

GEFF Tajikistan Podcast on Green Technology Selector

GEFF Tajikistan Marketing Expert:

Welcome to the special edition of the GEFF Tajikistan podcast! I'm Aziz Gafarov, the GEFF Tajikistan Marketing Expert. Over the past several months our team has been developing dedicated digital audio files to inform about the benefits of green financing and investing in high performance technologies, products and practices which will support Tajikistan's transition to a green economy. Each podcast represents different types of resource efficient technologies and highlights the importance of green technologies and benefits that can be reached. The GEFF Tajikistan Podcast series can be found on our website.

This special edition is dedicated to the **Green Technology Selector**, a world-class user friendly platform. The Green Technology Selector is an international website that catalogues high-performance technologies and materials that have been pre-approved and are eligible for EBRD financing from local financial institutions under green financing programs. The European Bank for Reconstruction and Development has developed the Green Technology Selector to promote global transfer of high-performing green technologies.

Today we are going to be talking with our project experts about the Green Technology Selector, its benefit and how it can be useful for vendors and clients in Tajikistan. Welcome, dear colleagues. First, I would like to invite Mr. Parvin Jabborov, our engineering expert, who closely works with Tajik vendors. Parvin, could you please tell us why the Green Technology Selector would be interesting for vendors?

GEFF Tajikistan Engineering Expert:

Thanks a lot. I'm glad to be here. Maybe it is better first to explain what the green technology means. The term "green technology" means a technology, which is environmentally friendly and helps to use efficiently natural resources. Green technologies can be seen as one of the elements that can minimize degradation of environment and provide a healthier environment. The Green Technology Selector is an online shopping-style platform that connects vendors of the best green technologies with forward-thinking financial institutions, businesses and homeowners.

If you are a local vendor, you can publish information about which of these technologies and products you sell. If you are a business owner or a household and you are looking for green technologies, our Green Technology Selector makes it very easy. Through advanced filtering, you find the product, technology or a manufacturer you need, and then see sales points nearby on a map. Technology choices can be compared and saved for the future references. The Green Technology Selector will create a certificate automatically. It makes available green financing from local financial institutions. Just include it in your financing application to a local bank or another financial institution, which EBRD partners with, to prove that chosen technology is eligible for financing.

GEFF Tajikistan Marketing Expert:

Parvin, could you please share with some statistics on Green Technology Selector at the global level?

GEFF Tajikistan Engineering Expert:

Today the Green Technology Selector works in 37 countries where the EBRD operates and contains over 30,000 items of materials and technologies that increase energy efficiency ensure the use of renewable energy sources and reduce water consumption and soil erosion.

GEFF Tajikistan Marketing Expert:

What are the benefits of using the Green Technology Selector for vendors and local providers?

GEFF Tajikistan Engineering Expert:

We engage local technology providers to register their products at the Green Technology Selector. Upon approval of the registration, technology providers will receive several benefits, including

- Increased brand awareness
- Support in marketing
- Recognition as providers of best-in-class green technologies
- Increased sales

Tajik vendors are always looking for the best possible ways to market and advertise their products through local / international markets, as well as electronic and Internet resources. **The most important reason why local vendors are interested in GTS is due to its support and recognition of a high level of product quality. In Tajikistan, it is currently the only program that recognizes high quality products according to specific eligibility criteria.** Therefore, it is a highly relevant program for vendors located in hubs with large sales volume. Of course, there are also smaller scale vendors located in the rural areas which are less interested - they trade in areas and towns where internet access is not always available and hence cannot tap into the benefits of the online GTS. The GTS supports vendors in entering new markets which can help to increase sales turnover. Registration is free and is carried out online. Technology verification and validation in Tajikistan is carried out by our local consultant team.

GEFF Tajikistan Marketing Expert:

Very interesting, the Green Technology Selector has launched a mobile app. Could you tell us more about it? What do you think will be the expected utilization rate of the App in Tajikistan?

GEFF Tajikistan Engineering Expert:

Sure, EBRD recently launched an associated app to enable green technology buyers with the identification of vendors and products using a mobile application of Green Technology Selector. It is now available in 10 languages. If you are manufacturer of green technologies, register your technologies based on minimum performance criteria. Our experts will verify eligibility of your products. If you are interested in investing in green technologies, you may access the platform from your smart phone 24/7. Central stores, points of sale and service centers in which vendors conduct their activities are located in the centers of cities, districts and villages of Tajikistan.

