy development support to green professions and enhance training programs, strengthening partnerships and collaboration with the Social Advisory Group (SAG) on developing relevant standards and VET programs.

**200 SMEs/Journeymen:** Will benefit from short-term **formal and non-formal** training programs to upskill, reskill, and retrain practitioners seeking new career paths. **Self-assessment tools** to evaluate their environmental impact and financial support will also be provided to youth- and women-led SMEs for their green transition.

**600 Young People (Aged 16-29):** Will benefit from **awareness-raising activities** and **career guidance** with a focus will be placed on supporting youth-led SMEs with **financial assistance** to implement green and sustainable business practices.

**250 teachers** will benefit from informational sessions focusing on integrating green skills into education.