

WORKSHOP ON “PERSPECTIVES OF GREEN ECONOMY AND GREEN BUSINESS APPLICATIONS IN AZERBAIJAN”

*A UBCCE-GTZ project
supported by the Federal Ministry
for the Environment of Germany (BMU)
in the framework of its International Climate Initiative*



SUMMARY REPORT

**Park Inn Hotel, Baku, Azerbaijan
December 13 – 14, 2010**



1. Background and Objectives

The Union of Black Sea and Caspian Confederation of Enterprises (UBCCE) is carrying out a project aimed to develop a Green Business Support strategy for its members. This project is supported by the German Technical Cooperation Agency (GTZ) on behalf of Federal Ministry for the Environment of Germany (BMU) in the framework of its International Climate Initiative (ICI). Due to its important regional role Azerbaijan has been chosen as one of the pilot countries in this project during the Kick-Off and Training Workshop held on June 24-25, in Eschborn, Germany. After this official launch, the first event of the Project was organized in Donetsk, Ukraine, on October 7-8, with a view of “Developing a Green Business Support Strategy for Ukrainian Private Business Organizations with a special focus on metal and mining industries”.

The Workshop on “Perspectives of Green Economy and Green Business Applications in Azerbaijan” held in Baku, Azerbaijan, on December 13-14 is the third event organized in the framework of the UBCCE – GTZ Joint Project. The two-day Workshop, where the draft blueprint of the “Green Economy and Green Business Strategy for Azerbaijan” was also presented, was organized by UBCCE’s Azeri member, Azerbaijan Turkey Business Association (ATIB), with the support of UBCCE and GTZ.

The objectives of the Workshop were formulated due to the overall goal of the project which is: to develop a business strategy that helps private sector associations and enterprises to respond to the multiple challenges and opportunities of climate change in an efficient and proactive manner. The “Green Economy and Green Business Strategy for Azerbaijan” should give orientation to business organizations in promoting green business issues among their members and providing appropriate support, address information needs and management issues while showing new business opportunities, ways for cooperation and technology transfer.

Thus, the main objectives of the workshop were defined as follows:

- to raise awareness of climate-change challenges and discuss the green business opportunities for private sector in Azerbaijan;



- to demonstrate examples of greening business and economic benefits of green technologies;
- to offer the opportunity for information exchange on green business and network building for business organizations interested in tackling climate-change challenges;
- to discuss the draft blueprint of the “Green Economy and Green Business Strategy for Azerbaijan” elaborated by the national expert, Mr. Samir Isayev, and to give recommendations on the basis of it.

2. Development of the Workshop

Attended by over 100 delegates, the Baku Workshop brought together not only the task force members of the UBCCE – GTZ Joint Project but also representatives from different member organizations of UBCCE, state and local authorities of Azerbaijan Republic, representatives of Azeri business community, academic circle, international organizations (such as UNDP, World Bank, etc) and non-governmental organizations as well as media (See Annex 1: List of participants).

The Workshop, which also hosted the Award Ceremony of the Essay Competition on “Green Economy” held among university students within the framework of “Year of Ecology in Azerbaijan”, was inaugurated by Mr. Ahmet Erentok, UBCCE First Vice-President and ATIB Honorary Chairman; Mr. Jamil Malikov, Deputy Director of Azerbaijan State Agency on Alternative and Renewable Energy Resources; Mr. Ramiz Aliyev, Head of Ecological Projects Management Department in State Oil Company of Azerbaijan Republic (SOCAR); and Mr. Detlef Schreiber, Head of Section Environment, Resource Efficiency, Waste Management, Division Environment and Climate Change in GTZ (See Annex 2: Workshop agenda).

Welcoming the participants, Mr. Ahmet Erentok underlined in his speech that there are plenty of opportunities for green economy and green business applications in Azerbaijan including: government’s increased financial power to subsidy green grants; stable employment level and labor market to promote green jobs; favorable natural and geographical conditions; young and dynamic labor force; great potential to transfer green technologies; huge resources of civil society and mass media to lobby in these issues.



Following the welcome speeches, priority issues on green business in Azerbaijan were discussed in three separate panels and presentations enabling participants to gain an overview on Green Business and its means for private sector organizations were delivered.

