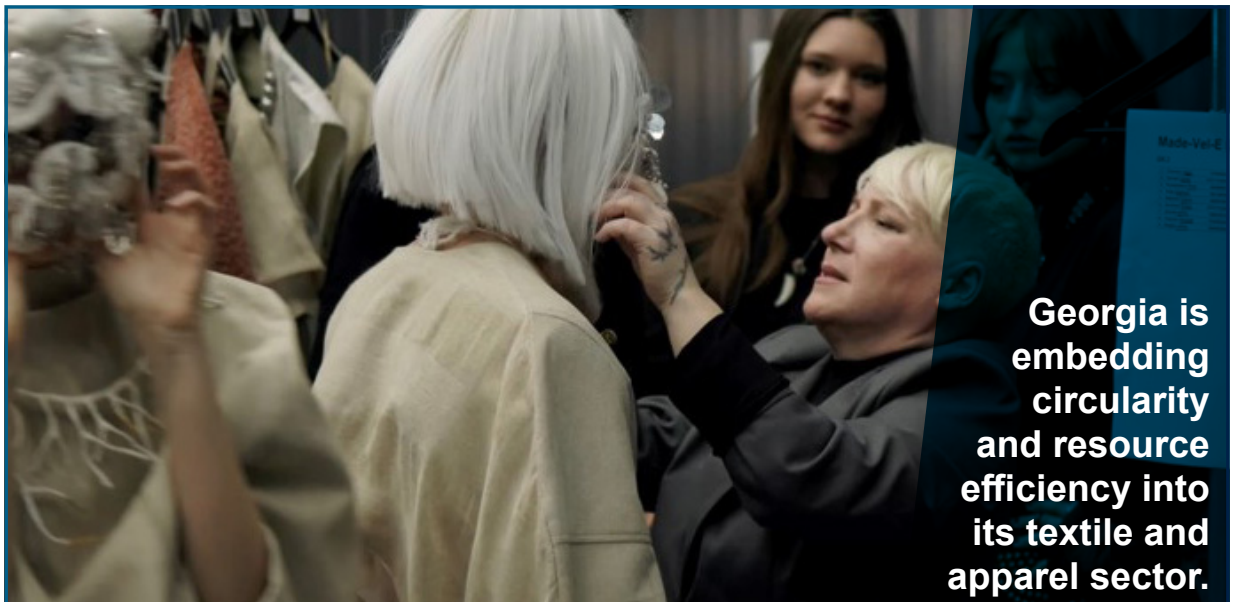


RECONOMY in Georgia

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



Georgia is embedding circularity and resource efficiency into its textile and apparel sector.



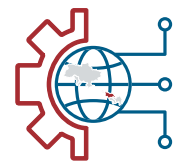
3,606
people and
515
businesses
engaged, leading to CHF 452,894 in increased income for 1348 people.



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.



LLC Napirze advanced recycling solutions, while linkages with **Open Trade Gate Sweden** connected Georgian enterprises to European markets.

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.

TOURISM WITH A REGIONAL EDGE



Georgia is anchoring its role as a convener of South Caucasus tourism initiatives and strengthening its position within the EaP Regional Tourism System Strategy.

The Transcaucasian Trail (TCT) is advancing as a flagship regional product, linking communities, SMEs, and tour operators across borders and strengthening Georgia's positioning in adventure tourism.

The Georgian Tourism Summit 2025 served as a structured platform to mobilize 9 market actors from Armenia, Georgia, Moldova and Ukraine, and institutionalize long-term regional collaboration.

Familiarization tours connected stakeholders from Armenia, Georgia, and Moldova, leading to the launch of two cross-border tour packages in niche adventure and cultural markets.

Georgian Agritourism Regional Association (GARA) engaged 116 stakeholders from the target group in regional tourism activities (29 young women, 42 young men, 45 women). Also, 118 individuals reported increased income (30 young women, 43 young men, 45 women) due to Reconomy interventions and supported cross-border cooperation.

By expanding cross-border itineraries and integrating local SMEs into regional and international value chains, Georgia is consolidating its leadership role as a hub for adventure and cultural tourism in the South Caucasus.

Georgia is anchoring its role as a convener of South Caucasus tourism initiatives

Familiarization tours engaged stakeholders from Armenia, Georgia, and Moldova, leading to the launch of two cross-border tour packages in niche adventure and cultural markets.

The Georgian Tourism Summit is being launched as a platform to mobilize market actors and build long-term collaboration.

The Transcaucasian Trail (TCT) is advancing as a flagship regional product, linking communities, SMEs, and tour operators across borders.



Future potential lies in expanding cross-border itineraries, integrating local small and medium enterprises into global tourism value chains, and scaling regional cooperation models. Georgia's leadership role is positioning it as a hub for adventure and cultural tourism in the South Caucasus.

BUILDING ENERGY-EFFICIENT GEORGIA



Midea conducted several thematic trainings: heat pumps installation, installation and maintenance of VRF systems, HVAC system overview, etc. engaging more than 200 individuals from the target group.



Midea has established a partnership with Kutaisi Technical University. The partnership aims to establish a laboratory in the university as a practical learning center.



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.



EECG (Energy Efficiency Centre Georgia) finalized the development of the course Energy Performance Certification (EPC) training. A total of 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.

