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RECONOMY in Georgia

RECONOMY is supporting Georgia to strengthen green and inclusive economies by embedding circular practices in textiles and apparel, and positioning the country as a hub for cross-border tourism in the South Caucasus. These efforts are helping generate jobs, expand exports, and foster regional cooperation, while anchoring sustainability in local institutions.



GREENING TEXTILES AND APPAREL



2,489 people and **281** businesses engaged, leading to CHF 3,040,972 in increased income for 2248 people.

New curricula in **Tbilisi State Academy of Arts** integrated modules on zero-waste design, eco-printing, and sustainable material use.

Collaboration with **SMEDA** created roadmaps and internship opportunities, accelerating youth employment.

Open Trade Gate Sweden connected Georgian textile and apparel enterprises to European buyers through market linkage support, strengthening their export readiness and access to EU markets.

RECONOMY, in collaboration with the International Trade Centre (Armenia), trained several Georgian participants and provided one-on-one expert mentorship to two of them through the Social Certification Mentorship Programme, equipping them to prepare textile companies for the audits demanded by international buyers.

What's next? University curricula can be replicated across other institutions, while recycling services expand to neighboring countries. Partnerships with European buyers will continue to strengthen Georgia's international market access.

Learn more at www.reconomyprogram.com

TOURISM WITH A REGIONAL EDGE



Georgia is strengthening its role as a regional hub and convener for South Caucasus tourism, connecting businesses, destinations and international markets.

The Transcaucasian Trail (TCT) is developing cross-border hiking products, linking Georgian, Armenian and Azerbaijani destinations and rural tourism businesses. More than 23 MSMEs were engaged in service provision along the trail in Georgia – enabling additional income and jobs in the communities.

Due to imrpoved regional cooperation, regional tour packages have been developed or improved, including 45 multi-country packages, involving 231 tourism service providers across Armenia, Georgia, Moldova and Azerbaijan.

Tourister - the Georgian Tourism Summit 2026 is being positioned as a platform for regional networking, bringing together tourism actors and international buyers and strengthening cross-border business cooperation.

Regional FAM tours and B2B activities are connecting Georgian tourism businesses with international tour operators and supporting the development of cross-border itineraries.

Future potential lies in expanding bookable cross-border products, connecting Georgian SMEs to international distribution channels, and strengthening Georgia's role as a hub for regional adventure and cultural tourism.

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BUILDING ENERGY-EFFICIENT GEORGIA

Midea continued expanding its professional training offer through practical trainings on heat pumps, VRF systems, HVAC installation and maintenance, and other energy-efficient technologies. Across its Georgia activities, Midea engaged more than 1,300 individuals and over 290 businesses.



Midea strengthened cooperation with universities and technical education institutions, including development of practical training opportunities for Georgian students and expansion of its training infrastructure in Kutaisi.

Midea strengthened its marketing strategy based on research findings, combining direct marketing with indirect engagement of architects and engineers, and is applying this approach across the Caucasus region. The investments are more than CHF 210,000.

EECG (Energy Efficiency Centre Georgia) finalized the development of the course Energy Performance Certification (EPC) training. More thanf 35 professionals graduated from the EPC course and are ready to receive EPC certification.

Building on the progress achieved, next steps in Georgia will focus on scaling training delivery, strengthening practical learning infrastructure through academic partnerships, and further expanding market linkages and regional engagement to support the uptake of energy-efficient solutions and services.

Across the Western Balkan and Eastern Partnership countries, RECONOMY is connecting ideas, markets, and people. With consistent data tracking, systemic ownership, and regional linkages, RECONOMY is amplifying its impact:

Thousands of people across the region with better jobs and incomes

Cutting-edge partnerships with global investors, with training centers, and game-changers, position the region for long-term success

Green jobs and sustainable businesses taking root

With the right support and funding, these models can be scaled not only within Georgia but across the region, amplifying impact and building a greener, more inclusive economic future.

Learn more at www.reconomyprogram.com