

ARMENIA

MILESTONES

- 2014 First awareness raising events in two regions and training of national experts launched.
- 2015 Demonstration RECP business cases published. First RECP National Conference.
- 2016 National RECP Primer drafted and discussed in a series of national forums; RECP clubs launched. Green Economy Center with RECP Focus concept in Government programme.
- 2017 Armenian RECP Primer published and presented at the Final conference.

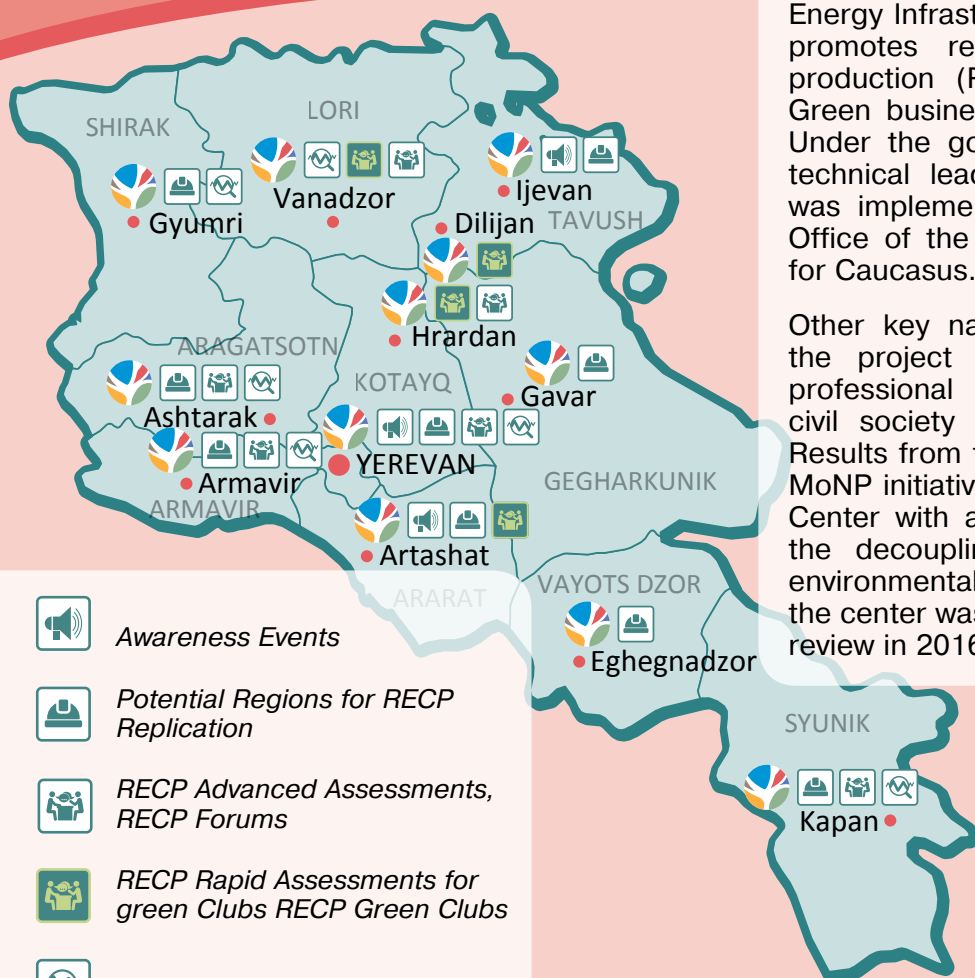
Population – 2.9 millions of inhabitants.

GDP – 10.547 billion USD (2016).

As a country that transitioned from heavy industry manufacturing, to become market-driven in the late 90's, today Armenia is addressing key environmental challenges through national development frameworks. Still, the country's economy conditions after the 2008-2009 crisis and the overall slowing down of GDP growth require support to improve the economic and environmental performance of small and medium sized enterprises.

The EU-funded EaP GREEN programme implemented in Armenia, with support from the Ministries of Nature Protection, Economic Development and Investments, Energy Infrastructures and Natural Resources promotes resource efficient and cleaner production (RECP) as a trigger for future Green business development in the country. Under the government's patronage and the technical leadership of UNIDO, the project was implemented by the Armenian National Office of the Regional Environmental Center for Caucasus.

Other key national stakeholders involved in the project included representatives from professional manufacturing associations, civil society representatives and academia. Results from the project helped to inspire the MoNP initiative to establish a Green Economy Center with a mandate to maintain promote the decoupling of economic growth from environmental degradation. The proposal for the center was submitted to the Parliament for review in 2016.



Awareness Events



Potential Regions for RECP Replication



RECP Advanced Assessments, RECP Forums



RECP Rapid Assessments for green Clubs RECP Green Clubs



RECP Audits for SMEs





RECP ASSESSMENTS

Thanks to the project communication and promotion strategy launched in 2014, 22 pilot SMEs from the food, chemicals, construction materials sectors, as well as tourism, jewelry, batteries and carpet production industries signed up for the RECP Demonstration project. As a result, companies have a chance to provide more clean and competitive goods to the market and customers while decreasing energy costs, using renewable energy sources and introducing cleaner production methods and techniques.

Feasibility studies proposed as a part of advanced assessments conducted in close partnership with management of 5 SMEs resulted in the development of individual business investment plans. The average payback period of investments needed is less than 2 years.



