



for a better business environment

MONTHLY NEWSLETTER

October 2020



AmCham is an independent business association operating in Armenia since 2000. AmCham represents the interests of 140+ member companies from almost all sectors of the economy. AmCham's goal is to enhance the U.S.-Armenia business relations and improve the business and investment climate in the country. The Chamber is pleased to have both local companies and companies from all over the world among its members. AmCham Armenia is a member of U.S. Chamber of Commerce and AmChams in Europe.

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Armenian Business Community

Take the lead and make your voice heard in the upcoming changes!

With this letter, we encourage the Armenian business community to join the efforts in establishing transparent, efficient, and sustainable post-consumer waste management system to meet Armenia's obligations to introduce **Extended Producer Responsibility (EPR) system by 2023**. This commitment is part of the EU-Armenia Comprehensive and Enhanced Partnership Agreement (CEPA) signed between EU and RA of Armenia in 2017:

While Nature Protection Payments (Բնապահպանական վճարներ) aim to mitigate the damages caused to the environment, the **Extended Producer Responsibility** system ensures the proper handling of specific post-consumer waste products (tires, batteries, packaging, etc.) that producers or importers have put in the market.

The models of Extended Producer Responsibility vary from country to country, and **Armenia is yet to develop and adopt the best working model that would meet its environmental and economic needs. The global practice shows that the earlier the businesses engage in the initial stages of the strategy development, the better model the country adopts.** While the RA Government is obliged to create the necessary legislative framework, the role of the private sector is to support this process through the following:

- Engage in a dialogue with the government and follow up on policy development,
- Co-finance the research/study of various scenarios for the introduction of an Extended Producer Responsibility (EPR) in Armenia and the development of an appropriate model according to international experience.

It is important that the private sector will take an active role in helping to create the best recycling system in the country.

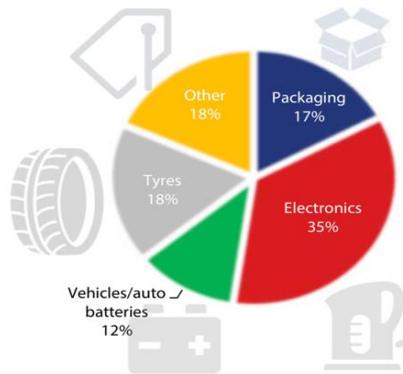
Municipal **Post consumption waste** (PCW) management is in a development stage in Armenia and we as a business community need to produce data and evidence on deciding the best case scenario to increase packaging waste recycling in the most effective and efficient way to create a win-win scenario that will meet compliance targets and at the same time mitigate potential tax implications on business.

Together, we need to conduct research/study through a professional agency for the following purposes:

- Analyze the current PCW situation, specifically volumes, types, collectors, recyclers, and opportunities; run SWOT to decide on the best waste collection and recycling practices, from the available alternatives, which will be the most suitable for Armenia and financially justified.
- Develop the best case implementation plan/guidance scenario for taking actions with the best expert agency.
- To engage with the government and negotiate the best case scenario of collaboration to drive the agenda and support the business interests.

Join the initiative!

American University of Armenia (AUA)
American Chamber of Commerce of Armenia (AmCham) Fast Moving Consumer Goods (FMCG) Committee
Waste Management Working Group
European Business Association Armenia (EBA)



Q&A

Question. What are the start and end dates of the research?

Answer. The dates will be determined when the number of organizations interested in the initiatives is confirmed. The study process is planned to start in September 2020. Before starting the study, a tender will be announced with detailed Terms of Reference. The best agency selection criteria will be based on the the best technical implementation experience and price.

Question. Which organization will conduct the research and how will it be selected?

Answer. Even though there are experienced organizations, the selection will follow the tender procedure – preparation of Terms of Reference, announcement for tender, receiving applications and selection.

Question. What is the purpose of the research and what will be the result.

Answer. As a result of the research, the best waste management model for both the public and private sectors will be selected. The model will be justified by financial and economic analysis based on the current situation in Armenia.

Question. Which level specialist form an organization shall be involved?

Answer. The organization should provide the contact details of a technical manager who is involved in waste management and environmental issues. However, the process must be under the general director's supervision.

DID YOU KNOW?

The International Day of non-Violence

October 2 of every year is the international day of non-violence, which is also the birthday of Mahatma Gandhi, the campaign leader for India's independence. The idea of celebration first came from a Hindi teacher in Paris in 2004. The idea started to spread and gain the interest of the Indian National Congress President and Chairperson of the United Progressive Alliance Sonia Gandhi and Archbishop Desmond Tutu. In January 2007, they requested the United Nations to adopt the idea. On June 15, the UN General Assembly passed a resolution and declared October 2, Gandhi's birthday, the international day of non-violence. The celebration aims to distribute the message of non-violence through education and awareness-raising. Moreover, the day is a reminder that people should create a culture of peace, tolerance and non-violence. In Armenia, for the 150th anniversary of the birthday celebration of Mahatma Gandhi, the foreign ministry of Armenia requested the Yerevan Mayor to install Gandhi's statue in Yerevan. Yerevan City Council voted in favor of the request, and the statue will be installed in the territory of a park between Halabyan and Margaryan streets.



