

Waste Management Technology in Regions Phase II - WMTR II Final Report

Period: March, 2017 – March, 2020



MAY, 2020

This publication was produced for review by the United States Agency for International Development.

USAID Cooperative Agreement AID-114-A-17-00002

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The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

TABLE OF CONTENTS

ABBREVIATIONS.....	4
Executive Summary	5
Program Background	6
Main Assumptions, Problems and Barriers	7
Significant Achievements of the Program	8
Component 1: Implementation of an Integrated Waste Management System	10
Component 2: Private Sector-led Recycling	22
Component 3: Waste Management Strategy and Tariff Policy.....	41
Component 4: Communication and Outreach	49
Report on PMP Indicators	96

ABBREVIATIONS

CBO	Community Based Organization
CENN	Caucasus Environmental NGO Network
EBC	Environmental Businesses Committee
EU	European Union
EYP	European Youth Parliament
FB	Facebook
GoG	Government of Georgia
GWMA	Georgian Waste Management Association
ISSET	International School of Economics at Tbilisi State University
MoU	Memorandum of Understanding
MoEPA	Ministry of Environment Protection and Agriculture of Georgia
MoES	Ministry of Education and Science of Georgia
NWMCG	National Solid Waste Management Company of Georgia
NGO	Non-Governmental Organization
NEA	National Environmental Agency
PMP	performance monitoring plan
WMCG	Waste Management Code of Georgia
PMP	Performance Monitoring Plan
4Rs	Reduce, Reuse, Recycle, Recover
USAID	United States Agency for International Development
WMTR II	Waste Management Technology in Regions, Phase II

Executive Summary

Over its three-year duration, the Waste Management Technology in Regions, phase II program (WMTR II) assisted the Government of Georgia to improve the waste management system in the country and make it comply with international standards. The support included the development of a legislative framework via participatory and inclusive approaches to policy-making, as well as assistance in implementing the requirements of the legislation to establish modern waste management practices, improve natural resource management of biologically significant areas and building the capacity of various stakeholders. Due to the program's support, 19 waste management plans for municipalities and 3 waste management plans for protected areas have been developed and adopted by the government. Furthermore, the program helped to develop 3 regulations on Extended Producers Responsibility (EPR) and addressed the challenges posed to biodiversity by rampant littering and ground water pollution by closing 10 illegal dumpsites in the project's target regions. WMTR II also launched a nationwide campaign, Keep Georgia Beautiful, to preserve Georgia's biodiversity and maintain a clean environment through long-term partnerships with the public and private sectors.

The program helped Georgia strengthen emerging recycling businesses to improve their business operations and increase sales through technical support and sub-grants. As a result, waste aggregating and recycling companies – all of which are microenterprises – improved their supply chains and accessed raw materials more easily by establishing strong business connections with large waste generators, optimizing recyclable waste collection schemes and being involved in public waste recycling systems established by the program. WMTR II also supported companies in improving management practices and business performance by helping them comply with legislative requirements, improving financial systems and marketing processes, as well as introducing product quality standards. Moreover, the sub-grants disbursed to 5 recycling companies enables them to upgrade equipment, increase their production capacity and significantly improve the quality of recycled products.

Furthermore, the WMTR II program forged a new Public Private Partnership (PPP) in waste separation and recycling which introduced the country's first public waste separation schemes. As of 2020 with the program's support, Georgia already has 47 waste separation corners located in public places, where citizens can deposit their separated waste - paper, plastic bottles, glass, and aluminium - to be recycled. Private companies collect the separated waste and provide it to recycling companies. In addition, 28 schools in the regions of Georgia started paper waste separation and various institutions started waste separation on their premises.

The program focused on making the waste management sector self-reliant via establishing a proper tariff and cost-recovery system and establishing an effective fines system in case of illegal dumping. Moreover, the program succeeded in incorporating a modern course about circular economy in the curriculum of one of the most prestigious universities in Georgia, ISET, as well as built the capacity, educated and raised awareness of different stakeholders to ensure that they are aware of and able to apply proper waste management practices.

Program Background

USAID awarded the Waste Management Technology in Regions, Phase II Program (WMTR II) to CENN on March 16, 2017, under the Cooperative Agreement AID-114-A-17-00002. WMTR II contributed to the following USAID development objectives and intermediate and sub-intermediate results:

- Development Objective 2 (DO2): “Sustainable and Inclusive Economic Growth”
- Intermediate Result 2.3 (IR 2.3): “More Responsible Management and Development of Georgia’s Natural Endowments”
- Sub-IR 2.3.3: “Waste Management Improved”

The goal of the WMTR II program was to assist the GoG in modernizing the country’s waste management sector and support sustainable development and inclusive economic growth, ensuring responsible management of natural endowments that would minimize adverse impacts from waste on human health and natural resources. The program mainstreamed innovative approaches, applied new technologies, and streamlined strong partnerships, to achieve, sustain and extend set objectives and solve development challenges.

WMTR II worked in the regions of Kakheti and Shida Kartli, Adjara AR, and the City of Tbilisi. The program assisted the GoG in implementing the requirements of the National Waste Management Code and the National Waste Management Strategy (2015-2030) and Action Plan (2015-2020) to ensure that modern waste management standards were introduced in the country in line with the EU-Georgia Association Agreement.

The WMTR II program consisted of the following components:

- Component 1: Implementation of an Integrated Waste Management System
- Component 2: Private Sector-Led Recycling
- Component 3: Illegal Dumping Penalties and Tariff Policy
- Component 4: Public Outreach

In accordance with USG and USAID policies, strategies, and approaches, all WMTR II interventions took into account five cross-cutting activities to enhance the program’s results and outcomes: gender, people with disabilities, youth, capacity building, and coordinating with other donor initiatives in the sector.

This Final Report covers the period of March 16, 2017 to March 15, 2020. All reports developed by the program were provided to USAID/Georgia.

Main Assumptions, Problems and Barriers

The WMTR II program contended with the following assumptions, problems, and barriers during the reporting period:

1. Lack of capacity at the municipal level to address waste management issues;
2. Lack of financial resources allocated in municipal budgets for waste management; consequently, municipalities' lack of equipment (i.e. trucks, bins, etc.) required for waste collection and recycling;
3. Weak recycling sector — limited number of recycling companies with limited capacity, resources and geographic coverage, as well as problems with obtaining raw materials;
4. Stakeholders' lack of capacity and low public awareness about integrated waste management practices, including waste separation, recycling, waste tariff, etc.

To address and mitigate the effects these problems and barriers have on the program, WMTR II worked closely with all tiers of government and stakeholders to build their capacities and has been using intensive communication, outreach, and an awareness campaign to promote the best practices in waste management and recycling systems. In particular:

- (1) The program assisted municipalities in the project target regions to develop municipal waste management plans, improve their waste collection and transportation systems, calculate waste tariffs, and improve the waste fines system.
- (2) The program assisted Tbilisi, Batumi, Kobuleti, Khelvachauri and Akhmeta municipalities to introduce a waste separation system; clean illegal dumpsites and install informational banners in order to prevent littering.
- (3) The program provided technical assistance to up to 15 aggregating and recycling companies to improve their business performance and provided sub-grants to 5 recycling companies to upgrade their equipment. The program also assisted the Georgian Waste Management Association (GWMA) to become a member of the American Chamber of Commerce (AmCham) and helped to establish an Environmental Business Committee within AmCham.
- (4) The program conducted broad capacity building and awareness raising activities for stakeholders, including the business sector and public awareness campaigns through competitions, community events, as well as via TV programs, Facebook campaigns, etc.

Significant Achievements of the Program

- Assisted all municipalities in the Kakheti, Adjara, Shida Kartli regions and Tbilisi to develop 5-year Municipal Waste Management Plans required by the Waste Management Code of Georgia. All plans were approved by local councils. Municipalities manage their municipal waste according to these plans.
- Assisted 8 municipalities in the program's target regions in optimizing their waste collection and transportation systems that minimized expenses and increased the effectiveness of the process.
- Assisted the Agency of Protected Areas (APA) to develop waste management plans for 3 protected areas - Lagodekhi protected area, Tbilisi and Mtirala National Parks according to the Waste Management Guideline developed by the program.
- Assisted MoEPA to establish an Extended Producer's Responsibility (EPR) system in the country via trainings to share international experience and best practices and helped to finalize 3 technical regulations.
- Assisted MoEPA to develop a scheme for a control/monitoring system of biodegradable and compostable bags produced in or imported to Georgia according to European Commission EN 13432:2000 standard.

Furthermore, the program assisted MoEPA to identify the necessity of laboratory equipment and a methodology for the chemical analysis of biodegradable and compostable bags.

- Developed a number of reports to help the GoG and other stakeholders make informed decisions in terms of waste management. The reports included: Cost-Benefit Analysis of Waste Management Strategies; recycling market research on plastic, glass, paper, and aluminium; Management of Plastic Waste; EPR Policies Regarding Drink Packaging in Georgia; Guideline for the Industrial Production of Biodegradable and Compostable Bags for Current Facilities in Georgia; etc.
- Assisted the National Solid Waste Management Company of Georgia (NWMCG) in developing a QGIS database for landfills in Georgia and a manual of waste acceptance criteria at landfills, as well as in evaluating landfill leachate treatment technology options.
- Assisted local governments to develop a general methodology for waste tariff calculation and a cost recovery system and helped all municipalities in the program's target regions to calculate waste tariff according to the modern methodology developed by the program. Kvareli municipality in the Kakheti region has already approved waste tariff calculated using WMTR II's methodology.
- Assisted municipalities in project target regions to improve implementation of a waste fines system to ensure the self-reliance of the sector.
- Conducted a seasonal study of waste composition in the Shida Kartli region and the city of Batumi to evaluate the amount of recyclables present in the municipal waste stream. This study helped the GoG make informed decisions and properly plan the technical and economic efficiency of waste recovery and recycling programs.

- Assisted the Georgian Waste Management Association (GWMA) established during the first phase of the project in institutional strengthening and cooperated with the American Chamber of Commerce (AmCham) to establish an Environmental Business Committee within AmCham.
- Provided technical support to 15 waste recycling and aggregating companies to improve their operations via the development of business and marketing plans, a product quality management manual, improving supply chains and financial management systems, as well as developing various documents required by legislation.
- Issued sub-grants to 5 waste aggregating and recycling companies to purchase modern and energy-efficient equipment and as a result, increase the capacity and improve the quality of their products. Furthermore, the program issued grants to seven NGOs to promote waste reduction and recycling practices.
- Assisted the local governments of Tbilisi, Batumi, Kobuleti and Khelvachauri to introduce waste separation systems in 47 [places](#). Residents of these cities have the opportunity to separate paper, PET plastic bottles, glass and aluminium waste. The private waste aggregating company, Clean World Ltd., and the municipal company, Sandasuptaveba Ltd., regularly collect separated waste and deliver it to local recycling companies, or export it abroad to be further recycled.

The program also assisted 28 schools in Gori municipality to start paper waste separation, as well as various institutions in the project target regions to establish waste separation on their premises.

- Assisted local governments to close 10 illegal dumpsites in Adjara AR and the region of Kakheti.
- Conducted a series of tailored trainings and seminars for various stakeholders, including the business sector, farmers, the GoG, NGOs and international organizations, and educational institutions (schools, universities) about modern waste management practices.
- Promoted a Circular Economy course at educational institutions for the first time in Georgia. The International School of Economics at Tbilisi State University (ISET) included the course in its curriculum and is offering the course to its students.
- Launched a large-scale environmental campaign – Keep Georgia Beautiful – and a large-scale behavioural change campaign – Say No to Plastic – for various stakeholders. 46 institutions, including the private sector, joined the campaigns.
- Conducted large public awareness campaigns through competitions, community events, as well as via TV programs, Facebook campaigns, etc., that changed the public attitude and behaviors regarding waste separation and recycling.

Component 1: Implementation of an Integrated Waste Management System

The WMTR II program assisted national, regional and local governments in implementing the requirements of the Waste Management Code of Georgia, the National Waste Management Strategy (2016-2030) and Action Plan (2016-2020). This support included providing technical expertise for developing policy documents – regulations, bylaws, action plans, as well as implement the requirements of the legislative framework, properly closing illegal landfills, improving the waste collection system, piloting waste separation, conducting multi-stakeholder policy dialogues, etc.

Stakeholder Consultative Group Meetings

In order to facilitate coordination and cooperation among key players in the waste management sector, the WMTR II program used the Stakeholder Consultation Group (SCG) platform to ensure coordination among decision makers and synergy among various waste management programs implemented in Georgia by the international community. The SCG united members from governmental institutions, the non-governmental sector, business sector, and international organizations working in the waste management sector.

The program conducted three SCG meetings in 2017, 2018 and 2019. All meetings were chaired by the Head of the Waste and Chemicals Management Department of the MoEPA. The WMTR II team has been updating SCG members about the progress of the project, presenting studies and analysis conducted by the program, as well as achievements and lessons learned. The meetings were interactive and participants had the opportunity to have in-depth discussions on interesting issues, exchange knowledge and resources with one another and identify potential topics for cooperation.

The SCG meetings helped the program avoid duplicating activities of different programs operating in the waste management sector and contributed to the achievement of the set goals in terms of modernizing Georgia's waste management system.

Cooperation with the Government of Georgia

The WMTR II team established close cooperation with national, regional and local governments in the country responsible for waste management, including the Ministry of Environment Protection and Agriculture, the National Solid Waste Management Company of Georgia, governor offices in the Shida Kartli and Kakheti regions, the Government of Adjara AR, Tbilisi City Hall and mayor offices in all municipalities of the program's target regions. Regular meetings were conducted with all of the aforementioned institutions throughout the entire implementation of the project in order to identify needs and challenges they faced related to waste management and provide targeted technical support and expertise.

The collaboration helped the program implement planned actions and achieve results, bringing the country closer to a modern waste management system.

Support provided to the Ministry of Environmental Protection and Agriculture of Georgia

The WMTR II program assisted MoENRP to implement the requirements of the Waste Management Code, National Waste Management Strategy, and Action Plan and, as a result, met the requirements of the EU-Georgia Association Agreement.

Waste Management Plans (WMPs) were developed for three Protected Areas in Georgia and the capacity of the APA's staff increased in terms of developing WMPs

The National Waste Management Strategy and Action Plan requires that all protected areas in the country should have developed Waste Management Plans (WMPs). However, the Agency of Protected Areas (APA) of MoEPA, which manages all protected areas in the country, did not have experience in developing such plans. Therefore, the WMTR II program cooperated with the APA and assisted them with this process.

As a result of this cooperation, a guideline has been created for developing waste management plans in protected areas of Georgia (during the first phase of the project), and the following three protected areas have been selected and WMPs have been developed according to the guideline:

- **Lagodekhi Managed Reserve** in the Kakheti region, which covers 4,702 ha
- **Mtiral National Park** in Adjara AR, which covers 15,698.8 ha
- **Tbilisi National Park**, which covers 21,036 ha

All plans cover a 10-year period, include modern waste management principles and are in line with the requirements of national legislation.

It should also be noted that all three protected areas accommodate a high number of visitors, which is increasing every year. The WMPs address existing waste problems in these protected areas while also mitigating the potential negative impacts of a high number of visitors. The plans allow the APA and the administrations of Lagodekhi Managed Reserve, Mtiral and Tbilisi National Parks to manage waste in an effective manner and ensure that the protected area remains unharmed despite the pressure of an increased number of visitors.

Furthermore, in order to build the capacity of the APA's employees in developing Waste Management Plans, the WMTR II team conducted a one-day tailored training for the staff from eighteen protected areas administrations. The APA's staff was introduced to the general principles of the plan development process according to the guideline developed by the program, as well as given concrete examples based on Tbilisi National Park's WMP development process. The training enabled the APA to independently develop a WMP for protected areas.



MoEPA assisted in implementing the Technical Regulation for the Rule of Regulation of Plastic and Biodegradable Plastic Bags

On September 14, 2018, the GoG approved the *Technical Regulation for the Rule of Regulation of Plastic and Biodegradable Plastic Bags*. According to Article 4 of this regulation:

- Plastic, biodegradable and compostable bags produced, imported or sold in Georgia should meet the requirements of Georgian legislation and present Technical Regulation. Within the territory of Georgia, the following are prohibited:
 - Production, import and sale of oxo biodegradable bags;
 - From October 1, 2018, the production, sale and import of plastic bags with a thickness of less than 15 microns in Georgia is prohibited;
 - From April 1, 2019, the production, sale and import of plastic bags of all types and thickness in Georgia is prohibited.
- Only the production, sale and import of relevant biodegradable and compostable bags meeting the requirements of Georgian Standards is permitted in Georgia.

As MoEPA faced challenges in implementing this regulation, the WMTR II program provided the following technical assistance for the Ministry:

- ***Developed a scheme for a control/monitoring system of biodegradable and compostable bags produced in or imported to Georgia.***

The WMTR II program, in cooperation with MoENRP, developed a scheme for a control/monitoring system for the European Commission EN 13432:2000 standard biodegradable and compostable bags produced in or imported to Georgia, required to implement the *Technical Regulation for the Rule of Control of Plastic and Biodegradable Plastic Bags*.

The plan focuses on how biodegradable and compostable plastic carrier bag use in Georgia can be enhanced, controlled, and monitored within the context of the requirements of the technical regulation. This includes the means for applying the Standard EN 13432:2000 to technically define the characteristics of plastic carrier bags that can be correctly characterized as biodegradable and compostable in Georgia. The plan also evaluates the necessary legal and institutional framework and capacity to support and monitor an increased use of biodegradable and compostable plastic carrier bags in Georgia.

- ***Private companies assisted to begin producing biodegradable and compostable bags***

The Technical Regulation for the Rule of Regulation of Plastic and Biodegradable Plastic Bags states that only the production, sale and import of relevant biodegradable and compostable bags that meet the requirements of Georgian standards will be permitted in Georgia starting on April 1, 2019.

Therefore, the WMTR II team assisted plastic bag producing companies in Georgia to meet this requirement and switch to the production of biodegradable and compostable bags. To this end, the guideline was developed for the industrial production of biodegradable and compostable bags based on the example of Zugo Ltd., a recycling company that produces plastic bags.

This assistance enabled Zugo Ltd. to become the first company in the country to manufacture biodegradable and compostable bags in 2019. Other companies used the guideline as well.

- ***The National Environmental Agency of MoEPA was assisted to identify the necessity of laboratory equipment and a methodology for the chemical analysis of biodegradable and compostable bags***

As the *Technical Regulation for the Rule of Regulation of Plastic and Biodegradable Plastic Bags* has entered into effect, the Ministry of Environmental Protection and Agriculture plans to establish a chemical laboratory to monitor biodegradable bags that will be imported to or produced in Georgia.

The WMTR II program supported the National Environmental Agency (NEA) of MoEPA to identify the methodology and the equipment necessary for the chemical analysis of biodegradable and compostable bags. The following guideline has been prepared and provided to the NEA: *testing methods and equipment for Implementation of the Requirements of the European standardization committee 13432:2000 “Packaging material – requirements for the packing material, the recovery of which is possible through composting and bio decomposition – testing scheme and final criteria of the packing assessment” standard.*

This assistance enables the NEA to establish a chemical laboratory to monitor biodegradable bags that will be imported to or produced in Georgia. The NEA included funds for the procurement of required equipment indicated in the guideline’s budget for the year 2020.

MoEPA was assisted in conducting a plastic waste management study in Georgia

The global situation is characterized by an increased amount of plastic waste in the near future due to the continuing global increase of demand and production of plastics. The lack of appropriate recycling facilities in many industrialized countries necessitates the further export of plastic waste, particularly of highly contaminated plastic waste to low income countries, such as Georgia.

As MoEPA continued receiving requests from importers to allow the import or re-export of plastic waste in Georgia, it became necessary to assess the country’s capacity in this regard. MoEPA requested that the WMTR II program conduct a relevant analysis. The program conducted a study concerning plastic waste management in Georgia and developed a report - **Management of Plastic Waste**. The report provides recommendations on the advantages and disadvantages concerning a full or partial ban on the import/re-export of a specific type of plastic waste.

The report enables MoEPA to make an informed decision on whether or not to allow importing plastic waste in Georgia.

