



# ***GREEN GROWTH INITIATIVE FOR SUSTAINABLE BUSINESS GROWTH***



***SUPPORTED BY:  
PRIVATE SECTOR DEVELOPMENT IN ETHIOPIA (PSD-E)***



Implemented by:  
**giz**  
Technische Zusammenarbeit  
für nachhaltige Entwicklung



# ***PROJECT BACKGROUND***

## **About AACCSA**

Addis Ababa Chamber of Commerce and Sectoral Associations is a leading Business Membership Organization committed to strengthening the competitiveness and growth of Ethiopia's private sector. AACCSA supports businesses by addressing key challenges, promoting innovation, and encouraging responsible and sustainable business practices that contribute to economic development.

## **Why Sustainable Business Matters**

In today's rapidly changing global market, businesses must adopt innovative and sustainable approaches to stay competitive. Companies are expected to respond to evolving consumer preferences, meet international standards, and address environmental and social responsibilities while maintaining productivity and growth.

## **Green Growth Initiative for Sustainable Business Growth**

To support this transition, AACCSA has launched the Green Growth Initiative for Sustainable Business Growth (GGI-SBG) project. The initiative helps Ethiopian businesses adopt green and sustainable practices that enhance productivity, reduce operational costs, improve market access, and strengthen long-term competitiveness.

## **Partnership for a Greener Future**

The project is implemented with technical and financial support from Deutsche Gesellschaft für Internationale Zusammenarbeit. It contributes to Ethiopia Net-Zero Carbon Emissions Target 2050, supporting the country's commitment to achieving a climate-resilient and low-carbon economy by 2050.



# **GREEN GROWTH CENTER OBJECTIVES**

## **Center of Excellence**

Establish a central hub for green growth services and innovation that supports businesses through capacity building, resource-efficiency solutions, and climate action initiatives.

## **Expanding Global Market Access**

Support Ethiopian businesses in meeting international sustainability standards, enabling them to access global markets and expand economic opportunities.

## **Measurable Environmental Impact**

Promote practical actions that help businesses reduce greenhouse gas emissions, energy consumption, and waste generation while contributing to Ethiopia's environmental commitments.

## **Public—Private Collaboration**

Strengthen dialogue between the private sector and government institutions to promote policies and regulations that support green growth and long-term economic resilience.

# **WHO WILL BENEFIT**

The Green Growth Center will support a wide range of private sector stakeholders, including:

- Small and Medium Enterprises (SMEs)
- Large Companies and Corporations
- Business Leaders and Managers
- Employees and Technical Staff



## **KEY SERVICES OF THE GREEN GROWTH CENTER**

### **Capacity Building & Advisory Support**

Customized training and advisory services will help businesses integrate practical sustainability solutions into their operations.

### **Access to Green Growth Resources**

Businesses will benefit from toolkits, digital resources, and expert guidance on ESG practices, energy efficiency, waste management, and carbon footprint reduction.

### **Green Financing Guidance**

Selected SMEs and companies will receive support in identifying green investment opportunities and accessing sustainable finance.

### **Market Access & Partnerships**

#### **Standards & Compliance Support**

Technical assistance will help businesses meet national and international sustainability standards such as ISO 14001, improving competitiveness and enabling entry into new markets.

#### **Networking & Collaboration**

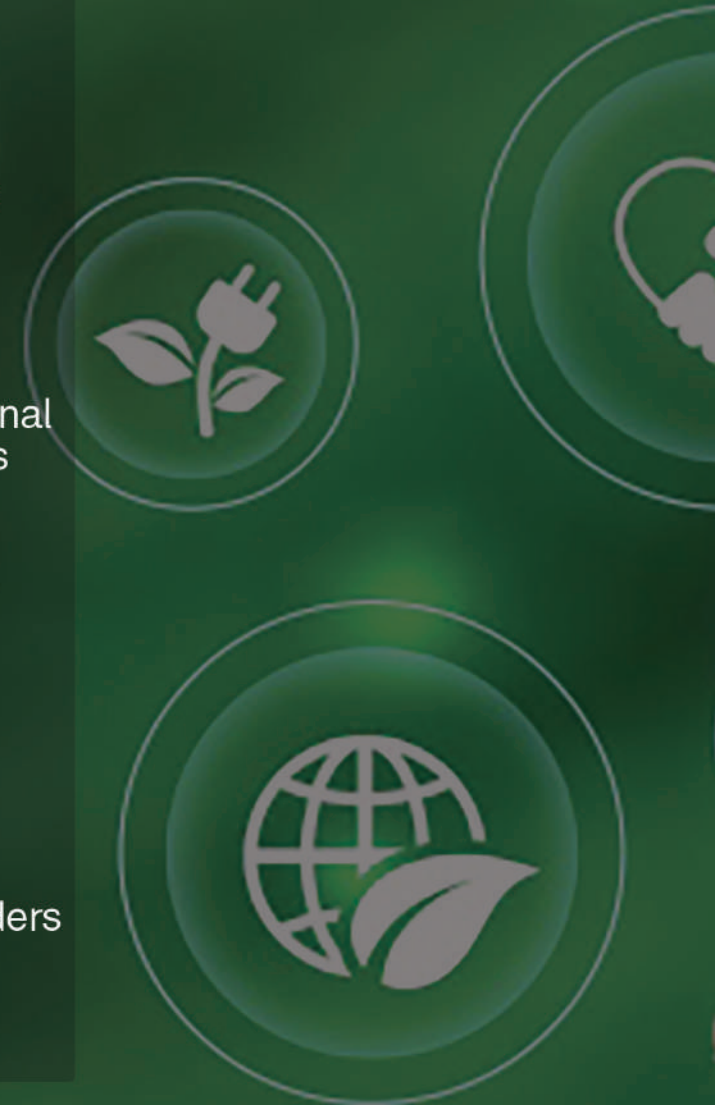
The center will connect businesses with government institutions, large enterprises, and international partners to promote collaborative green initiatives.

#### **Recognition & Certification**

Businesses adopting sustainable practices will receive recognition, certifications, or eco-labels that strengthen their brand reputation and market position.

#### **Leadership & Employee Development**

Training programs will build the knowledge and skills of business leaders and employees, helping organizations embed sustainability into their culture and operations.



## **MAJOR STRATEGIES**

### **Promoting Green Business Practices**

Encourage businesses to adopt environmentally responsible practices that improve resource efficiency, reduce carbon emissions, and support sustainable production systems.

### **Capacity Building and Knowledge Sharing**

Provide training programs, workshops, and knowledge resources that equip businesses with the skills and expertise needed to implement green growth solutions.

### **Strengthening Partnerships**

Foster collaboration between the private sector, government institutions, development partners, and industry stakeholders to accelerate sustainable business transformation.

### **Supporting Market Competitiveness**

Assist businesses in meeting international sustainability standards, improving product quality, and expanding access to regional and global markets.

### **Innovation and Resource Efficiency**

Promote innovative technologies and practices that help businesses reduce costs, optimize energy use, and enhance overall productivity.



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