Most vendors use mobile applications with Android support and they can download and use the GTS mobile application. The GEFF Tajikistan team organizes regular trips to the central, southern and northern parts of Tajikistan, they meet with vendors, describe GTS benefits and explain to them how to download and use the GTS mobile application. At first it may take more time for explanatory work, but after the vendors themselves learn how to use the GTS mobile application, we think it will be even more widely distributed among vendors.

GEFF Tajikistan Marketing Expert:

Parvin, could you please share with us a story of a Tajik vendor who successfully registered and using GTS actively?

GEFF Tajikistan Engineering Expert:

Of course there are several examples, but I want highlight a recent one that we experienced. A local company LLC «Sharshara» – is a supplier of modern pumping machines, in particular circulating and in-line pumps, multistage centrifugal and self-priming pumps, pumps for pools, ponds and salt water, submersible pumps for drainage and sewage water, borehole pumps and electric motors for them and pressure boosting pumping stations. LLC «Sharshara» is the official dealer of «DAB Water Technology» Company, which produces high capacity pumping technologies with minimum energy consumption rates.

The engineering staff of LLC «Sharshara» were very excited with the Green Technology Selector and registered as a vendor of green products as they saw it was a good marketing channel to build market awareness of their high quality products. The company continues regularly communicating with the GEFF engineering team to further add eligible products into the Green Technology Selector.

GEFF Tajikistan Marketing Expert:

How can local Partner Financial Institutions benefit from the Green Technology Selector?

GEFF Tajikistan Engineering Expert:

In Tajikistan, local Financial Institutions such as Eskhata bank, Humo, Imon, Arvand, FMFB are very familiar with the Green Technology Selector and GEFF Tajikistan program. The GTS can be used anywhere and anytime, so using platform for PFI staff is very convenient. GTS is an effective tool for selecting vendors and the green products fast. For example, at the client's request, the Loan Officer can open the GTS app, get acquainted with the registered brands of tractors / combines / pumps / solar collector / household appliances, etc., then advise the client on the appropriate product.

GEFF Tajikistan Marketing Expert:

Many thanks Parvin, now I would like invite another our engineering expert Ms. Nigora Kurbonova, who is working closely with Green Technology Selector in Tajikistan. First of all please inform us about the status of the GTS in Tajikistan.

GEFF Tajikistan Engineering Expert:

Currently, 62 Tajik vendors registered on Green Technology Selector representing 1077 green products that belong to 14 different technologies. The most demanding GTS technologies for agricultural sector are agri-machinery, greenhouses and cold storages. The categories include Windows & Doors, Insulation, Power & Cogeneration, Motors & Pumps, Transport, Boilers, Domestic Appliances and Lighting. The catalogue of these technologies is expanding and being populated regularly.

GEFF Tajikistan Marketing Expert:

For vendors listening to our podcast, pls briefly describe the steps for registration.

GEFF Tajikistan Engineering Expert:

Sure, it is a straightforward process with 2 main steps.

Step 1: The vendor needs to register and create a supplier account. This can be done from the main page, select the country and registration language - English or Russian. It will be available in Tajik sometime in the first half of 2021. The general information about the company and the contact person who will work with the Green Technology Selector need to be entered. Also upload the certificate of registration, which confirms your legal status and ability to supply goods - this can be a Certificate of an individual entrepreneur or a Patent. Registration will be completed with the creation of an account to log in via email and password.

Step 2: You should register your store or chain of stores. Again, standard data. This is necessary in order to link the product to the end consumers and it is very convenient if there are several stores, so that people from the regions can see and the system will automatically suggest a product nearby. The store needs to be registered only once and you may add an unlimited number of products. The information on geolocation is important, as the system collects data on geographic location i.e. latitude, longitude and GPS coordinates. Finally, the stores will be in the list of supplier stores and this data can be edited.