The first panel, moderated by ATIB Deputy Chairman Mr. Ali İhsan Genç, focused on new institutional and legal frameworks of environmental standards in oil-chemistry industry. Possible realm for international cooperation in these fields were discussed with the valuable contributions of the panelists: Mr. Gazanfar Imanov from Azerikimya, Mr. Ümit Başdaş from BASF Caspian and Mr. Detlef Schreiber from GTZ.

Mr. Ümit Başdaş, Managing Director of BASF Caspian, defining climate change as one of our era's most significant global challenges, invited industry, science, governments and citizens across the world to work in tandem to halt rising greenhouse gas (GHG) emissions. In his presentation he highlighted that BASF is the world's first company to present a comprehensive carbon footprint on a regular basis in order to analyze GHG emission saving potentials during production and use of its products.

Mr. Detlef Schreiber who identified the green business as the "business of the future", pointed out that tackling global challenges like climate change, growing populations and increasing resource consumption require enormous efforts and changes towards a Green Economy and the private sector should support enterprises in this processus by providing information on Green Business opportunities and facilitating training and other services.

Entitled "Exploration of Alternative Energy Sources in Azerbaijan and Energy Efficiency" the second panel analyzed the likelihood of using new energy mass derived from non-traditional sources such as solar, hydroelectric, wind, etc, in Azerbaijan, as well as regulatory problems related to vivid accomplishment of suitable programs. The Panel moderated by Mr. Marc Beckmann, Head of Private Sector Development Project of GTZ Baku Office, also focused on importance of energy efficiency in Azerbaijan. The panelists of this session were: Mr. Elshan Kurbanov from Azeri Ministry of Industry and Energy; Mr. Önder Algedik from the Regional Environmental Center (REC) Turkey; Mr. Nazir Ramazanov from Caspian



Technology Company; Mr. Florian Schroeder, from German-Azeri Business Association (DAWF); and Mr. Telman Zeynalov from the National Ecology Forecast Centre.

In his speech, Mr. Elshan Kurbanov, Director of the Department of Strategic Development of Investment Projects in the Azeri State Agency on Alternative and Renewable Energy Resources, presented Azerbaijan's renewable energy targets and ongoing projects on energy efficiency.

Mr. Önder Algedik who is also the Secretary General of the Climate Platform, initiated by REC and Turkish Business and Industry Association (TÜSİAD), with the aim of lending support to the business world in struggling with climate change, stressed out the importance of the transition to the low carbon economy and underlined the measures to be taken in order to achieve low carbon emissions.

The next presentation was delivered by Mr. Nazir Ramazanov, Chief Technology Officer (CTO) and Project Coordinator of the Caspian Technology Company, which aims to develop, erect and run wind parks in cooperation with German know-how companies in Azerbaijan. Mr. Ramazanov pointed out that Azerbaijan has a great wind potential, especially on Caspian Sea and described the ongoing and future activities of his company, whereas the next panelist Mr. Florian Schroeder, Director of the German-Azerbaijan Business Association which represents the interests of German-Azeri entrepreneurs in Azerbaijan since 1999, stressed out the importance of a comprehensive action plan for the exploration of alternative energy resources in Azerbaijan.

The last panelist of the second session, Mr. Telman Zeynalov, President of National Ecology Forecast Center, pointed out the natural and human factors triggering the global climate change and the impacts of this process in Azerbaijan.

The third and last panel of the day, moderated by Mr. Samir Isayev, also Chairman of Environmental Law Center (Ecolex), was devoted to the waste management facilities in Azerbaijan. The three panelists, Mr. Hubert de Chefdebien from CNIM; Mr. Etibar Abbasov from "Clean City" Open Stock Company; and Mr. Adil Zeynalov from Azeri Ministry of



Ecology and Natural Resources, examined the components of waste management system and its commercial effectiveness in Azerbaijan.

The representative of the main sponsor of the Baku Workshop, Mr. Hubert de Chefdebien presented in his speech the CNIM Group which designs and produces turnkey industrial solutions with high technological content and offers research and expertise services in 21 countries, with 3,441 employees. He also pointed out the main tools of EU waste legislation and made a separate presentation concerning the “Baku Waste to Energy Project”, intended to reduce the need for future landfill and to make use of the energy released by the thermal treatment process to generate electricity and heat.

