



Global greening starts from countries/cities

Effective greening technology of countries and cities

Fast result.

Promotion of Companies.

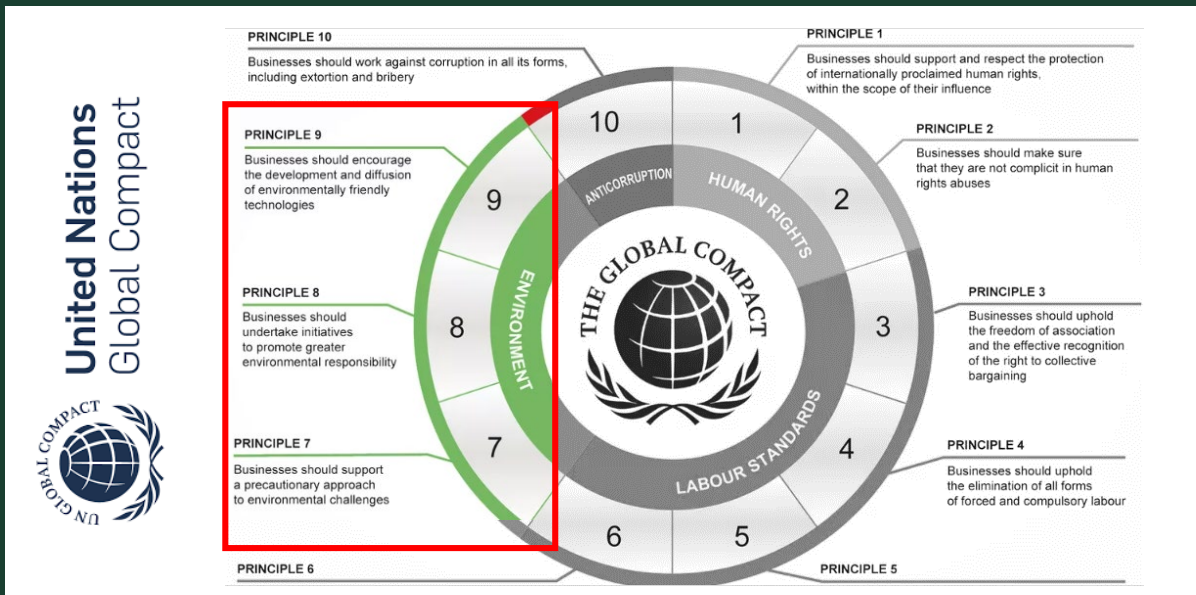
Scalable model.

BUSINESS CONCEPT. A SUCCESSFUL EXPERIENCE. PARTNERSHIP PROPOSAL



The United Nations Environment Programme (UNEP)'s Green Economy Initiative (GED is designed to assist governments in "greening" their economies by reshaping and refocusing policies, investments and spending towards a range of sectors, such as clean technologies, renewable energies, water services, green transportation, waste management, green buildings and sustainable agriculture and forests.

Priority issue of international organizations





November 15, 2006.



UN Headquarters, New York, USA

Former UN Secretary-General Kofi Anna's key appeal to governments in his famous speech on Climate Change:

"It is not enough to have Government and Non-Government organizations in the fight against environmental problems, the private sector should also be involved in this fight with various incentive mechanisms."