MoEPA was assisted to introduce an Extended Producers Responsibility System in Georgia

Due to increasing amounts of waste, many developed countries have reviewed policy options and made a decision to place the responsibility of the post-consumer phase of certain goods on producers. Extended Producer Responsibility (EPR) is a policy approach under which producers are given a significant responsibility – financial and/or physical – for the treatment or disposal of post-consumer products. Assigning such responsibility provides incentives to prevent waste at the source, promote product design with the environment in mind and support the achievement of public recycling and materials management goals.

The Waste Management Code of Georgia requires the introduction of an EPR system in the country. As

MoEPA required support to obtain information and increase its knowledge about modern approaches and experience regarding the EPR system, the WMTR II program collaborated with the Ministry and provided them with relevant technical assistance.

Particularly, per the request of MoEPA, the WMTR program has been supporting the government to develop an EPR system via national and international expertise since 2017. The assistance included developing a concept regarding EPR policy options for beverage producers, sharing knowledge about a deposit system, providing feedback on technical regulations developed by MoEPA, conducting trainings and seminars for MoEPA's staff and a conference for various stakeholders. The following assistance was provided:

- ***MoEPA was assisted to increase its knowledge about a deposit system***

The EU-Directive on Packaging (2018) includes measures that Member States can use to encourage the use of reusable packaging. These measures can include the use of deposit-return schemes and other incentives, such as differentiated financial contributions for reusable packaging under extended producer responsibility schemes for packaging.

The WMTR II program assisted MoEPA with international expertise to increase the knowledge of the Ministry's staff about a deposit system, which is planned to be introduced in Georgia. To this end, in December 2018, the program invited a German expert to conduct a two-day hands-on workshop for the Ministry's employees about the principles of a deposit system and the possibilities of establishing such a system in Georgia. The adviser to the Minister of the EPA, head of the waste management and chemical substances department and the staff of the department, as well as representatives from Tbilisi City Hall attended the workshop.

MoEPA developed a Technical Regulation on the Management of Packaging Waste that includes the concept of a deposit system.

- **A workshop for MoEPA's staff regarding the EPR system**

In November 2019, the WMTR II program conducted a two-day workshop for MoEPA's staff to review EPR regulations developed by the Ministry. The Deputy Minister of the EPA and the head of the Waste Management and Chemical Substances Department and his staff participated in this workshop.

The team informed MoEPA about the best practices and experience of developed countries related to an EPR system and provided suggestions and recommendations to be considered by the Ministry.



Furthermore, the program revised three regulations: packaging waste, electrical waste and electronic equipment (WEEE) and end-of-life tires (ELTs) and provided suggestions and comments that helped the Ministry finalise the technical regulations and submit them to the government for approval.

- **A conference for various stakeholders regarding EPR regulations**

The WMTR program assisted MoEPA to communicate the EPR regulations that they developed with various stakeholders, including the business sector. To this end, on December 6, 2019, a conference was

organized with the participation of about 100 stakeholders. The Minister of the EPA gave the opening remarks, which were followed by the Deputy Minister. Afterwards, the Deputy Head of the Waste Management and Chemical Substances department presented the main concepts of all 6 technical regulations about: *Packaging Waste, Electrical and Electronic Equipment, End of Life Vehicles, End-of-Life Tires, Used Batteries and Accumulators, and Used Oils*. Afterwards, the floor was opened for a Q&A session, where businesses and other stakeholders asked questions and clarified issues related to the regulations.



MoEPA considered comments provided by attendees at the conference, made appropriate changes in the regulations and submitted five technical regulations to the government for approval.

The National Solid Waste Management Company of Georgia (NSWMC) was supported in proper landfill management

The NSWMC manages official landfills located in all regions of Georgia, except the city of Tbilisi and Adjara AR. The WMTR II program assisted the NSWMC to properly manage landfills in accordance with the requirements of national legislation and international standards.

Analysis of landfill leachate treatment technologies - the advantages and disadvantages of various existing leachate treatments

An important problem associated with landfills is the production of leachates. Landfill leachate has relatively high toxicity and an adverse effect on the environment. Therefore, the waste needs to be collected and treated on-site to meet the standards for discharge, according to national legislation and best international practices.

NSWMC is in the process of developing regional landfills for the proper disposal of solid waste generated in the country. These regional landfills must comply with the Landfill Technical Regulation and be consistent with sound standards currently applied in the European Union. Per the request of NSWMC, the WMTR II program analyzed the best practices of landfill leachate treatment technology options and evaluated their advantages and disadvantages.

The study examines options from a technologically efficient point of view and, at the same time, considers investment and operational costs. It also summarizes the options for leachate treatment in regional landfills so that SWMCG can select the optimal option.

Furthermore, the WMTR II team, with the support of an American expert, conducted a one-day training course for SWMCG's staff regarding the best practices for landfill development and monitoring. The training course covered the processes related to landfill development, solid waste disposal, closure and monitoring.

Support was provided for local governments - 19 self-governing bodies assisted in the Kakheti and Shida Kartli regions, Adjara AR and Tbilisi to develop Municipal Waste Management Plans (MWMPs)

The [Waste Management Code of Georgia](#) (article 13 (1)) requires all municipalities in the country to develop and adopt 5-year Municipal Waste Management plans (MWMPs) by December 31, 2017. Developing MWMPs was a high priority for MoENRP and local governments, as they would help to optimize existing waste management systems and introduce modern practices and technologies, including waste reduction, separation and recycling. However, local governments faced challenges to implement the requirement of the law due to their low capacity and insufficient expertise in waste management.

Therefore, the WMTR II team supported all 19 self-governing bodies in the program's target regions – Tbilisi, Kakheti and Shida Kartli regions and Adjara AR to develop MWMPs, considering the requirements of national legislation and international standards. All 19 plans have been developed in accordance with the [Guideline on the Development of Municipal Waste Management Plans](#) (developed in the first phase of the program) in cooperation with the Ministry of Environmental Protection and Agriculture, which includes modern waste management principles.

The MWMPs include waste prevention and recycling activities, measures to improve waste collection, closing illegal dumpsites, transportation and disposal processes at the landfills, introducing an Extended Producers Responsibility scheme, improving waste tariff calculation, as well as public awareness raising activities for a 5-year period.



The development process of the plans included numerous trainings, seminars and online consultations with all municipalities to increase their knowledge and build capacity in creating the MWMPs. Furthermore, the WMTR II team provided guidance to local governments on how to make the development process of the plans transparent for the population and conduct public consultations, involving relevant stakeholders.

The plans in all target municipalities have been concurred by MoEPA and approved by local councils. Furthermore, the WMTR II program supported target municipalities to implement MWMPs. The support covered developing waste collection optimization plans, establishing a waste separation process, improving the waste fines system in cases of littering, closing dumpsites, etc.

Municipal waste composition study in the Shida Kartli region

The WMTR II program implemented a municipal waste composition study in the Shida Kartli region to analyze the morphological composition of municipal waste and support the GoG, private sector, and other stakeholders to make informed decisions and better plan waste separation and recycling programs. It should be noted that similar studies have been conducted in other target regions as well during the first phase of the project.

The study was conducted four times a year to cover every season. The composition of waste was

evaluated at a landfill in Khashuri Municipality.

Consolidated data for all seasons are provided below:

Waste Type	Summer Season	Autumn Season	Winter season	Spring season	Average
Organics %	44.47	54.41	42.02	46.0	46.725
Paper and cardboard %	9.28	10.33	15.08	12.19	11.72
Polyethylene/plastic %	15.24	10.73	18.19	12.87	14.2575
Textiles %	7.6	5.65	5.44	6.25	6.235
Construction waste %	3.41	5.38	2.76	5.91	4.365
Diapers %	6.09	4.68	6.0	5.14	5.4775
Glass %	5.63	1.63	2.43	3.31	3.25
Specific waste %	1.97	0.86	0.52	0.7	1.0125
Metal scraps %	1.69	0.8	2.52	2.29	1.825
Leather and rubber %	2.62	3.25	1.06	2.88	2.4525
Other waste %	1.06	1.15	0.45	0.74	0.85
Loss %	0.86	0.77	0.43	0.36	0.605

The data revealed that the three main waste streams that dominate the composition of waste in Shida Kartli were: organics (46.7%), polyethylene/plastic (14.2%) and paper/cardboard (11.7%). This information will help the central and local government make informed decisions while planning waste separation in the region.

Municipal waste composition study in the City of Batumi

At the request of Batumi City Hall, the WMTR II program carried out a seasonal morphological study of waste composition in the city of Batumi, and evaluated the composition of waste at a landfill in Batumi. The study covered two seasons: summer and spring in 2019. A final report has been developed which includes consolidated data for both seasons.

The report revealed that the three main waste streams that dominate the composition of waste in the city of Batumi are: organic waste (28%), polyethylene/plastic (21.6%) and paper/cardboard (16.2%). The report was provided to Batumi City Hall to make informed decisions while planning waste separation in the city.



Closure of illegal dumpsites in the project's target regions

Illegal dumping is still a significant issue in Georgia. There are several illegal dumpsites in every municipality that vary by size and present a threat to the environment and surrounding communities.

The National Waste Management Strategy of Georgia established a target to gradually reduce illegal dumping by reaching a 90% collection rate for municipal waste by 2020 and 100% by 2030. At the same time, the Waste Management Code states that the responsibility of clearing illegal dumpsites is that of local governments.

Considering the importance of the issue and the fact that local governments lacked the capacity to solve the problem, the program helped the GoG to close and remediate illegal dumpsites to decrease their negative impact on human health, minimize pollution of natural resources, and increase the tourism potential of the areas.

The sites were selected in cooperation with municipalities and closed according to the closure plans developed by the program with partial financial contribution provided by local governments. Local community members were hired by the contractor companies to implement closure operations. Prior to the closure, locals were trained in safety issues. The cleanliness of these areas has been ensured by the local governments.

Furthermore, in order to prevent littering, the WMTR II program installed informational banners at the cleared areas with photos of the former dumpsites and a message to the population - Do Not Litter - encouraging them not to litter the cleared territories again. In addition, the team held informational meetings with local community members living in adjacent areas to inform them about the negative impact of dumpsites and the importance of sound waste management for the environment and their health, as well as about the role of the public in this process.

The following dumpsites have been closed in the fiscal years of 2018 and 2019:

Fiscal Year 19

- In August 2019, an illegal dumpsite located on I. Gagarini Street in the **city of Batumi**. The area of the illegal dumpsite was approximately 1,950 m² (0.195 hectares) and about 2,280m³ of waste was collected and transported to the legal landfill in Batumi.
- In June 2019, an illegal dumpsite located in the **village of Tibaani, Signaghi municipality**. The area of the illegal dumpsite was approximately 690 m² and about 350 m³ of waste was collected as a result of the closure and transported to the official landfill located in Tsnori.
- In March 2019, an illegal dumpsite located in the **city of Batumi**. The area of the illegal dumpsite was approximately 967 m² and about 930 m³ of waste was collected as a result of the closure and transported to the legal landfill of Batumi.

Fiscal Year 18

- In October-December 2017, three illegal dumpsites in the villages of **Erge, Kveda Tcharnali, and Zeda Tcharnali of Khelvachauri Municipality** (Adjara AR). The area of the illegal dumpsites was approximately 263 m², 110 m² and 255 m² respectively. In FY17, the program secured a memorandum of understanding with Khelvachauri Municipality about collaboration between the program and the municipality, including a contribution from the local government during the closure works and further maintenance of the cleared areas.

- In February 2018, two illegal dumpsites in the villages of **Mshvidobiani (Lagodekhi municipality)** and **Bodbiskhevi (Signaghi municipality)**. The area of the illegal dumpsites in Mshvidobiani and Bodbiskhevi was approximately 150m² and 50m² respectively. As a result of the closure operations, about 315m³ of waste was collected from the illegal landfill in the village of Mshvidobiani and transported to the official landfill in Lagodekhi. About 320m³ of waste was collected from the illegal landfill in the village of Bodbiskhevi and transported to the official landfill in Tsnori.
- In May 2018, two illegal dumpsites located in the villages of **Iremadzeebi** and **Tabakhmela** of **Khulo municipality**. The area of the illegal landfill in the village of *Iremadzeebi* was approximately 630m². The area of the illegal landfill in the village of *Tabakhmela* was approximately 562m². As a result of the closure operations, about 63m³ and 80m³ of waste was collected from the illegal landfills in the villages of Iremadzeebi and Tabakhmela and transported to the official landfill in Batumi.

Before



After





A large-scale environmental campaign — Keep Georgia Beautiful

In 2018, the WMTR II program launched a large-scale environmental campaign, Keep Georgia Beautiful. The campaign aims to clean littered areas and maintain their cleanliness in cooperation with the private, public, and civil society sectors. It calls for private companies, non-governmental and governmental organizations, local residents, and other stakeholders to help develop a responsible attitude and to implement green activities in everyday life in society.

Within the Keep Georgia Beautiful campaign, companies, organizations, and individuals interested in cooperating can select a specific area, be it a roadside section, a nearby park, a stadium or other area, and assume responsibility for its care. With the program's support, initial cleaning of the area took place, and a sign was installed to inform the public about the adoption of the area by the specific organization/person, who takes care of the area's cleanliness by cleaning it up at least once a month.



The campaign became quite popular in Georgia and joined forces with up to 46 organizations from the private, public and NGO sectors, who took responsibility for cleaning up and maintaining previously polluted territories in the project's target regions.

Informational banners have been installed on all adopted territories. Regular clean ups have been conducted at the adopted territories. More detailed information about this campaign is included in Component 4.

Furthermore, an online portal - <http://keepgeorgiabeautiful.cenn.org/> - has been developed showing territories on the map that are already adopted and those that could be adopted by interested parties, along with detailed information about the target territories.

Informational banners - Do not litter your country – placed along roads and touristic areas

Littering still remains an important issue in all regions of Georgia. One of the solutions to this problem is education and raising the awareness of the population. Therefore, the WMTR II program, in cooperation with local governments in Kakheti, Shida Kartli and Adjara AR, installed 203 informational banners - ***Do not litter your country*** – along roads and touristic areas in municipalities.

According to local officials, informational banners significantly reduced waste dumping in adjacent areas.



Circular Economy was promoted in Georgia by assisting universities to include this topic in their educational programs

Since 2014, the EU has been shifting its policy towards a circular economy, a concept in which the value of products and materials is maintained for as long as possible. Waste and resource use are minimised, and when a product reaches the end of its life, it is used again to create further value. This can create major economic benefits, contributing to innovation, growth and job creation.

In Georgia, there is still a lack of understanding about circular economy and therefore, further education and awareness raising of different stakeholders is required. To this end, the WMTR II program developed a course and textbooks on circular economy and from March 12-13, 2019, conducted a two-day training for lecturers and the management of 10 universities in the country who expressed willingness to cooperate.



As a follow up to the training, the International School of Economics at Tbilisi State University (ISET) included a Circular Economy course in its curriculum for third-year Bachelor degree students starting in September 2019. On June 5, a Memorandum of Understanding (MoU) was signed between CENN and ISET to cooperate in this regard.

ISET assigned a lecturer to conduct 15 lectures every half semester in a year and the WMTR II program provided additional assistance in the form of consultations in conducting lectures from September-December, 2019.

ISET is the first university in Georgia offering a Circular Economy course for students.

Coordination with other donor initiatives in the sector and USAID partner projects

The WMTR II program cooperated with other donor programs, as well as with USAID partner projects. The program shared its experience with the EU-funded program, *Technical Assistance Project for the Improvement of Waste Management Systems in Georgia*, regarding the development of Municipality Waste Management Plans. To this end, the team provided a guideline about the development of MWMPs created by the program, as well as informed colleagues about lessons learned and the approaches that worked best in the municipalities. Furthermore, the program also cooperated with the USAID-funded project, ZRDA, and provided assistance in the process of developing the GeoGAP scheme in Georgia. This assistance included providing a training for local farmers related to the proper management of biodegradable and hazardous waste. In addition, these two projects cooperated via a plastic waste separation pilot project in Tusheti initiated by the WMTR II program.

Component 2: Private Sector-led Recycling

A database of municipal waste recycling and aggregating companies throughout Georgia was updated and key products identified

The WMTR II program created a database of municipal waste recycling and aggregating companies throughout Georgia and uploaded this information online via the following link: <http://environment.cenn.org/waste-management/recycling-companies/>. The database includes information about companies' location, contact details and type of activity of all active businesses operating in different regions of Georgia who recycle/collect plastic, paper, glass, aluminum and used oil. This information is available and actively used by various stakeholders, including businesses.

Furthermore, based on market research conducted during the first phase of the program, the WMTR II program identified key products of which the collection and recycling of has great potential in Georgia. These products include plastic, paper and cardboard, glass, and aluminum waste. Therefore, the program focused on implementing the collection and recycling of these types of waste and consequently strengthening respective companies in Georgia.

An assessment of waste recycling and aggregating companies was conducted

In 2017, the WMTR II program assessed waste recycling and aggregating companies in the country to evaluate their business operations, demand and supply, and gaps and needs. A number of companies that expressed willingness to cooperate during the assessment were interviewed based on a standard set of questions. For the companies that did not participate in the assessment, the report includes brief information to provide an overall impression of the operation of the entire sector. Based on the findings and recommendations of the assessment report, the team provided targeted technical support to recycling and aggregating businesses throughout the implementation of the WMTR II program.

Technical assistance was provided for recycling and aggregating companies

A waste aggregating company, Clean World Ltd., was assisted

Marketing and sales channels for products identified - The WMTR II program supported Clean World Ltd. to assess marketing and sales channels for their products. The company collects recyclable waste from different trade and commercial organizations in Tbilisi and was required to introduce an effective collection system via optimizing transportation routes that would minimize expenses. To this end, the program evaluated the company's expenses for collection, volume of collected waste, generation of waste at different institutions, the distance between collection points, their location, etc., and provided relevant recommendations to increase the effectiveness of their waste collection process. Furthermore, the program introduced the company to large waste generators in Tbilisi from which they could collect waste and connected Clean World Ltd. with recycling companies that could be interested in purchasing separated waste from the company. Clean World Ltd. Implemented the recommendations provided by the program that resulted in reducing their waste collection costs and improving their business operations and sales.

Registration for the transportation of municipal waste - The WMTR II program provided technical assistance to Clean World Ltd. to receive registration from MoEPA to transport municipal waste. The Waste Management Code of Georgia requires any legal person collecting municipal waste to register with MoEPA in compliance with certain requirements and procedures. As Clean World Ltd. collects separated municipal waste, it requires registration. Therefore, the program provided the company with consultations, explained required procedures and helped collect relevant documents. As a result of this support, the company has been successfully registered.

A registration to pre-treat municipal waste - The WMTR II program provided technical assistance to Clean World Ltd. to receive registration from MoEPA to pre-treat municipal waste. The Waste Management Code of Georgia requires any legal person pre-treating municipal waste to register with MoEPA in compliance with certain requirements and procedures. As Clean World Ltd. collects and pre-treats separated waste, it requires registration. Therefore, the WMTR II team provided the company with consultation, explained required procedures, helped collect relevant documents and upload them to the ministry's site. As a result of this support, the company has been successfully registered.

Improving skills in branding and marketing - The WMTR II program assisted Clean World Ltd. To improve the branding and marketing of the company. To this end, the program helped an employee of the company attend a 2-month training on branding and marketing. The training program included the following topics: planning, analytical instruments, customer service, communication models, segmentation, selection and positioning (STP), integrated marketing communication, product branding versus corporate branding, and the digital era. The employee of the company has used the knowledge she received at the training during her daily work when communicating with customers and clients via the company's social media channels and other communication platforms.

A glass processing company, Kere Ltd., was assisted

A business plan - The WMTR II program assisted Kere Ltd. in developing a business plan for the company. The document consists of financial calculations, an explanation of the production process, market research and planned marketing activities. As a result, Kere Ltd. began its successful operation and provides crushed glass to Mina Ltd. (the only glass recycling company in Georgia) for recycling with whom they signed an exclusive contract of cooperation.