Mr. Etibar Abbasov, Deputy Chairman of “Clean City” Open Stock Company, informed the audience on the priorities and scope of activities of his company as well as the work that had been realized in the framework of “Year of Ecology” whereas Mr. Adil Zeynalov, Head of Waste Management Section in the Azeri Ministry of Ecology and Natural Resources, informed the audience on the ongoing waste management projects in Azerbaijan.

In the second day, technical discussions were held on Workshop’s conclusions and the draft blueprint of the “Green Economy and Green Business Strategy for Azerbaijan” was presented by Mr. Samir Isayev, national expert of the project strategy document. Mr. Isayev shortly presented main points and objectives of the elaborated draft of the Strategy which were:

- to facilitate transition to the green economy in Azerbaijan via defining the green business concept and providing with necessary information;
- to review the economy and green economy of Azerbaijan and identify opportunity areas for green business, taking into account existing framework conditions;
- to define the role of business association in the process of “greening” economy and address the communication tactics for the promotion of the green business concept;
- to identify the constraints that the private business sector can face in applying green business practices;
- to highlight ways for cooperation and technology transfer of climate-friendly, energy and resource-efficient technologies.



Following the discussions, recommendations on the draft were elaborated in order to finalize the document afterwards.

The second day of the Workshop included as well a sight visit to SOCAR's ecology department laboratory facilities and its "EcoPark", the first ecological park project of Azerbaijan, which is planned to be opened by May 2011.

3. Main Results of the Workshop

With respect to the workshop objectives, the following results were achieved:

- The blueprint of the "Green Economy and Green Business Strategy for Azerbaijan" was discussed. Within the Workshop some comments were made and correspondent recommendations were elaborated which will be considered by the national expert when preparing the final text of the mentioned strategy;
- The Workshop provided the participants with information on "Green Business" and served the dissemination of information on the subject in question in the Region thanks to the participation of mass media (See Annexe 3: Reflections of the Workshop in Azeri Media).
- The local authorities highly showed their interest in the event and confirmed their readiness to support further activities on green business.
- Positive examples of "greening" business and economic benefits of green technologies were presented thanks to the valuable contribution of the panelists representing private sector.
- The opportunities and challenges of the transition to the green business practices in Azerbaijan were analyzed.

ANNEX 1: PARTICIPANT LIST

Name of organization	Participant	Position
Government organs		
National Assembly (Parliament)	Shamil Huseynov	Head of Natural Resources, Energy and Ecology Sector at Economic Legislation Department
Ministry of Energy & Industry	Jamil Malikov	Deputy Director, State Agency on Alternative and Renewable Energy Resources
Ministry of Energy & Industry	Elshan Qurbanov	Director of State Agency on Alternative & Renewable Energy Sources
Ministry of Ecology & Natural Resources	Adil Zeynalov	Chief of Dangerous Waste Management Sector at Environment Protection Department
Ministry of Ecology & Natural Resources	Amil Safiyev	Senior Consultant of Ecology & Natural Protection Policy Department
Ministry of Agriculture	Alim Karimov	Director of Pesticide Polygon at State Phytosanitary Control Service under Agriculture Ministry
Economic Development Ministry	Elchin Ibrahimov	Deputy Chief of Entrepreneurial Support Policy Department
Economic Development Ministry	Jamaladdin Quliyev	Deputy Chief of Economic Policy, Analysis & Forecast Department
Ministry of Energy & Industry	Anar Suleimanov	Chief of Department on Strategic Development & Coordination of Investment Projects at State Agency on Alternative and Renewable Energy Resources
International organizations & embassies		
GTZ	Marc Beckmann	Head of Private Sector Development Project
GTZ	Wolfgang Aigner	Project Coordinator for Renewable Energy, GTZ Baku office
UNDP	Chingiz Mammadov	Senior Program Advisor
UNDP	Vugar Allahverdiyev	Program Manager
Turkish Embassy in Azerbaijan	Cahit Büyüktürk	Advisor on Economic Issues
Turkish Embassy in Azerbaijan	Mustafa Gür	Advisor on Labor & Social Protection Issues
Turkish Embassy in Azerbaijan	Ramazan Ulus	Customs Advisor
World Bank	Alim Hasanov	Economist
Japan International Cooperation Agency	Yoshiko Yamanaka	Expert