The "Tech Selector" mobile application is already available on Android & IOS. The Green Technology Selector is always live and accessible anytime, locally and globally. The GTS mobile app is mainly for customers who want to purchase energy savings technologies. This is a very handy application that will enable GTS users to obtain the necessary information about registered companies (vendors, manufacturers) technologies and products that meet the GEFF performance criteria. The application can be easily downloaded from the Play Market and installed on your mobile phone. I also want to say that not everyone has computers or laptops. Therefore, the mobile application allows customers to choose the appropriate technology themselves.

GEFF Tajikistan Marketing Expert:

That sounds great, thank you. Nigora, could you please share about the potential challenges that an interested vendor may face in registering on the GTS?

GEFF Tajikistan Engineering Expert:

Yes, it is not always smooth and we have observed several challenges. The main challenge is a weak internet connection. From time to time, some of vendors are facing difficulties with the determination of GPS coordinates for a shop or office. Vendors should register a shop and they must fill up the 'Location', which automatically finds the Latitude and Longitude. The main problem is that Google maps cannot find the location. Or sometimes it is required to adjust browser settings, to give permission for geo-location. Not all vendors have computer knowledge, so we explain and sometimes show you how to register step by step during meetings and via mail or phone.

We have a dedicated team that will support you should you face any obstacle during registration. In Tajikistan, the market is filled with mixed technologies, both energy efficient and low efficient technologies. There are situations when a vendor wants to work with us and register their product. But in terms of technical parameters, the technologies are not suitable. Or not all technologies are suitable. For example, we have a household appliance vendor that has A and A + Refrigerators and Air Conditioners, suitable only for A + and above.

We are ready to demonstrate to vendors how to do this. We are also designing dedicated brochures, which describe the necessary steps. In any case, please remember that we are here to assist you. Please call +992 93 433 90 01 or write to us, also you may visit our Facebook page or website to reach us.

GEFF Tajikistan Marketing Expert:

Thanks, also it will be very useful for our listeners if you could list the technical requirements for registration of these technologies?

GEFF Tajikistan Engineering Expert:

Registration for vendors is not difficult, although some documents need to be prepared: legal documents (Certificate) and catalogue of products in pdf format with the technical specification. Because Green Technology Selector promotes high-performing green technologies, vendors should prove that their equipment fits to Green Technology Selector Minimum Performance Criteria. For example: air conditioners must have energy efficiency class not less than A+, solar thermal collectors must have efficiency not less 75%, etc.

We will be happy to provide information on Minimum Performance Criteria for any technology which vendors are interested upon request. Please feel free to contact our team if you need any further information or assistance. By the way, it is also possible to register in Tajik and Russian languages.

GEFF Tajikistan Marketing Expert:

I would like to add that Green Technology Selector is available for free provides valuable technical information, verified by independent experts. It can be used by businesses, individuals, technology manufacturers and vendors, banks and other financial institutions. It guides you to better technology choices that enhance your operational performance.

Here, we have reached the end of this episode. It was my pleasure to have you on board, thank you for your participation in the discussion. Dear listeners, hope you found the episode useful. If you have any questions regarding the Green Technology Selector technology we discussed today or about the GEFF Tajikistan project, please visit www.ebrdgeff.com/tajikistan or find us on Facebook.

In the end let me briefly share about the key objectives and activities of the GEFF Tajikistan. The Green Economy Financing Facility Tajikistan, a product of the European Bank for Reconstruction and Development, working in cooperation with the European Union, the Green Climate Fund and the Republic of Korea. The Green Economy Financing Facility programme operates through a network of more than 140 local financial institutions across 26 countries supported by almost EUR 4 billion of EBRD finance, supports businesses and homeowners wishing to invest in green technologies. It contributes to creating new and/or notably scaling up existing markets for climate change mitigation and climate change adaptation financing across the industrial, commercial, residential, transport and agricultural sectors. In Tajikistan, the GEFF programme provides finance, technical assistance and investment incentives to the private sector to contribute to the country's transition to a green economy. GEFF Tajikistan is a product of the European Bank for Reconstruction and Development (EBRD), working in cooperation with the Green Climate Fund, the Republic of Korea and the European Union. The Facility operates through Participating Financial Institutions in Tajikistan, supporting its green economy transition with \$25 million of financing for energy and resource efficiency investments. Together with the donors and financing partners, GEFF Tajikistan is helping the local market to transition to a "Green" economy. Thank you for your attention!