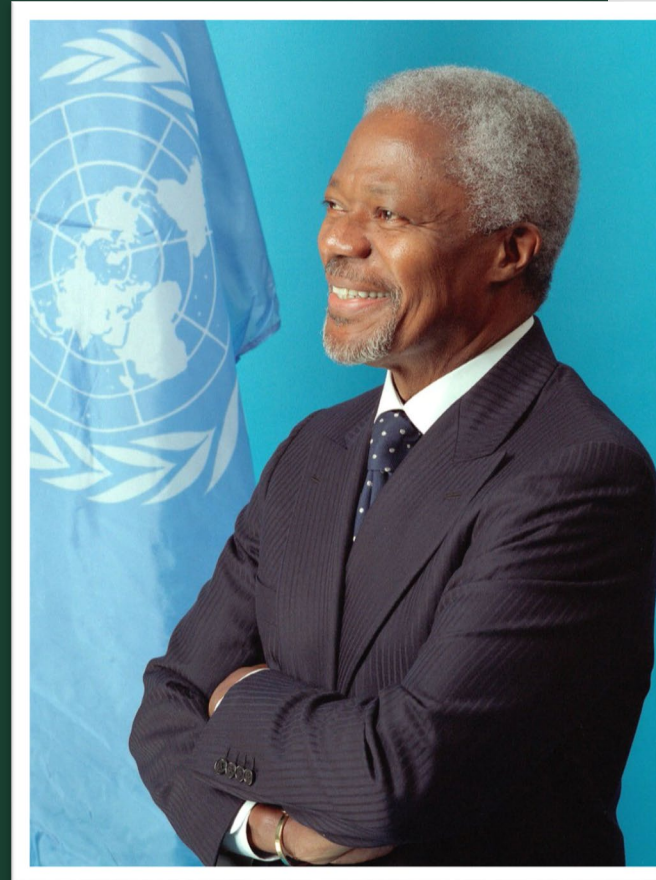


September 9, 2009.



Baku, Azerbaijan

The author's project of the initiator of the project Elnur Islamov "Global greening model - Green Azerbaijan" is registered and experiments are started.



**Idea,
Our History,
Our source of
inspiration**



The results of various studies conducted around the world

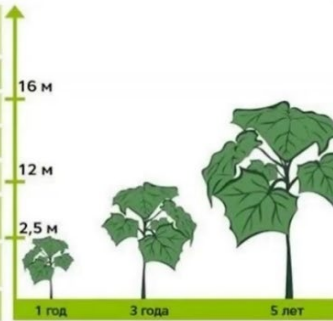


Самое быстрорастущее дерево в мире - Павлония! / Доска...



REDMINT® BT
PAULOWNIA ENERGY
2020/8/17 09:35

Вид	Годовой прирост	Высота 3-х летнего дерева	Максимальная высота взрослого дерева
Павлония	3-5 м	10,5-15,5 м	15-28 м
Ива гибридная	1,5-4 м	7,5-12 м	15-25 м
Плакучая ива	1,5-2,5 м	4,5-9 м	15-20 м
Тополь черный	2,5-3,5 м	9-12 м	20-25 м
Тополь дельтовидный	2,5-3,5 м	9-12 м	20-30 м
Дуб техасский красный	2 -2,5 м	7,5 -9 м	15-20 м
Эвкалипт красный	2-2,5 м	6-9 м	10-15 м



Paulownia FTE VS Other paulownia species

Date: FEB.19,2019
NO.:201903

Paulownia FTE is new species, it is hybrid species through paulownia fortunei, paulownia tomentosa, paulownia elongata, this species inherited good genes of the three species---good trunk, cold resistant, fast thickness growth, etc.

Following is the test report according to comparing

Items	FTE	Other species
Height	1 st year	4-7m
	2 nd year	6-9m
	3 rd year	8-12
	4 th year	10-13m
	5 th year	12-15m
Thickness	1st year	4-10cm
	2nd year	10-20cm
	3rd year	18-30cm
	4th year	25-40cm
	5th year	28-43cm
Cold resistant ability	Minus 27	Minus 15-25

Above figure is according to test and other report from different area, for reference.

See Following much more real compare

1. Round cut reference compare (Left is FTE, Right is Other species)



Left FTE in 4.5years, diameter 39cm, right is 9501 6years about 36cm in diameter.

2. Paulownia root compare



Павлония - 5 лет

Дуб - 47 лет

oak



Research: The Uniqueness of Paulownia

The results of various studies conducted around the world



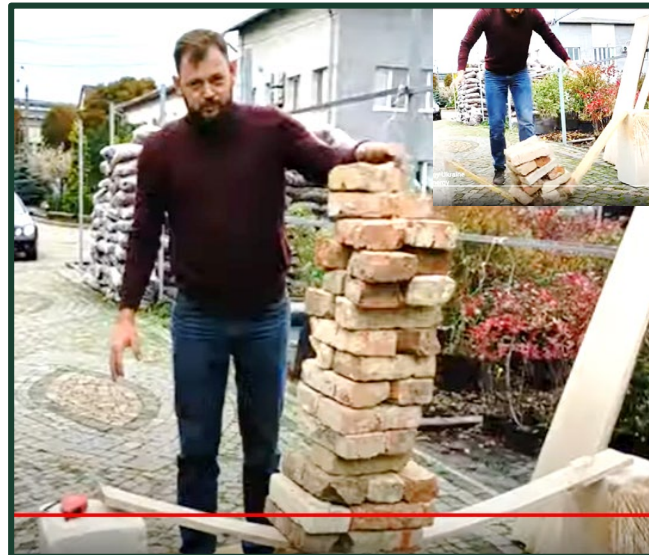
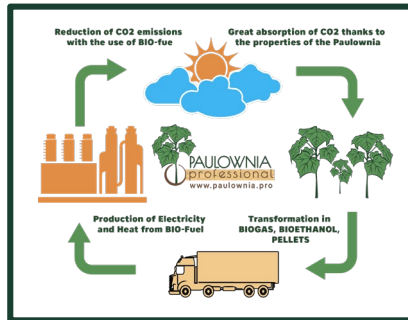
Listed by iPaulownia

