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Green Economy in Eastern Partner Countries

I-GO

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GO 4 SDGs

I-GO Assistant for Small and Medium Sized Enterprises and I-GO Network Launch

Regional Workshop – EU's Eastern Partner and Central Asian countries

Co-organised by the Green Industry Platform and the EU4Environment Action

Date :12th May 2022
Time: 10:00 – 11:45 AM (CET)

Format: Virtual

Workshop registration

Workshop Agenda

Time	Description	Speaker
15 mins	**Welcome and introduction** • Background explanation of I-GO initiative for Small and Medium-Sized Enterprises (SMEs) and overview of I-GO pilot project outcomes in the region • Introduction to cooperation between Green Industry Platform and EU4Environment	Hannes Mac Nulty – *Manager, Green Industry Platform*
20 mins	**Introduction to the I-GO Assistant** • Detailed explanation of the self-assessment and navigation process using the tool in real-time • Understanding the type of customized recommendations and tailored list of support services that I-GO Assistant delivers	Tracy El Achkar - *Green Industry Specialist, Green Industry Platform*
20 mins	**Enabling RECP action through EU4Environment** • Introduction of EU4Environment's component on Resource Efficient and Cleaner Production (RECP) knowledge exchange, demonstration and networking • Outlining proposed approach to ensure sustainability of RECP at the national and regional levels through RECP expert network, including RECP clubs of SMEs	Tatiana Chernyavskaya – *EU4Environment Project Manager, UNIDO* Krzysztof Michalak - *Senior Programme Manager, OECD*
15 mins	**Supporting projects through the I-GO Network** • Introduction to the I-GO Network approach as an adaptable support structure to exchange with SMEs, SME clients and SME supporting organisations	Hannes Mac Nulty – *Manager, Green Industry Platform*
30 mins	**Q&A session & experience sharing** • Questions from the audience on the functionality of the I-GO Assistant and I-GO Network • Hear from SME supporting organisations on their challenges and solutions when sharing experiences and learning from each other	Andrii Vorfolomeiev - *Director, Resource Efficient and Cleaner Production Centre*
5 mins	**Wrap up and next steps**	Andrii Vorfolomeiev - *Director, Resource Efficient and Cleaner Production Centre*

Workshop description:

This virtual workshop aims to build an understanding of the I-GO Assistant tool for SMEs and I-GO Network amongst SME supporting organizations in the region. The workshop will include a live demonstration of the I-GO Assistant tool and explain how to best promote it to SMEs. It will also provide an opportunity for SME supporting organizations to learn more about the I-GO Network, its benefits and how it can support national and regional RECP activities using the example of the I-GO collaboration with the EU4Environment project.

As the workshop also serves as the official launch of the I-GO Assistant for SMEs, it will be followed by a 4–6-month test period, during which the Green Industry Platform and I-GO Network members will actively promote the tool amongst key groups of SMEs and service providers. The main purpose of this test period will be to get feedback from SME users on the functionality of the I-GO Assistant and the usefulness of the tailored selection of resource efficiency knowledge and support services they are directed to.

Workshop attendees:

This I-GO workshop will host a range of participants working with SMEs, such as business associations, development organizations, government agencies, NGOs, financial institutions and donors.

This regional workshop aims to pave the way for an ongoing I-GO and EU4Environement workshop series collaboration for SME supporting organizations to access expert training and insights, as well as actively share their experiences with each other and donors.

About I-GO:

The I-GO initiative has been developed by the Green Industry Platform to help upscale regional and national RECP efforts in SMEs . I-GO provides a support structure that aligns the most relevant existing RECP knowledge, training and financing solutions with the everyday operational needs of individual SMEs. The I-GO support structure is based on a unique combination of interactive tools and country and regional level collaboration networks.

A key tool especially designed for SMEs is the I-GO Assistant, a rapid online SME self-assessment and navigation tool. The I-GO Assistant matches an SME to the most relevant RECP knowledge and support services that can help them implement customized recommendations, considering the SME's RECP status, geographical location, and sector of activity. The I-GO Network has been then developed to improve the transfer of expertise and overall collaboration between SME supporting organizations on a national, regional and global level.

With the support of the Global Opportunities for Sustainable Development Goals (GO4SDGs), I-GO has been piloted in three regions: Africa, Latin America and the Caribbean, and Eastern Europe, Caucasus and Central Asia (EECCA). The objective of the pilots was to build-up an I-GO Network of local and international SME supporting organizations, develop a database of

locally accessible RECP knowledge and support services, and adapt the I-GO Assistant for use by SMEs in target countries. In EECCA the pilot was implemented with the support of the Resource Efficient and Cleaner Production Centre and focuses primarily on the target countries: Ukraine, Kazakhstan and Kyrgyzstan.

About EU4Environment:

The European Union (EU) funded "European Union for Environment" (**EU4Environment**) Action aims to help the six partner countries: Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova, and Ukraine preserve their natural capital and increase people's environmental wellbeing, 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.