Business associations

ATIB & UBCCE	Ahmet Erentok	Honorary Chairman; First Vice-President
ATIB	Fatima Aslan	Chairwoman of Executive Board
ATIB	Ali İhsan Genç	Deputy Chairman of Executive Board
ATIB	Cemal Yangın	First Deputy Chairman of Executive Board
ATIB	İhsan Fatoğlu	Deputy Chairman of Executive Board
ATIB	Resul Doğan	Executive Board Member
ATIB	Ali Apaydın	Executive Board Member
German-Azerbaijani Business Association (DAWF)	Florian Schroeder	Director
TUSİAB	Yasin Göral	Secretary General
TUSİAB	Samad Hajiyev	Deputy Secretary General
TUSİAB	İsrail Aliyev	Press Secretary
National Confederation of Entrepreneurs (Employers') Organizations of Azerbaijan Republic	Mammadali Afandiyev	Secretary General
Azerbaijan Export & Investment Promotion Foundation (Azpromo)	Azer Huseynov	Project Manager

Companies

State Oil Company of Azerbaijan Republic (SOCAR)	Ramiz Aliyev	Chief of Ecological Projects Management Department
SOCAR	Qazanfar İmanov	Chief of Labor Safety and Ecology Department
SOCAR	Nigar Qurbanova	Engineer of Ecological Projects Management Department
SOCAR	Azər Aliyev	Chief of Ecology Department
SOCAR	Aflatun Hasanov	Deputy Chief of Ecology Department
SOCAR	Jahid Huseynov	Chief of Energy & Mechanics Section at Ecology Department
SOCAR	Maharram Mehdiyev	Chief of Science & Engineering Section at Ecology Department
SOCAR	Rakif Qafarov	Deputy Chief of Engineering Production Section at Ecology Department
SOCAR	İlham Maharramov	Engineer of Labor Protection, Safety & Ecology Department at "Azerkimya" Public Union
BASF Caspian	Ümit Başdaş	Executive Director
Caspian Technology Company	Nazir Ramazanov	CTO & Project Coordinator
Caspian Technology Company	Yusif Aliyev	Specialist of Project Management Department
Turquoise	Goshgar Aliyev	Sales Manager

Turquoise	Sanan Gadirli	Sales Manager
CNİM Company	Hubert de Chefdebien	Director of Public Affairs for Environment
Clean City OJSC	Etibar Abbasov	Deputy Chairman
AAS-ATE Joint Venture	Sabuhi Maharramov	Director
British Petroleum	Saadat Qafarova	Specialist on Ecological Permits
British Petroleum	Vusal Mammadov	Senior Advisor on Environmental Issues
Azerenerji OJSC	Eldaniz Nazaraliyev	Quality Manager
WILO Caspian LLC	Elmar Mammadov	Sales Engineer
WILO Caspian LLC	Rustam Aghayev	Service Manager
Zygon Caspian Consulting	Asif Amirsultanov	Project Manager
Zygon Caspian Consulting	Natiq Aghazade	Executive Director
Sinergy Holding	Shahin Abbasov	
Nobel Oil	Murat Tayshi	Acting General Manager

NGOs

Entrepreneurship Development Foundation	Sabit Bağirov	President
Center of National Ecological Forecasts	Telman Zeynalov	President
Legal Thinking Towards Healthy Life	Samir İsayev Sadiq Həsənov	President

Scientific organizations

Azerbaijan National Academy of Sciences (ANAS) Presidium	Arif Hashimov	First Vice-President
ANAS	Firuza Jafarova	
ANAS	Farida Teymurova	

Universities

Azerbaijan State Economic University	Fuad Aliyev	Head of Experiment & Employment Department
Azerbaijan State Economic University	Rauf Quliyev	Recrot Aide
Azerbaijan State Economic University	Nazim Hajiyev	Head of Regional Development Department
Baku State University	Ismayıl Aliyev	Pro-rector on Scientific Affairs

Azerbaijan Architecture and Construction University	Mardan Jalilov	Head of Chair, Professor
Azerbaijan Architecture and Construction University	Yashar Qahramanli	
Azerbaijan Architecture and Construction University	Ali Quliyev	
Nakhchivan Private University	Nazim Mahmudov	