A product quality manual - Analysis of the company's operations showed that Kere Ltd. required support to improve its product quality management system. Therefore, the WMTR II program assisted the company in developing a product quality manual. This manual includes a methodology and procedures that helped Kere Ltd. establish quality control procedures of the production process and improve the quality of its final product: processed glass waste.

A paper recycling company, Georgian Paper Production Ltd., was assisted

Product rebranding - The WMTR II program assisted a paper recycling company, Georgian Paper Production Ltd., in rebranding their product. The company produces toilet paper from recycled cardboard and white paper. The assessment showed that the company faced two main challenges: improving the quality of the products and rebranding to increase its sales and profits.

In order to support the company in rebranding their product, the program conducted a market analysis, developed product positioning and a slogan and created new product names and a design. The proposed names for the product included: Bloomi, Area, Gorgala, Maisi, Heidi, Ocho and Daria. From these names, the management of the company selected **Area** and the corresponding design.

In addition, the WMTR II team assisted the company in developing a market entry strategy for this product, to help the company in increasing its market sales.

The strategy analyzed potential customers and competitors, product distribution plan, communication channels with clients, and activities to increase the visibility of the product. The company started selling the product with the new name and design. As a result, sales have increased.



A paper recycling company, Kriala Ltd., was assisted

Improving the supply chain for their products - The WMTR II program assisted Kriala Ltd., a paper waste recycling company, to improve its supply chain by supporting the company to expand its paper waste collection system. Kriala Ltd. is part of Palitra Holding, one of the biggest media holdings in Georgia. The main business of the company is the production of hygienic paper. The production has two sources: production from recycled paper materials and production from imported (high-quality) cellulose paper. Production from recycled paper represents up to 70% of the company's production output.

The program provided Kriala Ltd. with 30 containers with a capacity of 1,100 liters each for the collection of paper waste. Most of these containers have been placed in printing houses and has enabled the company to increase its collection of paper waste by about 100 t a month. In addition, the program helped the company elaborate an optimal paper waste collection scheme for these locations.

A product quality manual - Analysis of the company's operations showed that Kriala Ltd. required support to improve its product quality management system. Therefore, the WMTR II program assisted Kriala Ltd. in developing a product quality manual. This manual provided Kriala Ltd. with a methodology

and procedures that helped the company improve the quality of its recycled products. In particular, the focus was on a control/monitoring system of raw materials, as well as recycling and packaging processes. It also provided information about required equipment to better control and improve product quality. The company implemented recommendations provided by the program and as a result, increased its product quality management system.

Registration to collect and transport municipal waste - The WMTR II program also assisted Kriala Ltd. to receive registration from MoEPA to collect and transport municipal waste. The company has been successfully registered.

An ecological audit document - Furthermore, Kriala Ltd. developed an ecological audit document required to obtain the permit for paper recycling. The team assisted the company to develop a chapter related to waste management.

Paper separation process - The WMTR II program assisted Kriala Ltd. to improve its paper separation process to ensure quality of the final product. Specifically, the company required additional containers for the temporary storage of waste separated at the separation line to be further recycled. The program provided Kriala Ltd. with four 1,100-liter containers, which optimized waste separation and recycling processes within the company.

Implementation of recommendations based on an Environmental Audit and developing a waste management plan - The WMTR II program assisted Kriala Ltd. in preparing a waste management plan required by national legislation. The team helped the company analyze information about the type and quantity of waste they produce and develop a plan in compliance with legislation. The company has provided the document for review and final agreement to MoEPA.

A paper recycling company, Paper + Ltd., was assisted

A business plan to improve the company's operations - Paper + Ltd. is a medium-sized waste paper recycling company that produces cardboard paper rolls. The WMTR II program assisted the company in developing a 3–5 year business plan focused on improving its operations and obtaining a return on investments by reducing operational costs and increasing revenues. The business plan includes a description of industry and market, a business model, operation, marketing and financial plans, as well as a conclusion and recommendations. Analysis of financial and production data in the business plan revealed the main problems and challenges of the company. The aforementioned information helped Paper + Ltd. make informed decisions to address these problems.

A paper recycling company, Neoprint Ltd., was assisted

Obtain a permit for importing paper waste - The WMTR II program assisted Neoprint Ltd. in obtaining a permit for importing paper waste. The company recycles paper and cardboard waste and produces cardboard. Neoprint Ltd. collects waste from private waste collectors, industrial users and waste collection companies, as well as imports waste from neighboring countries.

According to the changes in the law about the import, export and transit of waste, importing paper waste requires a permit. The program assisted Neoprint Ltd. in becoming more knowledgeable concerning the requirements of legislation and procedures, as well as helped collect required documents and communicate with the Ministry of Environmental Protection and Agriculture, which is responsible for issuing permits. As a result, the company received a permit to import 1,000 t of paper waste for one year.

A plastic recycling company, Zugo Ltd., was assisted

A waste management plan - The WMTR II program assisted Zugo Ltd. to develop a waste management plan, documents of wastewater discharge standards and harmful substance emission standards in the atmosphere. All of these documents have been submitted to the Ministry of Environmental Protection and Agriculture for approval. As a result of this support, the company has been successfully registered.

A screening document - According to national legislation, specifically concerning plastic bag production regulations, it was required for Zugo Ltd. to make changes in the EIA document. To this end, the program helped the company develop a screening document, which was submitted to the Ministry of Environmental Protection and Agriculture. Based on the screening document, MoEPA decided that it is not necessary for the company to develop a new EIA document and submit it to the ministry.

Furthermore, according to the new requirements of the environmental code, companies holding an environmental impact permit are obliged to obtain an environmental decision from the Ministry of Environmental Protection and Agriculture. The WMTR II program assisted the company to comply with the requirements of legislation and obtain an environmental decision.

Registration to collect and transport municipal waste - The WMTR II program provided technical assistance to Zugo Ltd. to receive registration from MoEPA to collect and transport municipal waste. The Waste Management Code of Georgia requires any legal person collecting municipal waste to register with MoEPA in compliance with certain requirements and procedures. As Zugo Ltd. collects separated plastic waste, it requires registration. Therefore, the WMTR II team provided the company with consultation, explained the required procedures and helped collect relevant documents. As a result of this support, the company has been successfully registered.

A paper waste aggregating company, Quercus Ltd., was assisted

Registration to collect and transport municipal waste - The WMTR II program provided technical assistance to Quercus Ltd. to receive registration from MoEPA to collect and transport municipal waste. In order to register, the WMTR II team provided the company with consultation, explained the required procedures and helped collect relevant documents. As a result of this support, the company has been successfully registered.

A social enterprise, Green Gift, was assisted

Improving financial management - The WMTR II program assisted a social enterprise, Green Gift, to improve its operations. Green Gift produces different types of recycled products, including wrapping paper, bookmarks, notebooks, envelopes, printing paper, etc.

Technical assistance included the following:

- Correcting accounting records according to local/international standards;
- Developing financial statements: cash flow, income and balance statements for 2017 and 2018 (6 months);
- Correcting tax declarations;
- Providing a training about accounting specifically for a social enterprise.

This support helped the enterprise improve its financial/accounting system.

Improving the supply of paper waste - the WMTR II program assisted Green Gift to install five 150-liter plywood bins for paper collection in the public broadcaster building. Since then, the enterprise is regularly collecting paper waste from the public broadcaster.

Training about Financial Statement Reporting Standards for recycling companies

According to national legislation, new financial statement reporting standards became effective in Georgia starting in September 2019. Therefore, the WMTR II program assisted companies to become familiar with new requirements and trained 4 companies that belong to IV category enterprises. The training course was divided into two parts: theoretical and practical.

During the theoretical part of the training, representatives of the companies received information about the following topics:

Scope, Concepts, Presumptions and Pervasive Principles, Presentation of Financial Statements;
Accounting policy estimates and errors;
Financial instrument, inventories, fixed assets;
Impairment of non-financial assets, leases, provisions and contingencies;
Accounting for transactions with owners in their capacity as owners;
Revenue from contracts with customers, government grants;
Employee benefits, income tax, foreign currency;
Events after the reporting period, transitioning to the GFRS.

During the practical part of the training, the program helped companies develop balance sheets and income statements. As a result, this support helped the enterprises improve their financial reporting system.

Assisting aggregating and recycling companies to increase proposal writing skills

At the request of the companies, the WMTR II program conducted a training for waste recycling and aggregating companies for proposal writing. 9 companies attended the training and received hands-on information about how to develop a proper project proposal: identifying an idea and activities, meeting donor requirements, etc. This training helped companies approach different financial institutions and obtain funds for improving their company operations.

Assisting companies to achieve financial sustainability

Recycling companies: Kere Ltd. and TRC Ltd. - In order to identify companies to assist in achieving financial sustainability, the team assessed the financial situation of partner companies that provided financial information. The calculation of financial ratios showed that two companies – Kere Ltd. and TRC Ltd. – were financially unstable due to low revenue and profits. Furthermore, analysis revealed that the companies have the necessary raw materials and stable market to sell their products, however, their current production capacity is not sufficient to achieve financial stability.

Both companies took advantage of the opportunity provided by the program, participated in the sub-grants competition announced for recycling companies and have been selected to receive an award. The equipment that has been purchased within the sub-grants will increase the amount of processed waste

and final products of the companies. Calculations and financial projections for these companies showed that production levels after the implementation of the sub-grants will be sufficient to achieve a sustainable level of income.

A social enterprise, Green Gift - Green Gift is a social enterprise that produces different types of recycled products, including wrapping paper, bookmarks, notebooks, envelopes, printing paper, etc. The WMTR II program implemented a number of activities in assisting the enterprise to achieve financial stability.

To achieve financial stability, it was important for the enterprise to cover all monthly expenses with sales of produced products. This could be done by increasing production and sales, as well as developing a proper financial management system. In order to achieve this goal, the following has been done:

- Assistance provided to increase the collection of paper waste. The WMTR II program provided the enterprise with 50 (150-liter) bins that were allocated in different locations to collect paper.
- Assistance provided to improve their financial management system. This support included analysis of their existing system, suggesting improvements and conducting a tailored training.
- Assistance provided to increase sales through developing an effective marketing plan. Implementation of this plan will help the enterprise increase its sales via the introduction of a Business to Business (B2B) sales model, improve its paper waste collection system, and increase the visibility of the company via other marketing activities included in the plan.

Increasing the supply of recyclable materials and promoting waste separation through a PPP approach

The WMTR II program assisted the GoG to develop a public waste separation scheme in four cities of Georgia – Tbilisi, Batumi, Kobuleti and Khelvachauri. This has been done via establishing a partnership among private and public sectors. The program created enduring business connections between large waste generators, such as supermarket chains, hotels, schools, governmental institutions, clubs and waste aggregating and recycling companies. As a result, businesses and the public are now able to separate paper, plastic PET bottles, glass, and aluminum waste to recycle. Local companies collect and deliver the separated waste to recycling companies.

Tbilisi - 28 waste separation corners have been opened in cooperation with Tbilisi City Hall in public places of the city: next to the buildings of district halls, universities, public schools, metro stations, shopping malls, clubs, etc. To this end, a Memorandum of Understanding was signed between CENN, Tbilisi City Hall, Tbilservice Group Ltd. and the Georgian Waste Management Association (GWMA). Supta Samkaro Ltd., a private waste aggregating company, collects the separated



waste from the corners, pre-treats and delivers the paper and glass waste to local recycling companies, while the plastic and aluminum waste is exported to various countries, including Turkey.

Batumi, Kobuleti, Khelvachauri - 11 waste separation corners have been opened in public places in Batumi, 4 in Kobuleti and 4 in Khelvachauri in cooperation with local governments of these municipalities. Sandasuptaveba Ltd., a waste collection company in Batumi, collects the separated waste from these corners and provides it to recycling companies.

With the WMTR II program's support, Georgia already has 47 waste separation corners located in public places, where citizens can deposit their separated waste to be recycled.

Opening ceremonies of waste separation corners have been conducted with the participation of national and local governments, community members and school students. Information about the openings and locations of waste separation corners was broadcasted via TV channels, posted on social media and published in newspapers to ensure the broader public was informed.

Furthermore, the program created an online map in which all interested people can find all of the locations of the waste separation corners:

[Online Map - Waste Separation Corners.](#)



Paper waste separation at Gori schools

The WMTR II program cooperated with 28 public schools in Gori in the Shida Kartli region and placed 2 1,100-liter capacity containers at each school. A private paper waste recycling company, Georgian Paper Production Ltd., collects paper from these schools, recycles it and produces toilet paper. In exchange for the collected paper waste, the company provides the schools with office supply gift certificates.

Paper waste separation at various institutions

The WMTR II program facilitated cooperation between *Kriala Ltd.* and several institutions to support the collection of paper waste from their premises. These institutions include:

- Corporation for International Development
- Dental clinic, Aisi Denti
- Construction company, Lisi Green Urban
- GeorgiaToday newspaper
- TSMU American MD Program's office
- The British Council
- The Museums Association

Kriala Ltd. placed its green boxes in the aforementioned institutions and arranges the regular pick up of collected paper waste for further recycling.

Plastic waste separation in Tusheti

The WMTR II program, in cooperation with the National Solid Waste Management Company of Georgia and local government of Akhmeta municipality, established a plastic waste separation system in Tusheti. Waste separation bins provided by the program have been placed in the villages of Khiso, Omalo, Zemo Omalo, Margvela, Que and Dartlo. The municipality collects separated waste¹ and brings it to the storage facility built by NSWMC.



Furthermore, the team had a number of meetings with guesthouse owners to encourage them to start plastic waste separation and inform their guests as well. In

addition, in cooperation with USAID's ZRDA program, the team conducted a training for the guesthouse owners in 2018 regarding the importance and benefits of proper waste management and food safety.

Sub-grants for waste aggregating and recycling companies

A grants manual for sub-grantees of the WMTR II program – As the program envisaged issuing sub-grants for private recycling companies and NGOs/CBOs, a grants manual has been developed in accordance with USAID's requirements. The manual includes the option of awarding five different sub-grant types, including: standard, fixed amount award (FAA), simplified, in-kind, and limited scope grant agreements (in-kind sub-grants to government entities). The sub-grant type was chosen based on the scope of work, financial and administrative capacity of the sub-grantee, duration, and amount.

Sub-grant competitions for aggregating and recycling companies - In June and November 2018, the WMTR II program announced sub-grant competitions for aggregating and recycling companies. The package included the RFA and a sub-grant application template along with annexes and clear instructions. The announcement has been posted on different sites, such as: jobs.ge, tenders.ge, and etenders.ge.

5 Waste Recycling and Aggregating companies received sub-grants: The following 5 recycling companies met all technical and financial criteria of the sub-grants announcements and have been awarded with sub-grants:

Name of company	Area of operation
Kere Ltd.	Glass waste collection and processing company
Krialia Ltd.	Paper recycling company
Clean World Ltd.	Waste aggregating company - paper, PET bottles, glass and aluminum
EcoGeoPet Ltd.	PET bottle recycling company
TRC Ltd.	Tire recycling company

¹ Trucks have been provided by NSWMC.

Modern equipment has been procured and delivered to all companies. This assistance enabled the companies to increase their production capacity and significantly improve the quality of recycled products, which has consequently resulted in increasing their sales.

Institutional strengthening of the WMA

In 2015, the WMTR program assisted waste recycling companies to create the Georgian Waste Management Association (GWMA) by bringing together 10 key players at that time. The GWMA was officially registered in 2015. To this date, the association has 26 member companies.

Since its establishment, the program has continued supporting the GWMA to become a strong institution via capacity building that included developing strategic documents (strategy and action plan, financial sustainability roadmap), facilitating communication with international and national associations and chambers of commerce, the national, regional and local government, international and local institutions, holding regular board meetings, as well as lobbying legislative changes at the governmental level.

A five-year strategy and action plan - The WMTR II program assisted the GWMA to create a five-year strategy and one-year action plan for strengthening the association. The strategy and action plan include the mission of the GWMA, three objectives and tasks according to each objective. The board of the GWMA approved the strategy at their board meeting and presented it to members of the association. Furthermore, the program supported the WMA to implement the requirements of the strategy and action plan.

Successful case of the GWMA in lobbying legislative changes - The WMTR II program supported the GWMA to improve the business environment for the recycling sector in the country. The GWMA, with the support of the WMTR II program, identified issues hindering companies' business operations, created a case and submitted a request with all required documents to the Ministry of Finance to abolish the requirement of a waybill for the transportation of separated waste. After continued negotiations and several meetings between the ministry and the WMA, the Ministry of Finance issued the Minister's order regarding purchasing and transporting waste without commodity waybill by the aggregating and recycling companies.

Therefore, since August 2019, waste aggregating and recycling companies have been able to transport separated municipal waste (paper, glass, plastic and aluminum) without commodity bills.

Sustainability plan - The WMTR II program assisted the GWMA in developing a five-year sustainability plan for 2019 – 2024. The document has been developed through an interactive process based on individual meetings and group discussions with WMA members. The sustainability plan presents the current status of the GWMA in terms of sustainability and suggests some high priority actions to be taken to ensure its sustainability. The document helped the association's members plan activities accordingly in order to become a more sustainable and effective association.



Communication strategy and action plan - The WMTR II program partnered with USAID's HICD 2020 program to develop a communication strategy and action plan for the WMA in order to help the association increase its visibility and effectively communicate with the public. In addition, a three-day training was conducted to increase the communication skills of the association's members. As a result, the association created a Facebook page to better communicate its messages to the public.

Furthermore, three **newsletters** have been developed in two languages: English and Georgian. The newsletters include information about the association itself, its member companies and their activities, as well as information about ongoing developments in the waste management sector in Georgia and the activities implemented by the GWMA in response to these developments. The newsletters were disseminated to all key businesses and other types of associations operating in Georgia, chambers of commerce, banks, producers, etc.

Cooperation with the Estonian WMA - With the assistance of the WMTR II team, the WMA of Georgia has established a cooperation with the Estonian Waste Management Association. In 2018, representatives from the Estonian WMA, representatives from the Ministry and the private sector visited Georgia for a two-day visit to meet stakeholders and share their experience and knowledge.



The program organized a delegation visit to the private companies, Krialia Ltd. and Sanitari Ltd., where Estonian colleagues had the opportunity to observe the paper recycling process and management of hazardous waste. On the same day, a bilateral meeting was organized with the Ministry of Environmental Protection and Agriculture of Georgia.

The next day, a workshop, *Estonian Experience in Waste Management – opportunities for Georgia*, was organized with the participation of key players in the waste management sector of Georgia. The Estonian Ambassador to Georgia and Armenia, Deputy Head of Waste and Chemical Substances Management of MoEPA and CENN's Executive Director opened the meeting. Next, the Estonian delegation shared their experience on the following topics: Milestones in waste management in Estonia – from dumpsites to modern waste management systems, experiences in developing a packaging collection and a recycling system, improving waste collection, waste sorting technologies and equipment, cooperation of waste management/recycling companies - Estonian Waste Management Association, certification of waste products, development of hazardous waste treatment in Estonia, production and use of recovered fuels: waste-to-energy power plants, fuel from shredded tires, and Estonia on the road to a circular economy. At the end of the workshop, the floor was opened for a Q&A session, where attendees had the opportunity to discuss and clarify different issues related to the presented topics. The WMA of Georgia continued cooperating with the Estonian WMA to leverage the knowledge and experience of the international association.



A waste collection company in Batumi - Sandasuptaveba Ltd. - visited Estonian waste management companies - The WMTR II program and the GWMA supported *Sandasuptaveba Ltd.*, which provides the waste collection service for Adjara A.R., to communicate with the Estonian Waste Management



Association and plan a three-day visit to Estonia to share experiences in April 2019. The delegation from *Sandasuptaveba Ltd.* met with representatives of the street maintenance/cleaning company which provides their services to the city of Tallinn, manufacturers of waste collection trucks, visited Enefit Green's public waste collection station (one of the largest producers of renewable energy in the Baltics), and became familiar with compost production, collection, transport, sorting, counting and recycling of deposit-subjected packaging in Estonia.

The tour was successful. Representatives of *Sandasuptaveba Ltd.* received valuable information and experience required for their daily work.