22

COMPANIES
ASSESSED BY
EXPERTS



24
experts
trained

5

advanced
assessments

RECP CLUBS



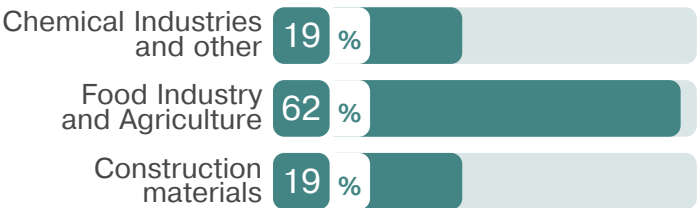
33 companies participated
in RECP Clubs



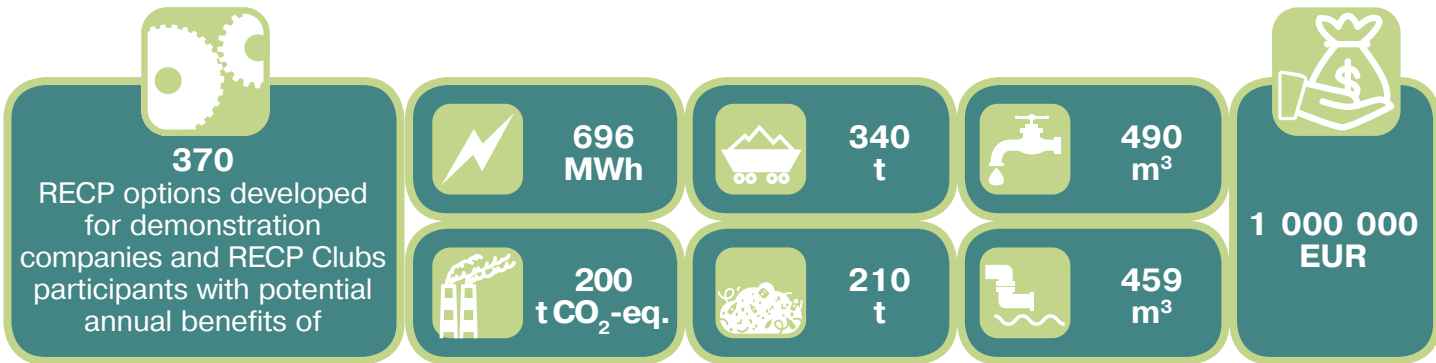
A principle of doing more with less was introduced to further scale up outreach to SMEs through RECP/ green clubs. The clubs provided an innovative approach and reached beyond the capital city of Yerevan. Clubs were held in four regions of the country, including in the cities of Ararat (region of Ararat), Dilijan (Tavush region), Hrazdan (Kotayq region), and Vanadzor (Lori region). Representatives of 33 SMEs from those regions received RECP training, discussing experience and best practices from the region and conducting self-assessments with support from a resource package developed in the national language - Clubs' Facilitator Manual and Workbook for business representatives.

Twenty-eight of those companies have also benefited from rapid audits, results of which were published and presented as case studies at the final national conference. Green clubs were implemented in cooperation with heads of municipalities.

The Green club Replication Strategy for new regions has been developed to mainstream RECP in new industries and sectors, as well as new locations.



RECP measures recommended by Industry sectors



Results of options implemented at demonstration companies and RECP Clubs participants (annual savings and environmental benefits)

Sector	Benefit, EUR	Energy, kWh	Materials, t	Water, m³	Emissions, t CO ₂ -eq.	Wastes, t	Waste water, m³
Food	81 638	519 900	215	330	199	281	418
Chemicals	13 271	112 000	41	103	65	38	42
Construction materials	7 633	75 000	80	58	20	104	-
Total	102 542	706 900	336	491	284	423	460



Information on RECP activities, services and products is regularly provided to the project stakeholders via monthly briefs for Government representatives, news articles, updates of the RECP national website and social networks.

Relevant government, business, civil society actors and local SME representatives took part in events and activities of the RECP demonstration component, including RECP Forums, clubs and other national events.

A cadre of 24 national experts trained on the UNIDO methodology conducted RECP assessments of enterprises. This resulted in 22 business cases that demonstrate how resource use could be improved in the national conditions.

A localized version of the RECP Primer was developed in the national language through six expert forums discussing the use of energy, water and materials in production processes.

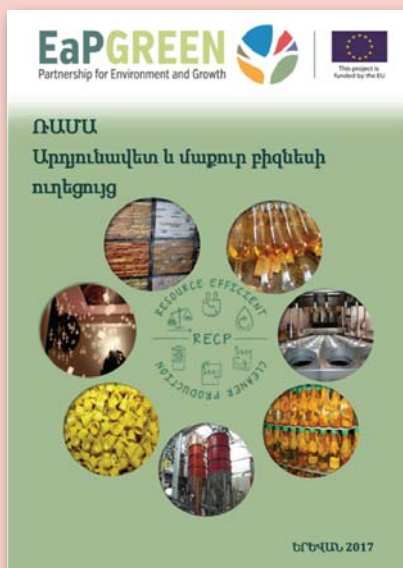
880
PARTICIPANTS

31
awareness
raising
events

55%
women



9 key publications
on RECP



42 online
articles and
newsletters

www.recp.am

www.green-economies-eap.org

3 Video on RECP demonstration
project under EaP GREEN
programme in Armenia