Foreign guests

Germany, GTZ	Detlef Schreiber	Head of Section Environment, Resource Efficiency, Waste Management, Division Environment & Climate Change
Georgia, GEC	Mamuka Skhvtaridze	President
Georgia, GEC	Dimitri Japaridze	Advisor
Iran, ICEA	Mohammed Zeidi	Board Member
Kazakhstan, Kazenergy	Danira Baigunakova	Project Manager, Kazakh Carbon
Kazakhstan, Atameken	Samal Tulegenova	Expert
Turkey, TUSIAD	Ahmet Can Çeltikçi	Assistant Expert
Turkey, REC	Onder Algedik	Advisory Specialist & Secretary General of Climate Change Platform
Greece, SEV	Ioannis Patsiavos	International Relations Director
UBCCE	Murat Zongür	Secretary General
UBCCE	Seda Köknel	Senior Advisor
FORSNET Company	Orhan Samast	General Director

ATIB Secretariat

ATIB	Rashad Rasullu	Deputy Chairman, Secretary General
ATIB	Kanan Aslanlı	Head of Projects & Researches Division
ATIB	Konul Mukhtar	Senior Specialist of Organizational & Administrative Division
ATIB	Farid Malikov	International Relations Senior Specialist
ATIB	Gulnar Shirinova	Senior Specialist of Public Relations Division
ATIB	Gunel Rasullu	Specialist of Public Relations Division

Media

Qafqaz Press	Elmir Pashayev
Səs newspaper	Matlab Salahov
Salam News	Narghiz Aliyeva

Azad inform information agency	Amid Iskenderov
Azertac information agency	Khalid Nur
Qafqaz information agency	Nigar Mammadli
Azer Press	Bahrüz
	Rustambeyov
Sia information agency	İlkin Najafli
Turan information agency	Hafiz Babaly
Palitra newspaper	Alimardan Sultanov
İnterfax	Nigar Abbasova
Etnoglobus	Gulnara İnanc
İqtisadiyyat	Seymur Yunusov
APA	Ali Ahmadov
AZTV	Ramin Gourban
İTV	Ulker Aliqzy
ANS TV	Neman Safaraliyev
Lider TV	Aqshin Kamal

Winners of essay contest

Azerbaijan State Oil Academy/Public Administration Academy under the President of Azerbaijan	Elzamin Kazımov	Bachelor/Master
Azerbaijan Turism Institute	Khalil İsrafilzade	Student
Azerbaijan Languages University	Eljan Salmanova	Student
Baku State University	Gulbaniz Mammadova	Student
Azerbaijan State Economic University	Elchin Rustamov	Student

ANNEX 2 : WORKSHOP AGENDA

Monday, 13 December, “Dan Ulduzu” Hall

09:30 – 10:00 Registration of Participants and Coffee

10:00 – 10:45 Opening Session

Introduction of objectives and expectations on Workshop by

- **Mr. Ahmet Erentok**, First Vice-President, UBCCE; Honorary Chairman, ATIB
- **Mr. Jamil Malikov**, Deputy Director, State Agency on Alternative and Renewable Energy Resources, Ministry of Industry and Energy
- **Mr. Ramiz Aliyev**, Head of Ecological Projects Management Department, State Oil Company of Azerbaijan Republic, SOCAR
- **Mr. Detlef Schreiber**, Head of Section Environment, Resource Efficiency, Waste Management, Division Environment & Climate Change, GTZ

Award Ceremony of the Essay Competition on “Green Economy” among university students within the framework of “Year of Ecology in Azerbaijan”

10:45 – 12:30 Panel I : Implementation of environmental standards in country’s oil-chemistry industry

Moderator: Mr. Ali İhsan Genç, Deputy Chairman of the Board, ATIB

- **Mr. Gazanfar İmanov**, Head of Division, Labor Safety and Ecology, Azerikimya, SOCAR
- **Mr. Ümit Başdaş**, Managing Director, BASF Caspian
- **Mr. Detlef Schreiber**, Head of Section Environment, Resource Efficiency, Waste Management, Division Environment & Climate Change, GTZ

(Discussions with auditorium)

The panel will focus on new institutional and legal frameworks of environmental standards in oil-chemistry industry and possible realm for international cooperation in these fields.