Cooperation with the GoG and other institutions, attending meetings and conferences - The WMTR II program facilitated the GWMA's cooperation with the Government of Georgia and other institutions. To this end, a number of meetings were organized with the Minister and Deputy Minister of MoEPA, Head of the Waste and Chemical Substances Management department MoEPA, director of the National Waste Management Company of Georgia, Deputy Mayor of Tbilisi City Hall and heads of local governments in the regions, as well as various business associations. The member companies had the opportunity to present their businesses and talk about challenges they face, potential for their development and inform the government about their readiness to help establish a waste separation system in the country.

Furthermore, the program assisted GWMA members to attend various conferences and working meetings related to the waste management sector and the business environment in Georgia. Moreover, the program helped the GWMA's member company attend a circular economy exhibition called ECOMONDO 2018 in Italy to learn about modern methods of recycling tires, establishing business contacts and visiting local tire recycling factories.

Cooperation with Procredit Bank

The WMTR program cooperated with Procredit Bank to jointly support the waste recycling sector in Georgia and increase awareness and education of different stakeholders about modern waste management systems. To this end, on December 6, 2019, a Memorandum of Understanding was signed between the General Director of the Bank, Alex Matua, and CENN's Executive Director, Nana Janashia, in the conference room of the bank.



The collaboration includes: offering tailor-made services to companies operating in the waste management sector as green finance is the strategic direction of the bank; study visits in the “green building” of the bank to see how the bank separates waste, collects rain water, and establishes a low-waste system for paper and plastic; other joint educational and awareness raising activities, such as trainings and seminars, etc.

Cooperation with the American Chamber of Commerce

The WMTR II program partnered with the American Chamber of Commerce (AmCham) to support creating a business-friendly environment in the waste management sector by strengthening the GWMA and creating an Environmental Businesses Committee within AmCham.

As a result of this cooperation, the Board of Directors of AmCham has officially accepted the GWMA as a non-profit organization member within the American Chamber of Commerce, and exempted from paying a membership fee until the end of 2020. In addition, AmCham shared its knowledge and experience they have in running a successful association with the GWMA via meetings and mentorship.

Furthermore, the Environmental Businesses Committee (EBC) has been created within AmCham and three meetings have been organized.

The first Environmental Businesses Committee meeting - The first meeting of the newly launched EBC took place on November 6, 2019 at the AmCham office. The meeting was attended by representatives of more than 30 member companies from different business sectors, including construction, hospitality, banking, FMCG, etc. The president of the GWMA, USAID Economic Growth Office Director and the WMTR II program’s team attended the meeting as well. Committee members presented their current involvement in terms of environmental issues, main challenges faced and expectations concerning the committee’s work. The primary focus of the meeting was waste management and recycling, which turned out to be the most interesting and prevalent issues for the companies. As a result of the engaging discussions, the committee members agreed to have regular meetings on waste management and other environmental issues related to the business sector.



A second Environmental Businesses Committee meeting - On November 26, 2019, AmCham held a second EBC meeting to discuss six draft technical regulations on Extended Producer Responsibility developed by the Ministry of Environmental Protection and Agriculture. The members were provided with the draft regulations prior to the meeting in order to have enough time to review the documents. About 25 people attended the meeting and shared their views and experiences with each other. The WMTR II team also provided its opinion regarding specific aspects of the regulations. The main concern of the companies was that they did not receive any response from MoEPA, whether or not the Ministry considered their comments submitted to the Ministry in written form, or provided during the meetings.



To address this issue, the WMTR II program organized a conference, where a representative of MoEPA presented final drafts of technical regulations developed after reviewing and considering comments provided by stakeholders. The participants of the conference had the opportunity to ask questions and clarify details (please see a description in Component 1).

A third Environmental Businesses Committee meeting - On January 29, 2020, the WMTR II program, in partnership with AmCham, conducted the third EBC meeting. Procredit Bank Georgia hosted the event. The General Director of ProCredit Bank, Mr. Alex Matua, presented about the company's Green Business strategy, achievements and challenges. Following Mr. Alex's presentation, Mr. Giorgi Zurashvili, Deputy Project Manager of the Green Economy Financing Facility (GEFF), presented about GEFF in Georgia through EBRD credit lines to local PFIs, provision of additional advisory services to support PFIs and their clients to enhance their market facilities. The presentations were followed with discussions. About 25 participants attended the meeting.



AmCham will continue holding EBC meetings after the completion of the WMTR II program.

A Panel discussion about EPR organized by AmCham

On June 21, 2018, the WMTR II team and its partner companies participated in a panel discussion concerning Extended Producers Responsibility (EPR) and recycling organized by AmCham and CiDA at Stamba Hotel. According to the Waste Management Code, the EPR scheme should be developed by the end of 2019 and introduced in 2020. EPR is an effective mechanism to enhance the recycling business environment in the country, as it is a policy approach that makes producers responsible for the treatment/recycling or disposal of post-consumer products and

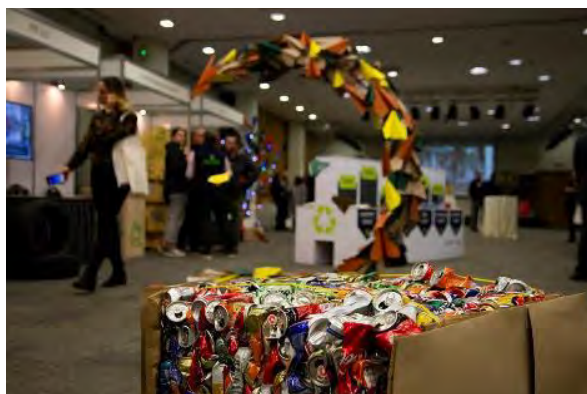


provides incentives to support recycling initiatives. During the panel discussion, the WMTR II team and its partner organizations, Clean World, Courtyard Marriot and the Waste and Chemicals Management Department of MEPA provided information about EPR to AmCham member companies, as well as presented their views about this process and experience. About 40 company representatives attended the discussion.

The first Waste Expo in Georgia

On December 13, 2019, the GWMA held the first Waste Expo 2019 in Georgia with the assistance of the WMTR II program. 15 member recycling and aggregating companies (paper, glass, aluminum, plastic, used cooking oil, tires, electronic and wood waste) participated in the expo held at Expo Georgia.

After the opening remarks made by the representatives of MoEPA, Tbilisi City Hall and the WMTR II program, the president of the GWMA made a presentation about the association and its member companies. At the exhibition, attendees had the opportunity to directly communicate with companies and receive information about the key players in the recycling sector and recycling technologies in the country. A variety of both intermediate and final products created by companies in Georgia as a result of waste recycling were exhibited at the Waste Expo. About 200 representatives of governmental, non-governmental and private sectors attended the expo.





The expo was covered by various media channels.

The second Waste Expo in Georgia

On February 27, 2020, the WMTR team, in cooperation with AmCham, held the second Waste Expo at Rooms Hotel Tbilisi. The expo brought together 14 local waste recycling and aggregating businesses, as well as members of the WMA under one roof to showcase their products and services and provide the recycling companies and AmCham members and other stakeholders with the opportunity to make face-to-face connections and forge new alliances.

The Deputy Minister of the EPA, Solomon Pavliashvili, the president and the executive director of AmCham, Michael Cowgill and George Welton, and CENN's executive director, Nana Janashia, made opening remarks. The president of the WMA, Giorgi Guliashvili, made a short presentation about the association and its members, which was followed by brief interventions from a number of recycling companies. About 100 people attended the Waste Expo.





A gender-specific strategy and action plan

The WMTR II program developed a gender-specific strategy and action plan to ensure equal access and participation of women and men in all processes initiated by the program.

The goal of the Gender Strategy was to promote gender equality in the waste management sector in Georgia through piloting this approach in project target regions — Kakheti and Shida Kartli regions, the Adjara Autonomous Republic, and Tbilisi — by empowering local women and making local governments integrate gender considerations into the waste management sector.

The team implemented actions described in the strategy and actions plan.

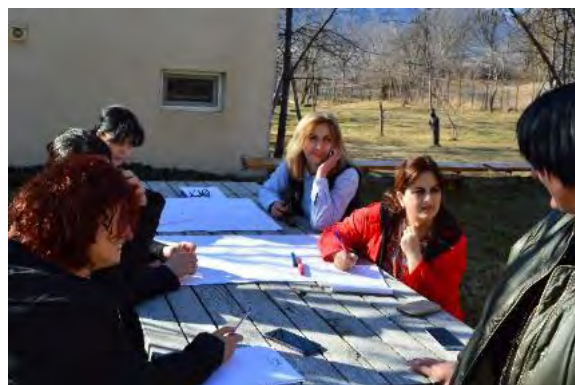
Supporting female involvement in the waste management sector

In accordance with the gender strategy and action plan, the WMTR II program implemented actions to foster women's leadership to ensure their full integration across all facets of the waste management sector.

To this end, the WMTR II team conducted a series of interactive trainings for active women's groups in the project's target regions - Shida Kartli, Kakheti, Adjara AR and Tbilisi. During the trainings, women received information about opportunities to be involved in the waste management sector and its importance. Women who participated in the trainings developed a list of activities aiming to increase female involvement in the waste management sector and then implemented them.

As a result, women and girls trained by the program in Tbilisi, Adjara AR, and Kakheti and Shida Kartli regions conducted a series of trainings and workshops in their communities and among their peers about waste management, the importance of living in a clean environment, as well as waste separation, and the necessity of gender equality in decision making processes in this sector.

Furthermore, the program held a hands-on training for 16 active female entrepreneurs in the program's target regions about social entrepreneurship and key



business models with a focus on circular economy.

Finally, the program ensured equal participation of women and men in all capacity building activities initiated by the program and supported driven women and girls' initiatives and activities.

Competition for business companies

Georgia's Responsible Business Award "Meliora" 2018

In 2018, the WMTR II program partnered with the Center for Strategic Research and Development of Georgia (CSR DG) in the annual CSR contest - Georgia's Responsible Business Award "Meliora" and supported the special category: *4R Waste Management Initiatives*.

Meliora called for all companies registered in Georgia to nominate their CSR-related initiatives that were implemented in 2017-2018. The contest covered **6 thematic categories**: (1) Green initiative; (2) Responsible employer; (3) Responsibility in the marketplace; (4) Supporting communities; (5) Cross-sector partnership; (6) CSR communication and **3 special categories**: CSR manager of the year; Creative CSR and 4R Waste Management Initiatives. The Grand Prize – Responsible Company of the Year - was conferred separately to a large company and to SME.

Within a special category - 4R Waste Management Initiatives - supported by the WMTR II program, companies had to present implemented initiatives that were aimed at promoting proper waste management practices (4R - Reduce, Reuse, Recycle, Recovery) in order to reduce the negative environmental impact of waste on the environment and human health and support green economic growth. Specifically, the nominated projects had to address waste minimization, waste separation and recycling practices.

An independent jury comprised of experienced national and international experts identified the winning companies for each category, which were announced at the awards ceremony on December 13, 2018 in the Grand Ballroom of the Biltmore Hotel Tbilisi. Palitra Media Holding won the special 4R Waste Management Initiatives category.

Around 250 guests attended the ceremony, including high level representatives from the EU delegation, business sector, GoG, civil society and other international organizations.



Georgia's Responsible Business Award "Meliora" - 2019

In 2019, the WMTR II program continued partnership with the Center for Strategic Research and Development of Georgia (CSR DG) in the annual CSR contest - Georgia's Responsible Business Award *Meliora* and supported the special category: [Waste Management Initiatives](#) for the second time.

An independent jury comprised of experienced national and international experts identified the winning companies for each category, which were announced at the awards ceremony on December 12, 2019 in

the Grand Ballroom of the Biltmore Hotel Tbilisi. Ms. Marika Olson, the USAID EG office director, announced the winning company, [Geo Mulch](#). Around 200 guests attended the ceremony, including high level representatives from the international community, business sector, GoG and civil society.

Cooperation with the National Geographic Magazine of Georgia

The WMTR II program assisted the National Geographic Magazine of Georgia to change its packaging from plastic to paper. The program helped National Geographic package its magazine with recycled paper for the issues of July and August, 2018. The National Geographic Magazine continues to use paper packaging for their publications.

Component 3: Waste Management Strategy and Tariff Policy

Municipalities in the Kakheti and Shida Kartli regions and Adjara AR were supported to develop a package for waste tariff calculation

The WMTR II program supported all municipalities in the Kakheti and Shida Kartli regions and Adjara AR develop a package of waste tariff calculation according to the modern methodology created by WMTR to be submitted to their councils for approval. To this end, a series of trainings and seminars have been conducted for local self-governing bodies, as well as online consultations. As a result, waste tariff calculation packages have been developed for the municipalities and appointed representatives were equipped with skills and knowledge to properly calculate waste tariff.



However, the socio-economic and political situation in the country has slowed the implementation of changes in the waste tariff calculation system.

Despite these conditions, the city council of Kvareli municipality set a precedent by approving a package of waste tariff calculated according to WMTR II's methodology in July 2018. The document has been uploaded to Georgia's legislative portal (please view the [link](#)).

Accordingly, the program continued working with the local government to help them establish a waste tariff cost recovery system. The program had a number of meetings with the Deputy Governor of the Kakheti region, Deputy Mayor of Kvareli Municipality and relevant staff in the municipality to agree on how to further proceed and facilitate their communication with Energo Pro Georgia JSC. Energo Pro Georgia JSC is the company that distributes electricity to all regions in Georgia except Tbilisi, and ensures electricity bills are distributed and fees are collected accordingly.

As a result of these efforts, a contract was signed between Kvareli Municipality and Energo Pro Georgia in June 2019. According to the contract, Energo Pro Georgia is responsible for establishing a billing

system for residents in the city of Kvareli. The company will deliver combined electricity and waste bills to the customers through different ways, including pay-boxes, bank payments, SMS and receipts. However, in order to be able to establish a billing system, Energo Pro Georgia needs to receive detailed information on the number of single residents living within the city limits of Kvareli municipality. The municipality requested this information from the Public Service Development Agency (PSDA) of the Ministry of Justice, but did not receive the required information in full.

After consultations with the PSDA, it became clear that the only way to obtain the required information for Kvareli municipality was to conduct field work to identify the addresses of JSC EnergoPro Georgia's subscribers and then sync this information with the PSDA's database. The municipality is planning to follow through with this recommendation once the COVID-19 situation is stabilized.

Waste tariff policy - Cooperating with the Environmental Protection and Natural Resources Committee of the Georgian Parliament

The WMTR II program brought up the necessity of proper waste tariff calculation and introducing an effective cost recovery system at the parliamentary level. In 2018, the Environmental Protection and Natural Resources Committee of the Georgian Parliament (EPNR) introduced a new supervision mechanism – committee inquiry – to the parliament of Georgia. The program cooperated with EPNR in order to lobby modern waste tariff methodology developed by the program at the central level.



Based on order N.12 issued on September 28, 2018, the head of the parliamentary committee of EPNR, Kakhaber Kuchava, created a thematic inquiry group about the waste management situation in the country. The goal of this group was to receive information from different institutions related to waste management in the country, analyze it and then elaborate recommendations and suggestions for the parliamentary committee of EPNR.

the program to the thematic inquiry group, which was accepted and subsequently, a hearing was scheduled on March 1, 2019.

In 2018, the program submitted information about waste tariff calculation methodology developed by

At the hearing, the WMTR II team explained the current situation related to waste tariff calculation and recovery system in the country and pointed out that the waste tariff calculation applied in municipalities does not meet modern requirements and principles and utilizes old and outdated numbers about waste generation per person in the country. Therefore, waste tariffs approved by local councils are far from current relevant numbers and do not cover waste management expenses.



The team then presented the waste tariff calculation methodology developed by the WMTR program, which is in line with modern requirements and is based on a full cost accounting system utilized in developed countries, including some states in the US. The presentation was followed with a Q&A session. The committee decided to invite national and local government institutions to present the work they have done related waste management, including waste tariff. Therefore, on March 27, 28 and April 12, the following institutions were present at the hearings: the Ministry of Finance, Ministry of Regional Development and Infrastructure, Ministry of Environmental Protection and Agriculture, Solid Waste Management Company, Tbilisi City Hall, Tbiliservice Group, Kvareli municipality and the State Audit Office.

The aforementioned institutions stated that they were familiar with the waste tariff calculation methodology developed by the WMTR program and considered it an appropriate methodology to be applied in Georgia. Furthermore, Kvareli municipality presented their successful case, as they already approved the waste tariff calculated according to WMTR's methodology at the local council.

At the end of the hearings, the head of the parliamentary committee of EPNR, Mr. Kuchava, concluded that appropriate changes were necessary to be introduced in relevant legislation to approve waste tariff calculation methodology. In 2020, the parliamentary committee of EPNR will develop a report with conclusions and recommendations for relevant governmental institutions.

The program analyzed issues hampering the effective implementation of the waste fines system

In order to create a clear picture about issues hampering the effective implementation of the waste fines system and plan targeted support, the program approached all municipalities and self-governing cities in the project's target regions and conducted interviews with relevant staff asking them questions about the existing fines system at local levels.

Interviews showed that most self-governing bodies do not impose fines on illegal dumping. This was linked to limited human and financial resources and required equipment. At the same time, they did not maintain a database of or had knowledge about national legislation requirements.

A database for fines - The program assisted local governments in creating a database to register fines imposed for littering. To this end, the team has elaborated a unified fines registration form based on the fines registration form of Tbilisi, which reflects all necessary details and was distributed to the municipalities to develop and maintain a database of fines.

Guidebook on responsibilities of municipalities related to waste management - The WMTR II program, in cooperation with the Supervision Department of MoEPA, developed and printed a guidebook for local governments about their duties and responsibilities in waste management under national legislation and respective fines for violations. The team has provided the guidebook to all municipalities in project target regions. This support helped local governments to better understand their responsibilities and make professional decisions when imposing fines.

A training was conducted for the employees of the regional offices of the Supervision Department of the Ministry of Environmental Protection and Agriculture concerning waste fines

Per the request of the Ministry of Environmental Protection and Agriculture, the WMTR II program conducted a two-day training for the 23 employees of all regional offices of the Supervision Department of the Ministry to inform them about the requirements of the waste management code concerning waste fines.

The training provided theoretical knowledge and included practical exercises about the application of the current waste management electronic systems within MoEPA, the internal information system, the database “Inspector”, and informed them about the legislative requirements. Issues related to waste management legislation and effective ways to address them were also discussed during the training.



Local governments from the Kakheti and Shida Kartli regions and Adjara A.R. were supported to improve its waste fines system

In 2018 and 2019, the WMTR II program assisted 14 Supervision Department employees from Kakheti, 12 employees from Adjara A.R. and 8 employees from Shida Kartli municipalities to participate in a 5-day internship program at Tbilisi Municipality’s Inspection Unit.²

Participants of the internship program received theoretical knowledge along with hands-on training in the field. They participated in the daily workflow of Tbilisi Municipality’s Inspection employees that included the following:

- Administrative proceedings concerning environmental littering facts;
- The proper procedures and rules in terms of administrative violation protocol based on the penalty receipt in tandem with the pedestrian crew;
- Violation rules and procedures necessary to be conducted based on calls received from the hotline;
- The process of correspondence review, approval



² Unit of Tbilisi City Hall.

and preparation of an adequate response to issues included in the document cycle program (regarding littering the environment with municipal, construction and inert waste).

These trainings helped the Supervision Department employees from the Kakheti and Shida Kartli regions and Adjara AR to receive knowledge and gain skills required in their daily work to better execute responsibilities related to the fines system.

A reverse internship for Akhmeta Municipality

In 2019, at the request of Akhmeta's Mayor, the WMTR II program organized a two-day reverse internship for the employees of the supervision Department of Akhmeta Municipality in close cooperation with Tbilisi Municipality's Inspection Unit. As part of the internship, representatives of Tbilisi Municipality's Inspection Unit shared their experience with employees of the Supervision Department of Akhmeta Municipality and provided recommendations. In particular, the following activities were conducted during the internship by the representatives of Tbilisi Municipality's Inspection Unit:

- Mechanisms for monitoring and preventing violations were presented, underlining the importance of the photo trap equipment as well as the chest cameras in daily activities;
- A joint field trip was made to one of the districts to inspect an existing dumpsite;
- A site polluted by construction waste was identified. Instructions were given on how the issue needs to be solved in favour of the municipality;
- Recommendations were given in which preventative action will be more effective after visiting places with illegal outdoor bazaars;
- Consultations were provided to resolve the problem of illegal outdoor advertisement banners.

