2019 Global Compact Network Georgia SDG Pioneer — Maya Kobalia

Maya Kobalia is a Georgia SDG champion at MFO Crystal. As the Head of the Environmental and Social (E&S) Division, she has helped integrate four of the SDGs into the company’s strategy: no poverty (Goal 1); quality education (Goal 4); gender equality (Goal 5); affordable and clean energy (Goal 7); and peace and justice, strong Institutions (Goal 16).

On advancing no poverty (Goal 1), Kobalia has helped set a goal to reach 250,000 households by 2023, which represents 12.5 percent of the employable population. The company will develop critical soft and hard skills and building up a network.

On quality education (Goal 4), she has helped set a target to enhance entrepreneurship development, capacity building of youth-led small enterprises through innovative forms of access to finance, knowledge and expertise. She encourages youth-friendly corporate practices to about 1,000 youth from the ages of 17–25, living in 20 municipalities of Georgia. For example, she offers relevant training, improved financial capabilities, and new ways of practical on-the-job training opportunities. Through these contributions, she has helped young people to be more employable and gain economic empowerment.

On gender equality (Goal 5), as one of the first five Georgian companies that adopted the Woman Empowerment Principles (WEPs), a joint initiative of UN Global Compact and UN Women, developed to provide a holistic framework to empower women and girls in the workplace, marketplace, and community, she has helped empower female employees, customers and their families. Her role at the company includes leadership skills development for female employees through various activities (training, workshops, sexual harassment reporting mechanisms, etc.) Moreover, with the company’s unique, women-tailored products and services (financial, non-financial), she brings a positive impact on the improvement of the lives of thousands of the company’s female customers and their families.

On affordable and clean energy (Goal 7), she has provided waste management training for the branch managers, contributing positively to the prevention of climate change and lowering of greenhouse gas (GHG) emissions. Besides, her company will assess its carbon footprint, reduce emissions at the workplace and offset any remaining or unavoidable carbon emissions by 2023.

Finally, on peace, justice and strong institutions (Goal 16), she helps strengthen the rule of law to ensure justice for all citizens including protection of human rights, contributing towards peace in Georgia and the wider region.