**INTERNATIONAL
NON-VIOLENCE DAY**

REMEMBERING
GANDHI

On 1 October, 2020 AmCham Armenia Executive Director Ms. Karine Sarkissian participated in the 8th Annual Transatlantic Digital Economy Virtual Conference focused on the accelerated digital transformation and showcase how the right approach to digital policymaking could help Europe's economy flourish. The last few months have demonstrated that the future is digital. As we continue to tackle the fallout of the global health crisis, it has become evident that digital solutions can ensure economic continuity and resilience for the society of tomorrow. Digital policies should be adapted to improve digital infrastructures, attract investments and promote technological innovations.

The keynote speaker of the event was Margrethe Vestager, Executive Vice-President, A Europe Fit for the Digital Age, European Commission.

During the conference panel it was discussed the investments in Europe's digital recovery and the promotion of a digital ecosystem for the EU's global competitiveness by Dita Charanzová, MEP, Vice-President, European Parliament (RE, CZ), Thomas Jarzombek, Commissioner for the Digital Industry and Start-ups, Christian Democratic Union (CDU), Member of the German Bundestag, Martin Jetter, Senior Vice-President and Chairman, IBM Europe, Eva Maydell, MEP (EPP, BG), Anthony Whelan, Digital Adviser, Cabinet of President Ursula von der Leyen, European Commission.

!!! WELCOME AMCHAM NEW MEMBER !!!

BRONZE ASSOCIATE MEMBER – THE LITTLE GYM YEREVAN



GNI LLC is the franchisee of **The Little Gym** based in Yerevan and the first one in the Caucasus region. The Little Gym is the leading child development program in the world for the past 43 years. It currently includes 450 gyms in 36 countries. 150,000 children experience **The Little Gym** program on a weekly basis around the world.

What makes **The Little Gym** program unique is that it works with children (age: from 10 months till 12 years) to develop their life skills so that they can build the confidence to reach their goals. It allows children to feel challenged and successful while progressing at their own comfortable pace. **The Little Gym** environment is fun, nurturing and musical. **The Little Gym** environment is fun, but our purpose is more serious.

A couple of examples of what **The Little Gym** program does for children around the world and now also in Yerevan.

- **Get moving is all about physical development.** For a healthy body, we need to move. We need to build our muscles and our bones for our body to grow and function properly. Starting from birth, we are destined to move. At **The Little Gym Yerevan**, we develop the physical body so that it can be flexible, have strength, balance and coordination. This allows us to get out of bed everyday healthy, and gives us the opportunity to be educated, be active in sports, travel, feed ourselves, etc.

- **Brain boost is all about brain development.** Nurturing listening skills, concentration and decision-making that benefit your child well beyond the gym. This will prepare children to go to school, to learn to write, to follow instructions, to listen to the teacher and to concentrate on their learning.

- **Life skills.** How can we all get along without social skills and communication? At The Little Gym, we promote sharing, teamwork, cooperation and leadership through spending time with friends and peers. It allows children to be prepared for school and when they get older to work as well as building long-lasting relationships. This is true for children who have developed friendships for life but also for their parents.

The ACE 2020 virtual Best Practice Conference was held from 12-14 October, 2020, breaking away from the original plan to be hosted by AmCham Bulgaria due to the COVID-19 restrictions. In light of recent challenges, the community stays more connected than ever before, with more than 80 participants attending the conference.

AmChams in Europe serves as the umbrella organization for 45 AmCham members from 43 countries throughout Europe and Eurasia, and Armenia is one of them. The annual Conference is a great platform to exchange best practices, to share knowledge and expand the networks, as well as to discuss topics impacting AmChams and their members in Europe and not only. In the Conference within the traditional Creative Network Award nomination, **AmCham Ukraine presented its 'Leadership in Times of Crisis' project and among 6 candidates won the 1st Special Prize.**

The conference also served to assess The Benchmark Survey, which sparked a lively debate among the participants, which addressed the current and future challenges the organizations face.

Brief project description – purpose and objective:

- 10-minute pre-recorded Zoom video with AmCham Executive Director interviewing member company CEO
- To give AmCham members a platform to communicate a) the new realities of work b) how to lead and manage c) how business is impacted d) help local communities during COVID-19
- Video shared on Facebook, LinkedIn, Twitter, website & weekly mailout
- To inspire with stories and facts

Impact of project on local AmCham and its members:

- 100 videos already online, the majority in English
- Organic reach is significantly higher than of standard social media posts

Facebook

- 13,745 organic reach of the most popular video 4285 average organic reach of a post
- 1344 views of most popular 373 average video views (with sound)

LinkedIn

- 1534 impressions of most popular 446 average impressions per video

Twitter

- 6699 impressions of most popular 40 average views per video (with sound)

The project consists of short video interviews between the AmCham Executive Director and the CEOs of member companies to discuss the new realities of work, the challenges to leadership and management, and how to help local communities during the crisis. The project delivered a range of inspiring stories and facts shared through social media, which provided helpful tips, insights, and personal experiences to the broader public. Sincere CONGRATULATIONS to the entire team of AmCham Ukraine.

The community also got the opportunity to get to know other inspirational projects created by the AmChams EU, Germany, Israel, Kosovo, and Slovenia, which reached the ACE Creative Network Award 2020 finals.

You can watch the videos [here](#).