This support helped Akhmeta municipality increase their knowledge regarding a waste fines system and increase the effectiveness of the process.

Public awareness raising about the importance of paying waste tariffs and information about fines for littering

Public hearings - In order to raise public awareness about the importance of paying waste tariff and provide information about fines for littering, the program together with the Supervision Department of MoENRP conducted a series of public hearings and discussions in all municipalities of the Kakheti and Shida Kartli regions and Adjara AR. At all meetings, the WMTR II team made presentations and then the floor was opened for Q&A sessions. The discussions revealed high public interest regarding these issues. More than 500 people attended the discussions.



Cooperation with target regional city councils to increase awareness on tariffs

The program trained staff members responsible for waste management in all municipalities to calculate waste tariff according to the modern methodology developed by the program. However, as approval of waste tariff is the mandate of Local Councils, which is a representative body in the municipality, the team arranged meetings with council members of those municipalities that expressed interest in introducing the methodology in their municipalities.



To this end, in 2019 meetings with local council members in Gori, Khashuri, Telavi and Akhmeta municipalities were organized. The meetings were interactive and presentations were followed by Q&A sessions to clarify certain details.

Pilot Activity “Friendly Warning” – Furthermore, in order to increase the awareness of the public about waste fines for littering, the program engaged seventeen active students in a *Friendly Warning* pilot activity in Gori and Kareli municipalities. A group of students have been walking the streets and warning people not to litter, otherwise they will be fined according to the legislation. The students were using the guidebook developed by the WMTR II program to show people relevant provision in the Waste Management Code of Georgia.



People on the streets were very responsive and thanking the students for informing them. During this project, volunteers recorded about 370 cases of environmental littering.

A Public Service Announcement - The WMTR II program developed a Public Service Announcement (PSA) about waste fines, in order to inform the population that such fines exist and that they will be penalized in case of any violations of the requirements in the Waste Management Code. The PSA has been aired on 11 central and local TV channels in Georgia (5 central TV channels and 6 regional TV channels). It has also been shared via social media and it has become very popular, reaching almost 27K people and obtaining 8.4K views by September 30. Please follow the link to see the [PSA](#).



A pamphlet on waste tariffs - The WMTR II program developed a pamphlet on waste tariffs to communicate the importance of paying waste tariffs to the public, which covered the following issues: What components make up the waste tariff; What processes cover the waste tariff; What is the cost of the waste tariff cost recovery system in the WMTR II program’s target regions and if this amount is

enough for proper waste management; and what happens when the waste tariff goes unpaid.



The program distributed the pamphlet in all municipalities and self-governing cities of the project's target regions.

Cooperation with the National Solid Waste Management Company of Georgia

A manual of waste acceptance criteria at landfills was developed

The WMTR II program supported the National Solid Waste Management Company of Georgia (NSWMCG) to develop a manual of waste acceptance criteria at landfills, thus introducing international standards for landfills in Georgia.

According to national legislation and policy documents, the NSWMCG needed to have clear waste acceptance criteria at landfills in accordance with the requirements of relevant EU directives. In particular, the *Technical Regulation on The Construction, Operation, Closure and After-Care of Landfills* adopted by the GoG in 2015 defines how landfills in Georgia are to be designed, built, and operated. This regulation includes waste acceptance criteria and waste acceptance procedures that landfills in Georgia must comply with in deciding what waste can be accepted at different classes of landfills to be developed in Georgia.

Therefore, the WMTR II program developed a manual for waste acceptance criteria at landfills that translated the content of the Landfill Technical Regulation into practical activities the company undertakes to meet its requirements and those of specific GoG permits issued for each regional landfill.

In addition, WMTR II conducted training for relevant staff of the SWMC on the usage of this manual.

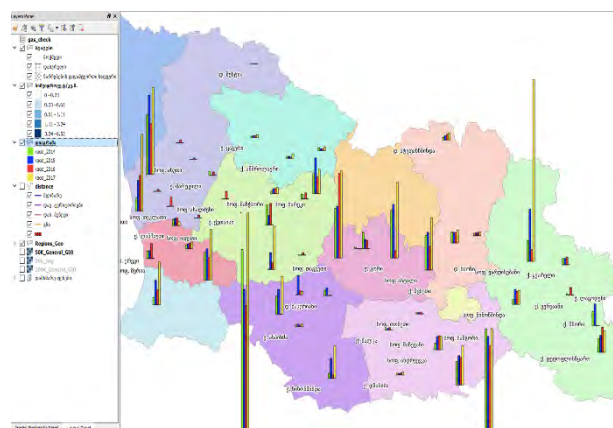
The NSWMCG was supported in developing a QGIS database for landfills in Georgia

At the request of NSWMC, the program has assisted the company in developing a QGIS database of active municipal solid waste landfills, both permitted and non-permitted and closed non-permitted landfill sites in Georgia (i.e. Kakheti, Kvemo Kartli, Shida Kartli, Samegrelo, Adjara, Imereti and Guria regions). In addition to the site locations, the database contains information about the environmental conditions of landfills, including: temperature, wind speed, wind direction, barometric pressure, gas check target, amount of waste, etc.

Based on this information, the program developed diagrams for each landfill, showing the dynamics of

the amount of waste during 2014—2017, as well as files providing information about the distance of each landfill from the closest river, protected area, settlements, and roads. All of this information has been included in the QGIS database.

The WMTR II team has also conducted a five-day training for the employees of NSWMC. This database allows the company to view, understand, question, interpret, and visualize data in many ways that reveal relationships, patterns, and trends in the form of maps, reports, and charts. Furthermore, the database helps the company select locations for new regional landfills based on GIS technology, and generate spatial data for site assessment.



The local governments of Shida Kartli and Mtskheta Mtianeti were supported to optimize their waste collection systems

A training - In 2018, the WMTR II team conducted an interactive training for representatives of the Shida Kartli and Mtskheta-Mtianeti regions on waste collection system optimization. Staff responsible for waste management in municipal governments and collection companies in those municipalities attended trainings in both regions. Attendees gained knowledge on how to improve waste collection systems and gather data on waste collection while reviewing examples of existing systems in Tbilisi on collecting waste and recording data.

The trainings proceeded in an interactive manner with municipal officials gaining practical knowledge and experience to better manage waste on their territory, increase the efficiency of their work, optimize financial and human resources, and comply with the requirements of new legislation — The Waste Management Code of Georgia and the EU-Georgia Association Agreement.

Waste collection optimization plans – The WMTR II program approached all municipalities in the project target regions to help them develop waste collection optimization plans. Eight municipalities expressed interest in receiving this support - **Akhmeta, Kvareli(Kakheti region), Khashuri, Kareli, Kaspi (Shida Kartli region) and Shuakhevi, Keda, Khulo (Adjara A.R.).**

The team assisted these municipalities to develop inventories of waste containers in all villages of the aforementioned municipalities and created maps that show the locations of municipal waste bins as well as the waste collection routes.

Based on this information, the team developed recommendations for the optimization of a waste collection system in all eight municipalities regarding reallocation of waste bins, changes in transportation routes and suggestions to add a certain number of bins (if needed) to cover the entire municipality for an effective and successful waste collection service. Relevant documents have been created and sent to the municipalities' governor's offices.



Cooperation with other donor-funded projects on waste tariff calculation

The WMTR II team cooperated with other donor — EBRD and KFW — funded programs working on waste management to agree on the methodology for tariff calculation and cost recovery to be used in municipalities. The team provided the methodology developed in the first phase of the program to these donors and received feedback on cost recovery approaches, which have been incorporated into the document. Both donors gave positive feedback concerning the waste tariff calculation methodology developed by the WMTR program, and utilized it during their work in the municipalities.

Component 4: Communication and Outreach

The WMTR II program conducted public awareness and education campaigns in two main directions – **reaching a broad audience and causing behavioral changes**. A broad audience was reached through providing information via media channels - radio, TV, electronic and social media, printed press, as well as knowledge (booklets, informational posters, infographics, etc.) and promo materials. Behavioral changes were promoted by increasing motivation, capacity and skills via interactive activities such as trainings, seminars, roundtable discussions, and debates (green cafes, film screenings), broad public awareness campaigns were conducted (recycling weeks/days, fairs/festivals, exhibitions, competitions, marking environmental days, cleanup campaigns), and environmentally friendly educational and learning spaces were established.

A total of 5,418 people have been trained in sustainable natural resources management, including more than 3,000 female representatives - 3,477 school students, 219 university students, 244 representatives of the private sector, 528 school and kindergarten teachers, 950 representatives from the municipalities, media, NGOs, etc. 6,988 people used 4R materials developed by the program.

In order to measure the effectiveness of the awareness raising and informational campaigns, the WMTR II program conducted sociological research concerning the willingness of people to sort their waste on an annual basis. This involved quantitative research based on face to face interviews according to a developed questionnaire. To ensure reliability of the data, the program interviewed randomly selected respondents (aged 18+) using a multi-stage cluster sampling technique. Each interview lasted 20–35 minutes.

The research was conducted in the project's target regions – Tbilisi, Kakheti, Shida Kartli and Adjara – and showed a 33% increase in the willingness of people to sort their waste.

A sub-grant competition for NGOs in the project's target regions was conducted

In FY19, through an open and transparent process, the WMTR II program awarded 8 local NGOs with sub-grants: **Green Gift, Civic Initiative, AhuAhu Foundation, Knowledge Café, Ecolife, Free Journalists House, Society Biliki and Studia RE**. The grant packages included awareness raising and educational campaigns and meetings, green festivals, as well as waste separation activities in the project's target regions.

As a result of sub-grant implementation, active youth groups were created and trainings have been conducted for them, film screenings and green festivals have been organized, Facebook campaigns,

seminars and trainings about modern waste management practices, as well as DIY workshops have been conducted, educational videos and TV programs have been developed and broadcasted and articles in local media have been published, and 60 organizations have begun separating paper waste.

Public Lectures about Circular Economy

According to the 2008 EU directive on packaging, waste management in the European Union should be improved, especially in terms of promoting the principles of circular economy. Therefore, it is important for Georgia to move from a linear economy to a circular economy, where the value of products and materials are maintained for as long as possible before being disposed of. Circular economy is a new concept for Georgia and awareness on the topic is quite low amongst stakeholders and the general population. To this end, the WMTR II program conducted public lectures in the style of a TEDx talk for different stakeholders, including businesses, journalists, NGOs, GoG, and youth.



The interactive lectures provided the audience with information about the concept of circular economy that supports the minimization of waste and properly utilizing resources, as well as the economic benefits it can result in, contributing to innovation, growth and job creation. A short video about the discussion has been developed. Please view the video [here](#).

Cooperation with Cannes Lions Georgia to raise awareness about the negative effects of plastic pollution

The WMTR II program raised awareness and educated different stakeholders about the negative impacts of plastic pollution. To this end, the team cooperated with Cannes Lions Georgia to organize the Young Cannes Lions competition.

Cannes Lions is the global benchmark for effective creative marketing communications. It holds a young marketers competition every year in various categories. It has also been adopted in Georgia and every year the winners from Georgia travel to the international festival.

The WMTR II program supported the print category of Cannes Lions Georgia for 2019. 48 teams of young designers registered for this category and developed posters. The program developed a brief for this category and informed the registered teams about the negative effects of plastic pollution. The participants were given 24 hours to produce prints based on the brief. An independent jury comprised of international and national experts selected 3 winners for this category: Gold, Silver and Bronze.

Gold medal



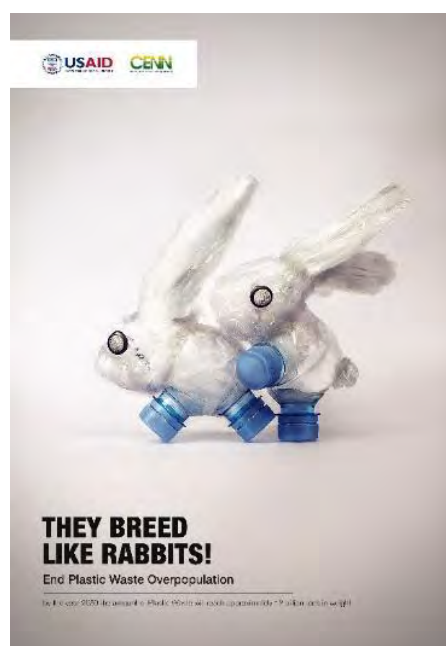
Bronze medal



Silver medal



Bronze medal



In April 20, 2019, the winners were announced at the award ceremony. The ceremony was attended by all participants from all categories, the Prime Minister, and supporting organisations such as TBC Bank and Beeline mobile phone operator. An internal recycling system was set up to promote recycling during the event and raise the visibility of the WMTR's beneficiary company, Clean World Ltd.

Say No to Plastic Campaign



In October 2019, the WMTR II program initiated the **Say No to Plastic Campaign**, a behavioral change campaign to raise public awareness about plastic pollution and sustainable alternatives in order to change people's habits and attitude towards using single-use plastic and catalyze a significant reduction in plastic pollution.

The campaign urges people to refuse single-use plastic items and instead use non-plastic alternatives. Four influencers were selected to popularize the campaign via their social media accounts (Facebook and Instagram) by demonstrating ways in which they replace disposable plastic items with non-plastic alternatives. The campaign was launched with an exhibition of young art designers' conceptual [posters](#) developed within the Cannes Lions Georgia competition about ending plastic usage in everyday life at the Galleria Tbilisi shopping mall, which lasted for one week. The exhibition opening was announced via TV channels and media outlets. In addition, the influencers promoted the exhibition by posting stories on their social media channels of how they are reducing plastic in their daily lives.

Influencers and Social Media Contests

FB and Instagram posts and stories of four influencers - famous actors and journalists - helped boost the campaign and make it more popular to a broader audience. The influencers were actively posting information about their plastic reduction experience on Facebook and conducting Q&A competitions on Instagram. The winners of competitions were awarded with gift sets of multi-use items. Furthermore, a short video about the campaign has been developed and circulated on FB and Marketer.ge.

Furthermore, in order to attract more people, the WMTR II program conducted a number #SayNoToPlastic contests via social media. The contests had different rules and requirements, including a request to upload photos or videos on how participant(s) replaced single-use items with multi-use alternatives, or answer questions regarding plastic pollution. 27 winners were awarded with reusable gift set prizes. Among the winners were school students, teachers and environmental activists, who replaced plastic bottles and bags with reusable items.

Images depicting how to #SayNoToPlastic

The WMTR II program developed visuals to help the public better understand the concept of the campaign, guide them on how to participate and posted it on social media:



Thematic discussion on plastic pollution

In November 2019, the program organized a thematic discussion on plastic pollution in cooperation with Cannes Lions Georgia and Fabrika. The discussion covered the ways in which plastic pollution can be reduced, the effectiveness of creative communication as well as waste management issues in Georgia. During the discussion, 3 short films about plastic pollution were screened. The movies were chosen from [Mobile Film Festival - Act Now](#) on climate change of 2020.

Exhibition of posters at the National Museum of Georgia and award ceremony for the winning schools of the paper waste collection competition

In order to deliver a message about the negative impacts of plastic pollution to a broader audience, the WMTR II program, in partnership with Cannes Lions Georgia and the National Museum of Georgia, organized an exhibition of the young designers' conceptual work about ending plastic usage in everyday life.

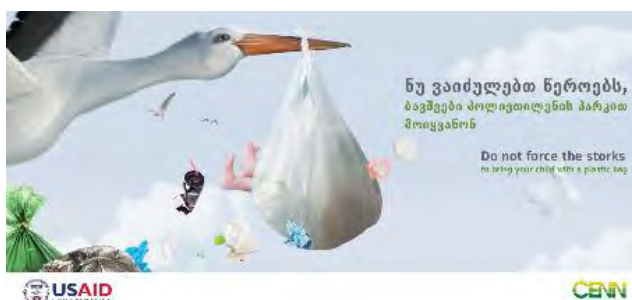
The exhibition opened in July 2019 at the National Museum of Georgia and continued for three days. 48 conceptual posters were displayed at the exhibition.



In addition, 7 winning schools of the paper waste collection competition were awarded at the event. The speakers included the Deputy Minister of Environmental Protection and Agriculture of Georgia, the Deputy Governor of the Shida Kartli region, the Deputy Director of the Georgian National Museum, the founder of the Cannes Lions Georgia festival and CENN's Executive Director.

Posters in metro stations

Four posters aiming to encourage the public to reduce plastic consumption were placed in the most crowded metro stations in Tbilisi – Liberty Square, Varketili and Akhmeteli. The posters were prepared as part of the print category at the Cannes Lions Festival, supported by the WMTR II program.



Poster exhibitions in shopping malls

The first poster exhibition at Galleria Tbilisi shopping mall was so popular among citizens that the program conducted a so-called travelling exhibition and displayed them in other institutions as well. Each exhibition lasted a minimum of one week.

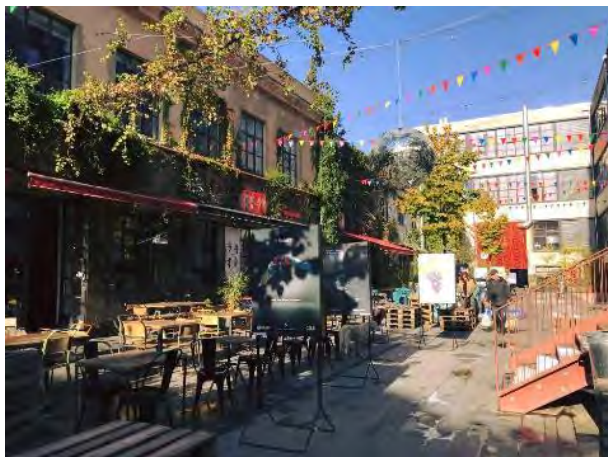
Galleria Tbilisi shopping mall, 2019



Tbilisi Mall, 2019



Fabrika, 2019





As a result of all these actions, the campaign #SayNoToPlastic was quickly embraced by the public and various companies, schools and individuals joined it by implementing different activities to reduce plastic waste and setting an example for others.

The companies that joined the campaign included: **Insurance Company ARDI** by refusing to use plastic cards and switching to electronic insurance cards instead; **Pulsar Bar** by pledging to refuse any kind of plastic items and replacing it with reusable alternatives; **Georgian Brand Ringo** by using only biodegradable bags for picking up after dogs; **A Georgian natural cosmetic brand quartz** by refusing to use any plastic packaging as it sells its natural products in ceramic jars with an option to re-fill the jars; **A plant shop** by refusing to use plastic packaging; **Khidi club** by pledging to reduce the use of plastic straws; **Pin Pon Café bar** by pledging to reduce its plastic consumption by refusing to provide plastic covers for takeaway cups, buying wine using their own glass bottles, using metal straws and returning beer bottles to the supplier, and others.

Collaboration with the largest delivery service, GLOVO

The WMTR II program continued to engage more participants in the **Say No to Plastic Campaign**.



The **Say No to Plastic Campaign** was not only targeting individuals but also the companies as part of their Corporate Social Responsibility, which urges them to take steps to refuse single-use plastic. The program engaged the largest food delivery service, GLOVO. The delivery service introduced a new eco-friendly

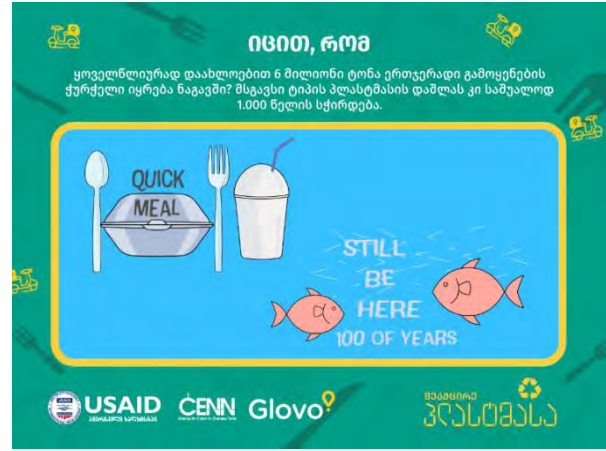
filter in their mobile application and consumers who order from restaurants within this filter have the option to refuse single-use cutlery and if necessary, can order a wooden cutlery set instead.