12:30 – 14:00 Lunch Break : Park Inn Hotel Restaurant

14:00 – 15:45 Panel II : Exploration of alternative energy sources in Azerbaijan and energy efficiency

Moderator: Mr. Marc Beckmann, Head of Private Sector Development Project, GTZ Baku Office

- **Mr. Elshan Kurbanov**, Director, The Department of Strategic Development of Investment Projects and Co-ordination, State Agency on Alternative and Renewable Energy Resources, Ministry of Industry and Energy
- **Mr. Önder Algedik**, The Regional Environmental Center (REC) Turkey, Senior Consultant; Climate Platform, Secretary General
- **Mr. Nazir Ramazanov**, CTO and Project Coordinator, Caspian Technology Company
- **Mr. Florian Schroeder**, Director, DAWF (German-Azeri Business Association)
- **Mr. Telman Zeynalov**, President, National Ecology Forecast Centre

(Discussions with auditorium)

The panel will focus on the likelihood of using new energy mass derived from non-traditional sources - solar, hydroelectric, wind and etc. in Azerbaijan, also regulatory problems related to vivid accomplishment of suitable programs, importance of energy efficiency

15:45 – 16:00 Coffee Break

16:00 – 17:45 Panel III : Waste management facilities in Azerbaijan

Moderator: Mr. Samir Isayev, Chairman of Board, “Ecolex” Environmental Law Center

CNIM company presentation by Mr. Hubert de Chefdebien, Director of Public Affairs for Environment, CNIM

- **Mr. Etibar Abbasov**, Deputy Chairman of Executive Board, “Clean City” (“Tamiz Shahar”) Open Stock Company
- **Mr. Adil Zeynalov**, Head of Section Waste Management, Department for Environmental Protection, Ministry of Ecology and Natural Resources
- **Mr. Hubert de Chefdebien**, Director of Public Affairs for Environment, CNIM; Chairman of Technical Committee, ESWE (European Suppliers of Waste-to-Energy Technology)

(Discussions with auditorium)

The panel will focus on components of waste management system (the collection, transport, processing, recycling or disposal, and monitoring of waste materials) and its commercial effectiveness in Azerbaijan.

Tuesday, 14 December, “Nesimi” Hall

10:00 – 12:30 Technical Discussions on workshop’s conclusions and working out the draft blueprint of the “Green Economy & Green Business Strategy for Azerbaijan”

Moderator: Mr. Wolfgang Aigner, Project Coordinator for Renewable Energy, GTZ Baku Office

- Presentation by Mr. Samir Isayev, Local Expert for the concept of strategy paper for Azerbaijan

12:30 – 13:30 Lunch Break

**14:00 – 18:00 Site Visit
Working Tour to SOCAR’s suitable facilities**

The working language will be English. Simultaneous translation to Azeri will be provided.

ANNEX 3 : REFLECTIONS OF THE WORKSHOP IN AZERI MEDIA

In Russian

www.salamnews.org/ru/news/read/22491/pv-baku-sostoyalsyanbsp-seminar-perspektivy-zeleno/

www.salamnews.org/ru/news/read/22495/pobyavleny-pobediteli-konkursa-po-ekologiip/

In Azeri

www.anspress.com/index.php?a=2&lng=az&nid=76292

www.azadinform.az/news/a-2600.html

www.azertag.gov.az/index_az.jsp?id=9790&date=2010-12-13

www.aztv.az/xbdx/x-1.asp?id=20032&il=3000

www.econews.az/index.php?action=static_detail&static_id=55172

www.interfax.az/az/index.php?option=com_content&task=view&id=61498&Itemid=9

www.az.itv.az/iqtisadiyyat/17145.html

www.lidertv.com/az/news/6/118804.html

www.sia.az/view.php?lang=az&menu=15&id=70243

www.tna.az/?p=9174

www.tkaonline.org/haberler-azerbaycan/14677.html

www.riyadmedia.com/haber-bakida-8220az601rbaycanda-yasil-iqtisadiyyatin-v601-yasil-biznesin-perspektivl601ri8221-adli-t601dbir-kecir601c601k-t8828.html