In order to promote the new initiative and encourage the public to refuse single-use cutlery, the program mobilized influencers for the campaign. A famous gymnast and celebrity in the country posted about the campaign on her social media. In addition, the program held a weekly contest on social media, awarding the winners with a sustainable gift set such as branded reusable bags and a thermos. Glovo also awarded those who ordered food without cutlery the most. Articles in online and printed media have been published about the campaign, and a video has been developed and posted by online media outlets.

Online Informational Campaign

In parallel, an online informational campaign was launched to inform the public with facts and statistics about the negative effect of single-use plastic cutlery and other items often used for food and beverages:





Cooperation with National Geographic Georgia - Your Shot competition

The WMTR II program collaborated with National Geographic Georgia within the Your Shot contest “[Planet or Plastic](#)” aimed to #beatplasticpollution, which was conducted from March – December 2019. The participants were required to upload three photos to be evaluated by an independent jury. The winners were revealed at the award ceremony held in December 2019. In total, 5 winners were selected, who were awarded with prizes by National Geographic Georgia and the WMTR II program. The full album of photos can be viewed at the following [link](#).

Moreover, in November 2019, the WMTR II program organized an [event](#) to activate the subject of the Your Shot contest in cooperation with National Geographic Georgia. The WMTR II team made a presentation about recycling in Georgia and plastic pollution in a global context. The event participants could also enjoy the Cannes Lions posters about plastic pollution during the event.

The photos of the Your Shot contest winners are presented below:

1st place, Love Triangle



3rd place, Harmless Chicken



5th place, Food Chain



2nd place, Unintended Murder



4th place, Daily Luxury



Marking environmental days and celebrating festivals

The WMTR II program celebrated international environmental days to create awareness and educate the community and other stakeholders about topics of concern that needs global attention, as well as mobilize political will and resources to address global problems. Furthermore, various festivals have been organized to deliver messages to a broader public.

Earth Day Celebration - 2017

In April 2017, the WMTR II program celebrated Earth Day 2017 in Vake Park, Tbilisi, together with the US Embassy in Georgia. The program offered guests different awareness raising games, informational brochures, and other materials on waste management. Participants were invited to play a mini basketball game with plastic bottles to throw through a basketball hoop into a red waste separation bin, and rewarded them with Earth Day cupcakes. With this game, the program strived to demonstrate to the public a proper waste management/waste separation system via a fun game. Children were also invited to play a quiz comprised of interesting questions on waste management and winners were provided with different awareness raising materials, including green bags. In addition, the program made an Earth Day resolution tree. All guests were offered the opportunity to write down on handmade cards, “what I would do for our environment” and hang them on the tree.

The WMTR II program also organized a pick-up of plastic bottles which event guests brought to Vake Park per the request of the US Embassy in Georgia. To this end, the program communicated with its partner company, Clean World Ltd., who arranged the collection of plastic waste for further recycling.



Furthermore, within the nationwide campaign, #towardcleaneurope, the program celebrated Earth Day 2017 in Gori, Shida Kartli region. The program, together with the local government of Gori City Hall and the local population, cleared three areas of waste. In parallel with the clean-up activity, children had fun in the city center by drawing environmentally friendly art and messages on the ground.

Earth Day Celebration 2018

Official launch of the large-scale environmental campaign — Keep Georgia Beautiful

In April 2018, the WMTR II program, together with 16 partner institutions, celebrated Earth Day with the official launching of a large-scale environmental campaign, Keep Georgia Beautiful.

The Deputy Minister of Environmental Protection and Agriculture, Director of Economic Growth Office of USAID, and CENN Executive Director, announced the launch of the campaign at the press conference with media representatives and partner institutions present.



On Earth Day, all partner institutions cleaned up and adopted territories in Tbilisi and the regions of Kakheti, Shida Kartli, Adjara and Samegrelo-Zemo Svaneti.

Earth Day Celebration in partnership with GIPA and Tbilisi City Hall

In April 2018, the WMTR II team cooperated with GIPA and Tbilisi City Hall by organizing a discussion concerning waste management challenges in the country. The WMTR II team, the Ministry of Environmental Protection and Agriculture, Tbilisi City Hall and the Waste Management Association presented their visions and answered questions from the audience.

The winners of the photo competition conducted in April, “Stop Plastic Waste,” were selected by an independent jury and awarded with prizes.

Earth Day Celebration at Batumi State University

In April 2018, the WMTR II team supported Batumi State University’s eco-club in organizing a conference, *Waste Management and Challenges Existing in this Sector*. 15 shortlisted candidates (10 school students and 5 university students) presented their theses from the competition conducted during the period of January-March 2018. The independent jury selected two female winners, a school student and a university student. The winners were awarded with prizes and all participants of the conference were given certificates.

In addition, an exhibition of repurposed items developed by school students was conducted.

Earth Day Celebration 2019

In April 2019, the WMTR II program celebrated Earth Day 2019 by opening 5 waste separation corners in Batumi, Adjara AR. An official opening ceremony was held at Batumi State University (BSU). The Mayor of Batumi, the Minister of Agriculture of Adjara, the Minister of Education, Culture and Sport, the Minister of Health and Social Affairs, the rector, lecturers and students of BSU attended the event.

The USAID EG Office Director, Mayor of Batumi, Rector of the University and CENN's executive director made opening speeches. Afterwards, CENN's executive director and the Mayor of Batumi signed a Memorandum of Understanding about mutual cooperation in waste recycling and the operation of the 5 waste recycling corners. The signing ceremony was followed by presentations conducted by two students who presented their vision on how to motivate residents to start waste separation and what the role of the young generation can be in this process. Attendees of the ceremony had the opportunity to see the exhibit of illegal landfills closed by the WMTR II program.



The students organized a clean-up on the beach the same day.

Furthermore, on April 19, the WMTR II team participated in the school fair organized by the QSI School to celebrate Earth Day and conducted an environmental quiz activity with prizes for the winning students.

Earth Day Celebration 2020

The WMTR II program joined forces with the US Embassy of Georgia to implement activities dedicated to the celebration of Earth Day 2020 and in February 2020 organized a number of events and awareness raising campaigns.

Informational Campaign

Within the Earth Day campaign seeking to underline the connection between waste management and habitat protection, an online informational campaign was launched. Therefore, different visuals were developed to actively promote the issue via social media.



Trainings for American Corner youth across Georgia

As part of the joint campaign with the US embassy, the WMTR II program held trainings for young members of the American Corner in target regions.

ProCredit Bank tour for the young members of American Corner in Tbilisi

As part of the joint campaign with the US embassy, the WMTR II program, in cooperation with ProCredit Bank, organized an event for American Corner students in Tbilisi. The event included a tour around the head office of ProCredit bank, where the students were introduced to various green practices by the bank and held a presentation “Habitats under risk: global waste management issues” and a discussion about environmental pollution and habitats. In total, 22 students participated in the tour. At the end of the event, students had the chance to visit the #SayNoToPlastic poster exhibition displayed in the bank foyer.

American Corner in Gori and Telavi

The WMTR II program held a training for school students at the American Corner in Gori and Telavi about "Habitats at Risk: Global Challenges in Waste Management". The trainings were followed by video screenings and thematic discussions on waste management.



“America Days – Friendship Fair”

In April 2017, the WMTR II program participated in the US Embassy’s “America Days – Friendship Fair” in Tbilisi and Telavi and organized the following activities to promote the concept of modern waste management:

- unveiled the Earth Day resolution tree to read the notes hanging on the tree;
- made a stand to take photos — the stand was decorated with photos from the WMTR program’s most notable achievements along with descriptions;
- invited children to play a mini waste separation game;
- had a quiz on integrated waste management and the winners were rewarded with t-shirts;
- talked with guests about the program’s activities and the importance of waste separation and recycling.



Celebration of International Children’s Day

In June 2017, the WMTR II program celebrated International Children’s Day in Gori by joining the event organized by Gori City Hall. The program offered different awareness raising activities for children to promote waste separation and reuse practices, including the basketball separation game and distribution of the Reduce, Reuse, Repurpose, Recycle Household Waste brochure and t-Shirts to winners of the game. The WMTR II team also



organized a visit for children with special needs and from socially vulnerable families from Tkviavi village. These children are taking classes at a Sunday school where they learn how to repurpose waste. Children with special needs demonstrated their skills at the event.

World Clean-Up Day Celebration

In September 2018, the WMTR II program celebrated World Clean-Up Day together with the Keep Georgia Beautiful campaign's partner organizations. Grant Thornton, Crystal, Gori Teaching University, Studio Iberia, Kartlos, Well 3, Machakhela National Park, Shavnabada School, CENN, First Channel, etc., cleaned up the territories that they already adopted in Shida Kartli, Adjara, Samegrelo and Tbilisi.

The WMTR II program together with the Greens Movement of Georgia and Let's Do It – Georgia NGOs announced clean-up events at the press-conference held at the Ministry of Environmental Protection and Agriculture. The Deputy Minister of MoEPA, the Deputy Director of the Economic Growth Office of USAID, and the Head of the Development Cooperation of the Embassy of Sweden to Georgia participated in the press-conference.

Marking World Environment Day

In June 2018, the WMTR II program celebrated World Environment Day together with the National Botanical Garden of Georgia, MoEPA and Tbilisi City Hall with the campaign – [Say No to Plastic waste!](#) #BeatPlasticPollution.

Participants at the event had the opportunity to bring PET bottles and dispose of them in designated plastic waste bins. The bottles collected during the event have been delivered to recycling companies to be recycled.



In addition, the program introduced attendees to waste management opportunities in Tbilisi, organized a workshop on How to Reuse Plastic Waste by creating art from recycled materials in an upcycling workshop, as well as conducted quizzes and other fun games related to plastic waste and recycling.

Earth Hour celebrations in Gori, Shida Kartli region

In March 2018 and 2019, Gori municipality celebrated Earth Hour in partnership with the WMTR II program.

The events included various activities: a clean-up of territories, film screenings about waste management followed by discussions, waste management contests about reusing plastic and creating handmade crafts, marathons and concerts. Afterwards, the electricity of central streets in Gori was turned off and event participants lit symbolic candles during this time.

World Clean Up Day Celebration 2019

In September 2019, the WMTR II program, in collaboration with the Ministry of Environmental Protection and Agriculture and Tbilisi Mayor's office, organized a large-scale clean up activity to join the World Clean Up Day. The clean-up activity was held at Krtsanisi Park in Tbilisi. About 300 people - 7 schools, 3 universities, CENN/WMTR volunteers, 3 private companies and Keep Georgia Beautiful campaign partners participated in the event. The event was opened by Chargé d'Affaires of the U.S. Embassy in Georgia. Welcome speeches were also made by the Deputy Minister of Environmental Protection and Agriculture of Georgia, the Deputy Mayor of Tbilisi, the Head of National Wildlife Agency, a Shavnabada School student, and the Executive Director of CENN. After the speeches, the school cleanup marathon began. Within the school marathon, more than 700 kg of waste was collected. The winning school was awarded with multi-use bottles by the company Miniso. All school children received WMTR certificates for participating in the environmental activity.



Ikalto Public School in the Kakheti region also joined World Cleanup Day by cleaning up Taghlaura cemetery and the nearby park. In addition to the cleanup activity at Krtsanisi Park in Tbilisi, 8 more cleanups were organized in Shida Kartli. Clean up activities in WMTR II target regions were also organized by the project of Caucasus Youth Nexus, [Let's Do It Georgia](#). The WMTR II program supported them with cleanup equipment.

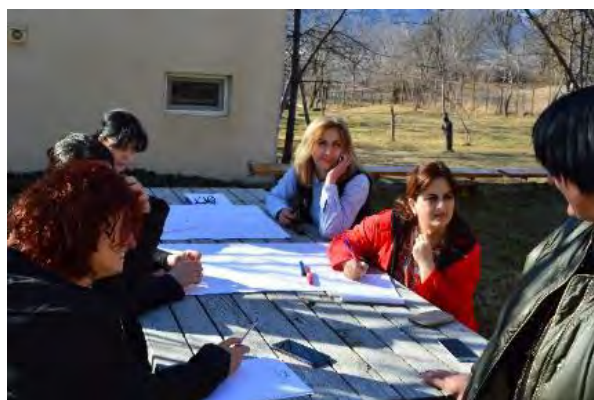
Celebrating International Black Sea Action Day

In October 2019, the WMTR II program participated in celebrating International Black Sea Action Day in cooperation with Batumi Shota Rustaveli State University. During the day, the program organized an informational meeting for the representatives of Batumi City Hall, Batumi Municipal Council, Sandasuptaveba Ltd., Kobuleti Municipal Council, Adjara A/R Ministry of Agriculture as well as business

associations, NGOs and journalists. After the meeting, the participants visited illegal landfills in Batumi and Khelvachauri closed by the program. The meeting was followed by discussions about challenges of waste management in the region. In addition, Batumi Shota Rustaveli State University organized a workshop where university and school students made presentations about pollution in the black sea region, followed by a clean-up activity of the Black Sea coast.

International Women's Day

In March 2020, the program held a training for female entrepreneurs about social entrepreneurship. 16 female entrepreneurs from 4 regions were introduced to the concept of social entrepreneurship, brainstorming techniques and key business models as part of an intensive training. The social entrepreneurship also focused on circular economic models and general waste management issues and how that can be applied to responsible businesses. The focus was on the social business model of Canvas, in which participants were divided into groups and set up business models and outlined work plans for their social enterprises.



Festivals and Community Events

The WMTR II program strived to promote waste separation and proper waste management practices among the population in the most widespread possible way and as a result, change behaviors and attitudes. The best way to do this was participating in and organizing community events and offering participants the opportunity to separate their waste.

Betlemi District Festival

In May 2017, the WMTR II program participated in the annual Betlemi District Festival and provided guests with the possibility to play a mini basketball game with plastic bottles, participate in a waste management game, and sort their waste for further recycling. Separated waste collection company, Clean World Ltd., collected waste accumulated during the event.

Green Festival in Krtsanisi Park, Tbilisi



In June 2018, the WMTR II program, together with CENN's Sustainable Forest Governance program, and volunteers and students from Rustavi and Tbilisi, hosted a Green Festival at Krtsanisi Park.

Via the festival's educational, music, sports and start-up zones, lovers of active leisure and recreational areas were introduced to interesting and fun activities, such as entertaining environmental games, quizzes with prizes, a flea market, an upcycling workshop and discussions about waste management and biodiversity.



The team supported around 40 disabled persons from Gori to attend the event and participate in different activities, as well as included their handmade reused items in the flea market.

At the end of the festival, organizers and volunteers cleaned up waste from the festival area together.

Telavi Flea Market – Success story of WMTR inspired school students

In July 2017, the WMTR II program celebrated International Environment Day with a Flea Market in the city of Telavi, Kakheti Region. The Eco Club of Telavi School #1 developed this idea during the idea generator held by the WMTR program in February 2017. Students from the Eco Club took initiative into their own hands and did all organizational work, including selection of a venue and inviting participants.

With the Telavi Flea Market, the WMTR II program and Eco Club of Telavi School #1 promoted the waste reuse and repurpose approach, which is one of the main components of the integrated waste management concept. During the event, the program offered guests different awareness raising games on waste management, and distributed promotional materials on the 4Rs approach. The event gathered around 500 participants and guests.



The program also invited the movement “დაინახე ყველაფერი” (perceive the true colors) — an anti-stigma campaign that supports inclusion of people with special needs in communities and changes in communities’ attitude towards them — to participate in the event, which made it even more colorful and entertaining.

Green Festivals – Say No to Plastic

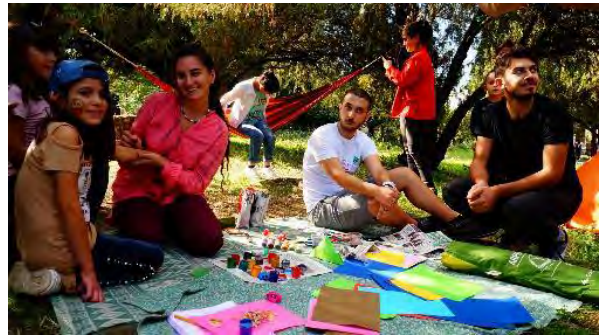
In order to encourage the public to reduce plastic consumption and incorporate “green behavior” in everyday life, the WMTR II program organized green festivals named “Say NO to Plastic” in Gori, Shida Kartli region and Tsnori, Kakheti region. During the festival, people were also given an opportunity to separate waste, which then was collected by a private company to be recycled.

The festivals covered diverse activities that were both entertaining and educational, including concerts, quizzes on waste management, a film screening and discussion on waste management, exhibitions of entrepreneurs, workshops on upcycling and creating handmade items, as well as exhibitions of repurposed items, exhibitions of paintings from the Art School, various educational games and sports activities, etc.

July 2019 - Festival in Gori, Shida Kartli region



September 2019 - Festival in Tsnori in cooperation with the program's sub-grantee, the NGO Knowledge Café



Cooperation with Mzesumzira Ezo Festival

In 2019, the WMTR II program cooperated with [Mzesumzira Ezo](#), an annual open air music and arts festival and helped them with separating waste, as well as voiced key messages about waste management at the event. The program placed waste separation bins at 4 events held in July and September, 2019. The waste separated during the festival (PET plastic, aluminium cans and glass) was provided to Clean World Ltd. to be further recycled. It is important to note that Mzesumzira Ezo has [publicly pledged](#) to recycle all plastic bottles sold on the festival premises.

Tbilisi Open Air Festival

In 2019, the WMTR II program assisted the Tbilisi Open Air Festival, the biggest annual international music festival being conducted since 2009 to separate plastic waste during the festival. The waste separated during the festival (PET plastic, aluminium cans and glass) was provided to Clean World Ltd. to be further recycled.

Cooperation with AqTushetii Festival

In September 2019, the WMTR II program held a training in Tusheti at the annual [AqTushetii festival](#) about waste management, focusing on worldwide issues as well as challenges specific to Tusheti. The audience consisted of local residents, festival participants, local and international tourists. Approximately 20 people attended the talk.

Celebration of Shuamtoba

In August 2019, the WMTR II program collaborated with the local government of Khulo Municipality in a public celebration of Shuamtoba, an annual public festival. The team and students/volunteers informed attendees about the importance of waste reduction, separation, and recycling. By the end of Shuamtoba, the students and other participants cleaned up the territory of the festival.

Celebrating American Independence Day

In July 2019, the WMTR II program participated in the American Chamber of Commerce event held at the US Embassy in Tbilisi to celebrate American Independence Day. Over 1,500 people attended the event. The WMTR II team organized fun educational games related to waste management and handed out promotional materials. In addition, the program placed waste bins for the separated collection of plastic and aluminium. After the event, the collected plastic and aluminium were taken by recycling companies.

Christmas Fairs and an exhibition in 2017

In December 2017, the WMTR II program participated in the Christmas fairs organized by the International Women's Association (IWA) at Radisson Blue Iveria and Christmas market organized at the Fabrika hostel. The program exhibited repurposed Christmas accessories, as well as distributed brochures and other informational materials about waste management.



Exhibition of handmade Christmas trees and accessories in Telavi



Furthermore, an exhibition of Christmas accessories was held at Telavi's Public School #2. In addition to the exhibition, attendees could attend a workshop on making handmade DIY Christmas toys and trees from reused materials.

School students had fun while being introduced to the concept of reusing and repurposing waste.

Capacity building activities - trainings, seminars, roundtable discussions concerning waste separation and recycling

Eco Camps for students

The WMTR II program organized green camps and winter schools for school and university students from the program's target regions in order to inspire the next generation of eco-leaders. The camps had an intense training program, including presentations, group work, discussions and debates. In addition, the WMTR II programs conducted sessions about waste management during the eco-camps organized by CENN's other projects and various institutions.

August, 2017 - All about the waste

In August 2017, the WMTR II program held two 10-day eco-camps ***All about waste*** at Bulachauri Green Center. The eco-camps gathered school students from the project's target regions — Adjara AR, Kakheti and Shida Kartli regions and Tbilisi. Along with having fun, the WMTR II team provided 8–11th grade school students with the following information through interactive sessions/trainings: waste management in EU countries and in Georgia, Sustainable Resource Management, what is eco-tourism, the outcomes of producing waste, forest and waste management, global issues – climate change and waste management. Two days of the ten-day camp were dedicated to a hike under the slogan “waste doesn't belong here”.



August, 2018 - Reduce Waste

In August 2018, the WMTR II program organized two 10-day eco camps, *Reduce Waste*, for school students and hosted up to 50 children from the regions of Adjara, Kakheti, Shida Kartli and Tbilisi. Along with having fun, the team educated students through theoretical and practical sessions on the following topics: sustainable waste management, sustainable development goals, plastic pollution and plastic waste reduction, composting, etc. In addition, a two-day hiking trip to nearby Kazbegi was conducted in order to learn more about waste management in protected areas.



Based on the information received from the eco-camp, students developed small projects to be implemented in their communities.

December, 2018

In December 2018, the program held a two-day eco-camp at Bulachauri Green Center for active students involved in the waste paper collection project in Shida Kartli. 23 students participated in the camp from schools in Gori, Khashuri, Kareli and Kaspi municipalities. During the camp, the participants became familiar with modern practices in waste management and current challenges in the sector, as well as the importance of gender equality and ways to increase female involvement in waste management and in general.



The participants worked in groups to identify problems in their communities regarding waste management and brainstormed solutions to these issues.

December, 2018

In December 2018, the WMTR II program held a Winter School, *Keep Georgia Beautiful*, for university students from the regions of Shida Kartli, Kakheti and Adjara. 22 students received information about the 4R principles, waste recycling opportunities and solutions to eliminate plastic pollution. Participants were acquainted with the skills on how to make a presentation and developed their own presentations in groups about waste management.

Trained students conducted trainings about waste management in the schools of their regions.

February, 2019

In February 2019, the WMTR II program held a Winter School, *Keep Georgia Beautiful*, for university students from Tbilisi. 27 students from various universities in Tbilisi received intensive trainings at Bulachauri Green Center.

During this time, students from Ilia State University, Tbilisi State University, University of Georgia,

Caucasus International University, and San Diego State University in Georgia received information about the 4R principles, waste recycling opportunities and solutions to eliminate plastic pollution. Participants were equipped with the skills to make a successful presentation and were divided into groups to develop their own presentations about waste management. Lastly, each group made a presentation to the whole group and received feedback from their peers and the WMTR II team.



With the WMTR II program's support, students volunteered and conducted seminars about Waste Management Challenges and Opportunities at various schools in Tbilisi and Shida Kartli.

July, 2019

In July 2019, a 6-day summer eco-camp was organized at Bulachauri Green Center with the participation of 22 students aged 14-17 selected from target regions. The activities and topics covered by the camp were diverse and included: the 4R principles of waste management, the concept of a linear vs. circular economy, unsustainable production, brainstorming problems associated with unsustainable production and disposal practices, and a final challenge to envision innovative re-designs of products in a way that does not create waste. Furthermore, students were given the opportunity to learn about public speaking and effective communication, effective environmental campaigns, drawing on creative and successful examples and stakeholder roleplay (groups included: citizens, environmental activists, businesses, and the government) in which they debated whether plastics should be banned in Georgia. Apart from the content-rich sessions, creative hands-on activities were conducted during the camp as well.



In July 2019, the program also conducted a training as part of the [Peace Corps Green Camp](#) organized annually, as well as sessions about waste management as part of CENN's WaSH Green Camp "Water and Human Rights.". The WMTR II team made a presentation about consumerism, waste management, linear and circular economy. The presentation was followed by an interactive game on the covered topics.

August, 2019

In August 2019, CENN launched an Alumni Green Camp for pupils who have already undergone Green Camp trainings. There was a total of 18 participants, out of which 7 were WMTR II beneficiaries. The WMTR II program conducted sessions related to waste management.





By the end of the camp, the participants prepared campaign initiatives aimed at addressing various environment-related problems, including waste management.

September, 2019

In September 2019, CENN conducted the Young Leaders' and Innovators Green Camp. As part of the camp, the WMTR II program conducted three sessions on circular economy and modern approaches to waste management, consumerism and single-use plastic related issues. There was a total of 22 participants, aged 14-17.

The program also held a Green Camp for 13 students and youth leaders that were alumni of previous WMTR II camps and have conducted their own small-scale projects or campaigns in the target regions. The program supported the students to reflect on their activities and learning processes and as a result, develop action plans for their future activities. Representatives from various institutions, such as the US Embassy, USAID, UN FAO, Sabuko, the Environmental Education and Information Centre, ISET and GIPA provided interactive sessions at the camp. Among other topics, the students learned about the US Embassy's educational and professional opportunities for youth and discussed the needs in the region for youth from the USAID perspective. In addition, field visits were conducted to the World Wildlife Fund (WWF), National Geographic and WMTR II's beneficiary company, Kriala Ltd.





In addition, the participants visited Juta for a hiking excursion. Students were accompanied by an experienced tour guide in the Kazbegi region. After a short hiking trip in Juta village, students went to the Visitor Centre of the Protected Areas of the Kazbegi region to attend a presentation held by the representative of the agency and rangers, who explained the waste management situation in the region.

Eco camps in cooperation with other projects

Eco Camp of Sustainable governance project - In July and August 2017, the WMTR II program delivered trainings to school students from different regions of Georgia that were participants of the eco-camps “Discover Georgia” at Bulachauri Green Center. The team informed students about modern waste management and the 4Rs principles and then discussed with them the problems in their communities and ways to solve them. In order to promote the reuse and repurpose approach, along with theoretical knowledge, students had a practical session, *Do It Yourself* and created a memo table from used materials. In addition, participants cleaned up the area adjacent to the camp. A total of 54 students attended the training.

Eco Camp of Keda Leader project - In June 2018, the WMTR II team visited the Eco Camp of the Keda Leader project at the Bulachauri Green Center and conducted a training about Waste Management Opportunities and Challenges, which was followed by an upcycling workshop. 25 school students participated in the training and the upcycling workshop.

Eco Camp of Sustainable governance project - In July 2018, the WMTR II program conducted a training about proper waste management for the participants of CENN’s eco camp - Sustainable Development Goals for Schools at Bulachauri Green Center. 28 school students from different regions of Georgia participated in the training, which was followed by an upcycling workshop.

Cooperation with Ilia State University and Wissol Petroleum Georgia - The WMTR II program has partnered with the student Summer Eco Camp organized by Ilia State University and Wissol Petroleum Georgia. Summer Camp #იზრუნე (#take care) took place in Dedoplistskaro and Kazbegi Municipalities gathering up to 200 students to learn more about rural development, tourism, environment and agriculture. In August 2018, the team conducted trainings about waste management. Students then cleaned up littered territories in Dedoplistskaro and Kazbegi.

On September 1, 2018, the WMTR II team visited participants of the Green Camp — a Peace Corps Volunteer–led summer camp — promoting environmental education among children. The team provided an interactive presentation about modern waste management approaches used in Europe and existing

practices in Georgia. Children acquired knowledge on contemporary approaches to waste management and opportunities for implementing them in different regions of Georgia. A total of 24 school students attended the meeting.

Youth Summit

On December 17, 2018, the WMTR II program conducted a Youth Summit for school students from Shida Kartli, Kakheti, Adjara and Tbilisi, where students presented case studies on waste management challenges and solutions from their local communities to representatives from the NGO sector, school teachers and entrepreneurs. It was a good opportunity for guests and students to meet each other and provide feedback and share experiences.

In total, 4 groups with 4 case studies presented on the following topics:

- *waste management challenges and potential solutions*
- *reducing and recycling waste in Tbilisi and the regions*
- *circular economy, and*
- *the role of youth in waste management.*

22 students worked on the aforementioned case studies intensively with the WMTR II program team in December 2018 at the Bulachauri Green Center.



The school students were selected via an open competition based on the essays they developed and sent to the program about waste management and current problems in their communities.

A paper collection competition at schools in the project's target regions

The WMTR II program conducted two paper collection competitions at schools in the project's target regions. These competitions enabled schools to separately collect paper for further recycling.

First competition

In November 2018, the program announced a competition for paper waste collection in schools from the regions of Kakheti, Adjara, Shida Kartli and the city of Tbilisi. A group of at least 5 students and 1 teacher could participate in the competition and collect paper waste for one month.

135 schools from these regions participated in the contest and as a result, collected about 53,000 kg of paper waste. The evaluation committee identified the top 7 winning schools with the highest amount of collected paper waste that became the winners of the competition.

In February 2019, four winning schools participated in a winter camp at Bulachauri Green Center and the remaining three schools attended a camp in March 2019. During the training, the students learned about modern waste management approaches and were engaged in fun, creative, and educational activities.



Award Ceremony - In February 2019, an award ceremony for the winning schools was held at Fabrika Hostel. The Minister of Environmental Protection and Agriculture, the Deputy Minister of Education, Science, Sport and Culture, USAID EG Director, and CENN Executive Director, participated in the ceremony and awarded students with certificates of participation and goodie bags courtesy of the Zero Effect store.



Before the award ceremony took place, participants had the opportunity to view an exhibit of recycled materials and products presented by the following WMTR II Program partner organizations:

- *Green Gift* – a social enterprise that produces recycled paper and other recycled materials.
- *Zero Effect* – the first zero-waste concept space in Tbilisi that consists of a store and a community space for a zero-waste lifestyle. They sell products that help customers reduce the waste in their lives and replace the everyday-use plastic goods with more sustainable, non-plastic alternatives.
- *National Geographic Georgia* – a magazine that promotes a plastic-free lifestyle.
- *Eka Asatiani* – an individual entrepreneur who makes different items like rain coats, bags, etc. from used plastic bags.

Second competition

In 2019, the WMTR II program kicked off another competition for schools in Tbilisi, Kakheti, Adjara and Shida Kartli to participate and collect as much paper waste as possible to be recycled. A group of at least 5 students and 1 teacher were allowed to participate in the competition and collect paper waste for one month. 89 schools from the project's target regions have participated in the competition.

In June and July, the program and its partner recycling companies, Krialia Ltd. and Georgia Paper Production Ltd., visited the schools to collect and weigh the paper waste, which then were recycled into new products. A total of 41,127.8 kg of paper waste has been collected from 89 schools. 19,578 kg of waste was collected from schools in the Shida Kartli region, 11,441 kg in Adjara, 9,586 kg in Kakheti and 522.8 kg in Tbilisi. WMTR's partner recycling companies collect the paper.

The top 7 schools that collected the most amount of waste became the winners of the competition. On July 26, the award ceremony was held at the exhibition of young designers' conceptual work about ending plastic usage in everyday life organized at the National Museum of Georgia.

The winning schools got the opportunity to participate in a green camp and received gift packages from Zero Effect. Furthermore, all participating schools have been awarded with small prizes and given certificates of participation.

Training for schools participating in a paper waste competition

March and September, 2019

At the request of school teachers and students, the WMTR II program organized trainings for all schools that participated in the paper waste competition from the Kakheti region during the first and second paper collection competitions.

During the trainings, the school students learned about 4R principles, best waste management practices applied in developed countries and challenges existing in Georgia and specifically, in the Kakheti region. The trainings were followed



by group work, during which the students developed their vision/concept on how waste should be managed in their respective communities. Each group then introduced their concept to their peers. At the end of the trainings, the participants were given certificates.

Capacity building activities - trainings, seminars, roundtable discussions concerning waste separation and recycling

Trainings for school students in the project's target regions

The WMTR II team conducted numerous trainings for school students in more than 200 public and private schools of the program's target regions. In total, about 3,477 school students have been trained.

The trainings were interactive and informed youth about modern waste management practices, waste separation and recycling opportunities, the negative impact of plastic pollution on the environment and human health, as well as problems existing in their communities related to waste management and ways to solve them.

Furthermore, the program's student alumni trained during the eco-camps also conducted trainings for school students in the project's target regions.



Trainings for school teachers in the project's target regions

The WMTR II program promoted the integration of the waste management topic into schools' educational systems through formal and informal lessons. Therefore, a number of trainings have been conducted for school teachers.

Free lessons on waste management in project target regions - In FY17, the WMTR II team cooperated with the Ministry of Education and Science of Georgia (MoES) to participate in the open classes program announced by the ministry. The team trained school teachers from 23 schools in project target regions that selected waste management as the subject of their free classes. From November-December 2017, trained teachers conducted lessons for school students on waste management according to the curricula developed by the program.

In addition to the curricula, the WMTR II team developed a textbook for school teachers that provides detailed information about the lessons included in the curricula. Along with theoretical information about waste management, the textbook includes practical lessons, film screenings, and field work to assess waste management practices in neighborhoods. The WMTR II team provided the textbook to MoES with an official letter. A special committee in the ministry evaluated the textbook and provided consent to use it during the free lessons.

Trainings in Kakheti and Adjara regions - From February – April, 2018 the WMTR II program in cooperation with educational resource centers of the Ministry of Education and Science of Georgia and regional governments of Kakheti and Adjara regions conducted a series of trainings for school teachers in all municipalities of both regions. Trained teachers then conducted lessons in classes and promoted proper waste management approaches among their students. After the theoretical part of the trainings, the teachers also had field trips to waste management facilities.



Joint trainings for school teachers and students in the project's target regions - In May 2019, the WMTR II team announced an open call for the students and teachers of the public and private authorized schools of the program's target regions to participate in the training on the development of proposals on municipal waste reduction and separation-related issues. 23 schools have been registered in Kakheti, Shida Kartli, Adjara and Tbilisi. In June 2019, the program conducted a two-day hands-on training, where participants learned how to develop proposals during the theoretical and practical parts of the training.



The information received at the training helped participants to participate in grant competitions announced for schools. Furthermore, some trained teachers and their students conducted interactive seminars about waste management and 4R principles in their schools.

ToT training for school teachers at Bulachauri Green Centre – In 2019, the program announced an open call for teachers to participate in a ToT training. 41 teachers have been registered from Kakheti, Adjara, Shida Kartli regions and Tbilisi.

In May 2019, the program conducted trainings at the Bulachauri Green Center, where presentations were followed by group work sessions. The teachers were divided according to the age group of their classes and different types of lesson plans were developed to suit the age groups. Furthermore, the teachers developed mock lessons to implement at their respective schools.



Following up on the trainings, 15 teachers have conducted lessons for a total of 465 students.

Green cafes for school teachers - In September 2019, the WMTR II program organized a green café for biology, geography and civic education teachers from schools in Telavi, Akhmeta and Gurjaani public schools. In an informal atmosphere, attendees discussed opportunities and challenges in the waste management sector. Furthermore, the team informed the teachers about the project's various activities and offered them to be involved in and cooperate with the project.

Trainings for kindergarten teachers - In 2017 and 2020, the WMTR II program conducted a training for more than 130 kindergarten teachers in Kakheti, Shida Kartli and Adjara regions. Teachers were introduced to modern waste management practices, the benefits of the 4R system for the environment and human health, the requirements of national legislation and policy documents regarding waste management. Furthermore, teachers were provided with 4R materials developed by the program, which they used during their classes with 3,112 pre-school students.

Trainings for university students in the project's target regions

Impact Sessions — a contest for students in Adjara AR - In October 2017, the WMTR II program launched the *Impact Hub Sessions* — a contest for students in Adjara AR aiming to encourage young people to become active citizens and support them to identify waste management challenges in their communities and to find appropriate solutions.

In November 2017, at the Bulachauri Green Center, 16 students received training and mentorship to convert their ideas for solutions to local waste management problems into functional effective projects. Students were divided into four groups with each group working on a project proposal to present at the closing ceremony. The closing ceremony of a contest was held at Batumi Shota Rustaveli University. Four groups of students presented their projects on composting, waste separation, and awareness raising campaigns to the jury. After each presentation, the jury asked questions to clarify details and then evaluated projects according to the following criteria: sustainability, effectiveness, and local community involvement. Two groups of students that developed projects about waste separation and composting won. The program helped the two winning groups implement their projects.



A Training at Caucasus University, Tbilisi - In June 2018, the WMTR II program conducted a training for the students at Caucasus University about waste management. The team introduced students to the best practices in waste management, as well as the current situation in Georgia. The main focus was on waste separation and recycling and the Extended Producers Responsibility system that had to be introduced in the country in 2019 and 2020 respectively.

Training for students in Batumi, Adjara AR - In November 2017, the WMTR II program conducted a training for students at Batumi Shota Rustaveli State University about waste management. The training was interactive. The team introduced students to the requirements of national legislation and international practices, the situation in Georgia related to waste management, and local challenges that need to be overcome. Students discussed their role in this process and concrete examples of possible contributions from their side.

Cooperation with Batumi State University – developing curricula supporting 4Rs education

The WMTR II program assisted Batumi State University in developing a curriculum for students from the Master's program of the Environmental and Human Health Department. The course aims to educate students about waste management processes - collection, transportation, recovery, disposal, cost recovery, etc. and requirements of national legislation and international agreements. It also covers information about modern technologies in waste management and opportunities and challenges existing in the country. BSU's administration accepted the curricula and introduced it as a selective class in the learning process.

Clean-up campaigns in project target regions

The WMTR II program assisted schools, universities and various organizations in the program's target regions to conduct clean up campaigns of small illegal dumpsites polluting the environment. Furthermore, 46 organizations from the private, public and NGO sectors, who took responsibility for cleaning up and maintaining previously polluted territories within the Keep Georgia Beautiful, were conducting regular clean ups of these areas. More than 100 clean up campaigns have been organized during the project implementation period.





Film screenings on waste management in project target regions

The WMTR II team conducted a series of film screenings about waste management in different municipalities of target regions. Film screenings were followed by discussions, where the project team provided additional information about waste management and responded to questions asked by attendees. These activities greatly contributed to raising awareness among local people about the importance of proper waste management and fosters support for the implementation of this system.

Cooperation with various institutions

The WMTR II program cooperated with all projects on waste management funded by various donors, including the EU delegation to Georgia, the United Nations Development Program (UNDP), the Swedish International Development Cooperation Agency (SIDA), the German Development Bank (KfW), and the European Bank for Reconstruction and Development (EBRD). Cooperation included sharing information and documents, as well as implementing joint activities, trainings or participating in the events. Furthermore, the program cooperated with various institutions, including universities to organize festivals, conferences and other events to give presentations about waste management and reach a broader audience, as well as helping them hold low-waste events.



Facebook competition on Global Recycling Day

In order to raise the awareness about waste recycling and promote the practice of waste separation in Tbilisi, the WMTR II program held a FB competition on March 18, Global Recycling Day. People had to separate their waste at the waste recycling corners installed by the program, take photos and post it on FB. The program selected 5 winners who posted their photos first and awarded them with symbolic prizes.

Weekly interactive quizzes

In order to boost recycling in Georgia, the WMTR team conducted weekly interactive quizzes and Q&A sessions regarding waste management highlight points. The short quizzes took place every Wednesday on the WMTR II Facebook page, giving away small encouraging gifts to the winners.

Low Waste Event Guide

The WMTR II program developed a guideline on how to organize events with minimal waste: Low Waste Event Guide. The guide includes professional advice on various ways to go digital and avoid producing unnecessary waste during events. The guide is tailored to the local context and suggests ways in which companies and organizations can reduce waste or recycle unavoidable waste.

In order to promote the guide, the program disseminated the guide book through CENN's mailing list, USAID partners, published an article in English on Georgia Today and one in Georgian on Marketer.ge.

Educational coloring book for kindergartens

The team developed an educational coloring book/4R educational material for kids and provided it to the Union of Kindergartens in Telavi municipality to be used during kindergarten classes. Please follow the [link](#) to see the book.

Billboards depicting the locations of the waste separation corners installed on the streets of Tbilisi

In order to raise public awareness about waste separation opportunities in Tbilisi, the WMTR II team installed 6 billboards informing the public about the locations of the waste separation corners at the following 6 locations in the city:

Kakheti Highway, near Samgori Metro
Didi Dighomi, near Goodwill supermarket
Tsereteli Ave., close to Expo Georgia's office
In front of Vake Park
Vazha-Pshavela Ave., close to Tbilisi Medical University
East Point shopping mall



These billboards were located a maximum 10-minute distance away from the waste separation corners and were displayed until the end of the project. Information about these billboards have been published via several media outlets and posted on the FB page of Tbilisi City Hall.

Advertisements on busses in Tbilisi and Batumi

In order to deliver a message about waste recycling opportunities to a broader public, the WMTR II program placed advertisements on busses in Tbilisi and Batumi. Advertisements were placed on three bus lines in Tbilisi – 51, 88 and 140 (on 2 buses of each bus line) and one bus line in Batumi (10 busses).

Promo Materials

The WMTR II team developed various promotional materials, including posters, instructions, calendars, Educational coloring book for kindergartens, t-shirts, coasters made from recycled cardboard, reusable bags, school lessons timetables, etc. with messages popularizing 4R approach. The materials have been distributed among stakeholders during campaigns, festivals, community events, conferences, trainings, etc.

Videos developed by the program:

A video about how recycling works in Georgia

The WMTR II team developed a video about how recycling works in Georgia. The video provides the public with details on how waste is separated in the waste recycling corners installed by the program, how it is collected, then pre-treated and provided to the recycling companies in the country and abroad. The video was posted on various social media platforms and broadcasted via TV channels. Please follow the link to see the [video](#).

Tutorial about waste separation

The WMTR II team also developed a **tutorial video** to guide people on how to separate waste properly, and distributed it through social media channels. Please follow the link to see the video:

[Tutorial on waste separation.](#)

A video about recycling companies in Georgia

The WMTR II program, in cooperation with the Waste Management Association, has developed a one-minute informational video about waste recycling companies in Georgia. Please follow the link to see the [video](#).

A video about the negative impacts of plastic bags and the legislative requirement

The WMTR II team, in cooperation with the Sweden Alumni Network of Georgia, developed a social advertisement about the negative impact of plastic bags and the legislative requirement in this regard. The video was aired via the public broadcaster and regional TV channels. Please follow the link to see the [video](#).

A video about the internship aired on local TV stations and was posted on social media

A short [video](#) clip was filmed summarizing the activities that took place during the internships held in Tbilisi for 34 Supervision Department employees of all three target regions. The video was posted on social media as well as aired on TV stations in the regions.

A video about the importance of reducing and recycling waste

The WMTR II team developed a video with messages about the importance of reducing and recycling waste for the public.

The video was distributed via social networks.

Documentary video about Zugo Ltd.

The WMTR II team developed a documentary video about one of the program's beneficiary companies — Zugo Ltd. With the support of the WMTR program, this private company started to recycle plastic bags, which create a serious environmental problem in Georgia, making this support very important for the country. Please follow the [link](#) to see the video.

Maintaining the eco-camp alumni Facebook page

WMTR II continues to update it. Through this page, the public, including school students from the project's target regions, receive updates concerning the program's activities — competitions, trainings, workshops, grant announcements, information about ongoing activities, and news about modern practices in waste management. By March 15, 2020, the Facebook page had 11,804 followers.

Media coverage

Information about the WMTR II program's activities was covered by the following media channels:

Obieqtivi TV	Link
Palitra News	Link
TV Imedi – Kronika news	at 20:00 on April 6
Administration of State Representative – Governor of Shida Kartli	Link
Shida Kartli Information Center	Link
TV DIA	Link
TV Trialeti	Link
www.qartli.ge	Link
News.ge	Link
TV 12	Link
Ajaratv.ge	Link
Adjaratv.ge/hashtag	Link
www.qartli.ge	Link
Radio Liberty	Link
1 tv.ge Radio	Link
TV Imedi	Link
TV Imedi	Link
TV Imedi	Link
September 14 (on the Palitra News at 18:30)	
TV Adjara	Link
Dia News	Link
Qartli.ge	Link
Qartli.ge	Link
Qartli.ge	Link
Qartli.ge	Link
CENN Environmental Knowledge Portal	Link
Satave Newsletter	Link
Tv Dia.ge	Link
Qartli.ge	Link
Qartli.ge	Link
Qartli.ge	Link

Georgia Today	Link
Marketer.ge	Link
Marketer.ge	Link
Marketer.ge	Link
Maestro TV	Link
Radio Liberty	Link
Imedi TV	Link
Marketer.ge	Link
Marketer.ge	Link
Adjara TV	Link
Marketer.ge	Link
Marketer.ge	Link
Georgia Today	Link
Qartli.ge	Link
Dia.ge	Link
Marketer.ge	Link
Georgia Today	Link
TV 25	Link
TV Tanamgzavri	Link
Georgia Education	Link
TV Program Satvale	Link
Agro News, which is aired on the following TV channels: Guria TV, TV Gurjaani, TV Imervisia, TV Rioni, TV Agrogaremo, TV Odishi, TV Ninth Wave, TV Kolkheti 89, Food TV, ATV 12, TV Farvana, ATV 12, TV Marneuli, Tok TV, TV Egrisi, AGTV, and TV Argo	Link
Resonance Daily	Link
TV Pirveli	Link
Georgia Today Education	Issue # 021
Georgia Today	issue # 1127
Georgian Railway	Link
WMTR II Facebook Success Story Video	Link
Kakheti's Khma	Link
Environment.cenn.org _	Link
Bm.ge link on Marketer.ge	Link
IPN	Link
Tbilisi City Hall Facebook Page	Link

Tbilisi.gov.ge	Link
Tv Pirveli	Link
Adjara TV/Hashtag	Link
TV Pirveli	Link
Your Shot web page	Link
National Geographic Georgia	Link
Environment.cenn.org	Link
Cenn.org	Link
Kakhuri news	Link
Georgia Today Education	Link
TV Ertulovneba	Link
Tbilisi City Hall Web-Page	Link
Georgia Today, November, 2018	Link
TV Imedi	Link
TV Imedi	Link
Georgia Today	Link
Shida Kartli Information Center	Link
TV Dia	Link
Interpress news	Link
Netgazeti	Link
Ambebi	Link
Georgia Today Education, October, 2018	Link
Interpress news	Link
Georgia Today, November, 2018	Link
International Chamber of Commerce	Link
CENN Environmental Knowledge Portal	Link
CENN Environmental Knowledge Portal	Link
CENN Environmental Knowledge Portal	Link
Meliora.ge	Link
TV show PS	P.S
Indigo Magazine	Oct. #33, Dec. #35
Marketer.ge	Link
Adjara TV	Link
Batumi State University	Link

Marketer.ge	Link ; Link
Marketer.ge	Link ; Link
Marketer.ge	Link
Marketer.ge	Link ; Link
Imedi TV	Link ; Link
Formula TV	Link
Georgian Public Broadcaster	Link
Georgia Today	Link
Marketer.ge	Link
Georgia Today	Link
Marketer.ge	Link ;
Rustavi 2	Link
TV Imedi	Link
Radio Imedi	Link
Georgian Patriarchate TV “Ertulovneba”	Link
Marketer.ge	Link
Georgia Today	Link
Georgian Public Broadcasting First Channel TV Show New Day	Link
Business Media Georgia	Link
Investor.ge	Link
Marketer.ge	Link
Marketer.ge	Link
Studio Re	Link
Georgia Today	Link
Marketer.ge	Link
TV Pirveli	Link
Gurjaani TV	Link
Gurjaani TV	Link
Etaloni.ge	Link
National Geographic	Link
Studia Re	Link
Studia Re	Link
Investor.ge	Link
Through the News	Link

Through the News	Link
Community Radio Tbilisi	Link
Marketer.ge	Link
Georgia Today	Link
დილა მშვიდობის საქართველოში	Link
MCM.ge	Link
Studia.re	Link
Studia.re	Link
Marketer.ge	Link
Georgia Today	Link
Georgia Today	Link
Marketer	Link
Georgia Today	Link
At.ge	Link
Marketer.ge	Link

Report on PMP Indicators

Indicator	Baseline	Target and Actual Values by Year										Explanation on how indicators have been reached
		T1	A Oct, 17	T2	A Apr, 18	A Oct, 18	T3	A Apr, 19	A Oct, 19	T4	March 15, 20	
1. Number of hectares under improved natural resource management as a result of USG assistance A management indicator	N/A	3,000 ha	4,702 ha	3,000 ha	0.0828 ha	21,000.12 ha	4,000 ha	–	15,699 ha	–	–	41,401 ha natural resource management was improved via developing waste management plans for Lagodekhi Managed Reserve, Mtirala and Tbilisi National Parks, as well as closing small illegal dumpsites in the villages of Erge, Kveda Tcharnali, and Zeda Tcharnali (Khelvachauri Municipality, Adjara AR), Mshvidobiani (Lagodekhi municipality), Bodbiskhevi (Sighnaghi municipality), Iremadzeebi and Tabakhmela (Khulo municipality).
2. Number of institutions with improved capacity to address sustainable landscapes issues as supported by USG assistance F-indicator EG.13-2	N/A	1	1	1	1	1	1	–	1	–	–	4 institutions have improved their capacity to address sustainable landscapes issues via capacity building and support in developing waste management plans, guidelines and creating a database: Agency of Protected Areas of MoEPA, National Solid Waste Management Company of Georgia, Tbilisi City Hall, Administration of Mtirala National Park.

3. Number of remediation plans for illegal landfills developed A management indicator	N/A	–	–	2	5	–	2	1	2	–	–	8 remediation plans for illegal landfills have been developed: illegal dumpsites were located in the city of Batumi (2 dumpsites, Adjara Region), the villages of Tibaani (Sighnaghi municipality, Kakheti Region), Erge, Kveda Tcharnali, Zeda Tcharnali (Khelvachauri Municipality, Adjara AR), Iremadzeebi and Tabakhmela (Khulo Municipality, Adjara AR).
4. Number of closed landfills/dumpsites undergoing remediation applying sound management practices A management indicator	N/A	–	–	2	5	2	2	1	2	–	–	10 illegal dumpsites have been closed: Batumi (2 dumpsites, Adjara Region), the villages of Tibaani (Sighnaghi municipality, Kakheti Region), Erge, Kveda Tcharnali, Zeda Tcharnali (Khelvachauri Municipality, Adjara AR), Mshvidobiani (Lagodekhi municipality), Bodbiskhevi (Sighnaghi municipality, Kakheti Region), Iremadzeebi and Tabakhmela (Khulo municipality, Adjara Region)
5. % increase in sales of sorted material to be recycled A management indicator	360 t	10%	11.25%	20%	11.57 %	24.93 %	30%	41,18%	45.22 %	30%	42.61%	The WMTR II program provided support to Clean World Ltd. (Tbilisi) and Sandasuptaveba Ltd. (Adjara AR) in obtaining high quality raw materials through separation corners and improving its marketing and sales.
6. % increase in sales of recycled products A management indicator	3,640 t	–	–	Incr. by 15%	–	38.6 %	Incr. by 25%	14,14%	30.13%	30%	42%	The WMTR II program provided support to Georgian Paper Production Ltd., Kere Ltd., Zugo Ltd. and Krialia Ltd. to increase sales of recycled products by providing technical support.

7. % increase in recyclable material supplied to and utilized by recycling companies A management indicator	6,855 t	10%	10.2%	30%	13.58 %	16.89 %	60%	44.87%	45.12 %	70%	54%	The WMTR II program supported the following companies to increase the amount of collected paper and plastic: Krialia Ltd., Neoprint Ltd, Georgian Paper Production Ltd., Zugo Ltd., Kere Ltd.
8. \$ value of new sales of USG-assisted MSMEs A management indicator	N/A	–	–	240 K	–	665.6 K	460 K	408,221	469,835	170 K	198,880	The WMTR II team provided support to Clean World Ltd., Georgian Paper Production Ltd., Krialia Ltd., Zugo Ltd. and to Kere Ltd. to increase sales.
9. Number of micro-enterprises supported by USG assistance F-indicator EG.5-3	N/A	1	1	1	1	–	2	–	2	–	–	The WMTR II program supported a social enterprise, Green Gift, Krialia Ltd. and Georgian Paper Production Ltd. in improving its supply chain for raw materials, as well as Clean World Ltd. to develop a plan to improve its marketing and sales channels.
10. Number of firms receiving USG-funded technical assistance for improving business performance F-indicator EG.5.2-1	N/A		–	5	1	4	5	3	2	–	–	The WMTR II program provided technical assistance to the following companies: Quercus Ltd., Kere Ltd., Clean World Ltd., Zugo Ltd., Krialia Ltd., Neoprint Ltd., Green Gift, Clean World Ltd., Georgian Paper Production Ltd. to improve financial practices, receive registration for the collection and processing of municipal waste, as well as collect and transport the municipal waste, improve the waste separation process, obtain a permit for importing paper waste, and develop a marketing plan.

11. \$ Value of private sector resources leveraged as a result of USG assistance A management indicator	N/A	–	–	150 K	–	116,900	200 K	–	187 K	200 K	249,132	Private sector resources have been leveraged from the following partner businesses: Krialia Ltd., TRC Ltd., Eco Geo PET Ltd., Clean World Ltd. and Kere Ltd., Zugo Ltd., Hilton Batumi Hotel.
12. Number of recycling businesses that have achieved financial sustainability as a result of USG assistance A management indicator	N/A	–	–	1	–	1	2	–	2	–	–	The WMTR II program supported Kere Ltd., TRC Ltd. (via providing with sub-grants) and Green Gift (via assisting to increase the collection of paper waste, improve their financial management systems and increase sales through developing a marketing plan) to achieve financial sustainability.
13. EG.5.2-2 Number of private sector firms that have improved management practices or technologies as a result of USG assistance F-indicator	N/A	–	–	2	2	–	2	–	2	–	–	The WMTR II program supported Kere Ltd. and Krialia Ltd. to acquire better equipment and upgrade their technological line through sub-grants., Georgian Paper Production Ltd. in rebranding their product and Paper + Ltd. in developing a 3–5-year business plan to improve its operations.
14. STIR-10 - Number of innovations supported through USG assistance F-indicator	N/A	–	–	–	–	–	2	–	2	–	–	The WMTR II program provided a sub-grant to Kere Ltd., a glass waste processing company, to upgrade its equipment and technological line. Furthermore, the program assisted Zugo Ltd. to start manufacturing biodegradable bags instead of plastic bags, production of which was banned by the government since April 2019. This was the first case of producing biodegradable bags by a local company in Georgia.

15. STIR-11 - Number of innovations supported through USG assistance with demonstrated uptake by the public and/or private sector F-indicator	N/A	–	–	–	–	–	–	–	–	2	2	<p>With the support provided by the WMTR II program, Kere Ltd. upgraded its equipment to process glass waste. Processed glass has been regularly provided to the glass recycling company JSC Mina, which produces bottles for various companies of carbonated, non-carbonated and alcohol beverages.</p> <p>Furthermore, with the WMTR II program's support, Zugo Ltd. started producing biodegradable bags and has been regularly supplying local markets and supermarkets with these bags.</p>
16. Number of people paying waste tariffs developed using the Cost Recovery Tariff methodology A management indicator	0	–	–	10 %	–	–	10 %	–	–	15 %	–	<p>The WMTR II program supported all municipalities in the program's target regions to calculate waste tariff according to the modern methodology developed by the program. However, the socio-economic and political situation in the country has slowed the implementation of changes in the waste tariff calculation system.</p> <p>However, one municipality in Kakheti region, Kvareli municipality, has approved the waste tariff and signed the contract with Energo Pro Georgia JSC (the company that distributes electricity to all regions in Georgia except Tbilisi, and ensures electricity bills are distributed and fees are collected accordingly) to set up a cost recovery system. Once the municipality will</p>

												provide detailed information on the number of single residents living within the city limits of Kvareli municipality, Energo Pro Georgia JSC will be able to deliver combined electricity and waste bills to the customers and consequently cost recovery system will be established.
17. % increase in penalties for illegal dumping imposed by municipalities A management indicator	GEL 32,590	–	–	10 %	1,272 %	836%	20%	–	27.80%	20%	–18%	<p>If comparing the entire period of WMTR II with the baseline, there is a 6,269% increase (2,075,590 GEL in 2017-2020 vs. 32,590 GEL in 2015) in penalties for illegal dumping imposed by target municipalities.</p> <p>During the period between October 1, 2019 – March 15, 2020, there was a decline in penalties for illegal dumping imposed by municipalities as compared to an average of 5,5 months during the previous fiscal year (October 1, 2018 – September 30, 2019). Since imposing penalties is a sensitive issue, the decline can be attributed to a tense political landscape in the given reporting period, including continuous protests of civil rights activists and opposition parties demanding transition to a fully proportional electoral system from 2020.</p>
18. Number of laws, policies, or regulations that address biodiversity conservation and/or	N/A	1	1	3	–	3	2	1	1	1	3	<p>The WMTR II program provided the following support:</p> <ul style="list-style-type: none"> Assisted MoEPA in finalizing the Extended Producers Responsibility (EPR) regulations (3).

<p>other environmental themes officially proposed, adopted or implemented as a result of USG assistance</p> <p>A management indicator</p>												<ul style="list-style-type: none"> Assisted the Agency of Protected Areas (APA) of MoEPA to develop a waste management plan (WMP) for Mtirala National Park. The plan was adopted by APA. Assisted Tbilisi City Hall in developing a 5-year Municipal Waste Management Plan (MWMP) for the city according to the requirements of the Waste Management Code of Georgia. The plan was approved by Tbilisi City Council in July, 2019. Evaluated the best practices of landfill leachate treatment technology options and developed a relevant report. The NSWMC has adopted the report and will use the recommendations during the construction of new landfills. Prepared waste tariff calculation methodology approved by the City Council of Kvareli municipality Assisted APA to develop a waste management plan (WMP) for Tbilisi National Park. The plan was adopted by APA. Assisted APA to develop a waste management plan for the Managed Reserve of the Lagodekhi Protected Areas (Kakheti Region). The plan was adopted by APA.
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19. Number of people trained in sustainable natural resources management A management indicator	N/A	200	203	2,000	1,340	846	2,000	1,232	936	300	861	A total of 5,418 people have been trained in sustainable natural resources management, including more than 3,000 female representatives - 3,477 school students, 219 university students, 244 representatives of the private sector, 528 school and kindergarten teachers, 950 representatives from the municipalities, media, NGOs, etc.
20. Number of people reporting a willingness to sort their waste A management indicator	56.6%	–	–	15 %	–	19,4%	13 %	–	13.6 %	–	–	The WMTR II program conducted sociological research which showed a 33% increase in the number of people reporting a willingness to sort their waste.
21. Number of textbooks supporting 4Rs education developed and published A management indicator	N/A	–	–	1	1	–	2	2	–	–	–	The WMTR II program developed 2 textbooks about circular economy - Concept and Facts and Implementation Tools - for universities in Georgia and a textbook on waste management for school teachers to be used during free lessons — this program was initiated by the Ministry of Education and Science (Tbilisi, Adjara AR, and Shida Kartli and Kakheti regions).
22. Number of curricula and teachers' guides supporting 4Rs education developed and published A management indicator	N/A	1	1	1	–	1	1	2	–	–	–	The WMTR II program developed 2 courses about circular economy - Concept and Facts and Implementation Tools - for universities in Georgia. Furthermore, the program assisted Batumi State University to develop the curricula for students from the Master's program of Environmental and Human health department. The WMTR II also

												developed a curriculum on waste management for school teachers to be used during free lessons — this program was initiated by the Ministry of Education and Science (Tbilisi, Adjara AR, and Shida Kartli and Kakheti regions).
23. Number of people using 4Rs education materials A management indicator	N/A	–	–	1,500	604	900	2,000	1,581	475	1,500	3,428	<p>4R education materials created by WMTR II have been used by a total of 6,988 people:</p> <ul style="list-style-type: none"> • 1,130 school students trained by 53 teachers • 967 school students trained 12 active alumni students from WMTR II eco camps • 3,112 pre-school students at kindergartens • 1,581 school students participating in the Niko Ketskhoveri competition participants • 10 Circular Economy university course students • 188 Municipality Representatives

Waste Management Technology in Regions, **Phase II - WMTR II**



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