100% pure paulownia honey
- Miel 100% pura de paulownia

14,95 €

Vebsaytda bax

This will take you to www.ipaulownia.co.uk



Research: The Uniqueness of Paulownia

<https://www.youtube.com/watch?v=mvtk2JIVIVc>

Alternative solution – Greening.Global



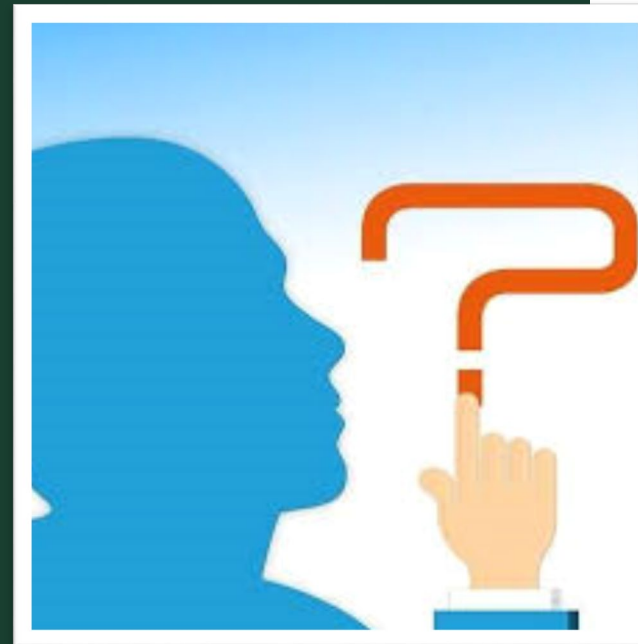
Facts known to everyone

- Everyone accepts the existence and consequences of environmental problems.
- Everyone wants to support in one way or another.
- Everyone is a patriot of the country he lives in.
- Due to the decrease in greening, respiratory diseases, as well as cancer, etc. various types of diseases are increasing every year.



Obstacles/doubts

- Lack of enforcement mechanism (improvement).
- Distrust / insecurity.
- Not being able to see the result.
- The fact that the growth of a tree is a long-term process.



Interesting facts

The main value of our project, whose main mission is greening, is to establish an effective implementation mechanism with

a quick result, promotion of companies and a scalable model.

UNIQUENESS OF THE PROJECT

Fast result

- * 3-5 m growing in 1 year, ~30 cm in diameter in 3-4 years,
- * Due to the width of the leaves, 10 times more than other trees:
 - absorbs carbon dioxide
 - provides oxygen
 - prevents dust and noise
- * Blooming from the age of 3,

A unique tree: Paulownia

Promotion of companies

- * Companies can use outdoor, digital, etc. without advertising fees. promotion with active advertisements
- * Being suitable for CSR/CSR projects
- * Encouraging tree donations with certain tax deductions

Scalable model

- * Modern ERP, DM, SQL, etc. global project management with tools
- * Having strong business analytics, marketing, financiers
- * Regular communication with pavlovian experts in 15 countries around the world
- * A business concept fully compliant with the Green economy principles of international organizations (UN, UNEP, SG).



Summary of the project



ABOUT THE PROJECT

CORE BUSINESS

MISSION

VISION

OBJECTIVE

- **Our core business** is growing the world's fastest growing tree, paulownia from seeds to large trees. The production force is currently 100 K per year. When attracting a partner or investor, it can be from 1 m+ per year.
- **Our mission** is to make a global impact on greening through our Public-Private Partnership (PPP) project, involving multiple countries.
- **Our vision** is to rank among the top 10 globally recognized PPP models for effective greening, achieved through strong collaboration with our unique methodology and regional and local partners.
- **Our objective** is to achieve a minimum of 2000 hectares (~1 M trees) of greening coverage in each of our targeted 10 partner countries' regions within a span of 5 years.

Involvement of commercial companies in the greening movement

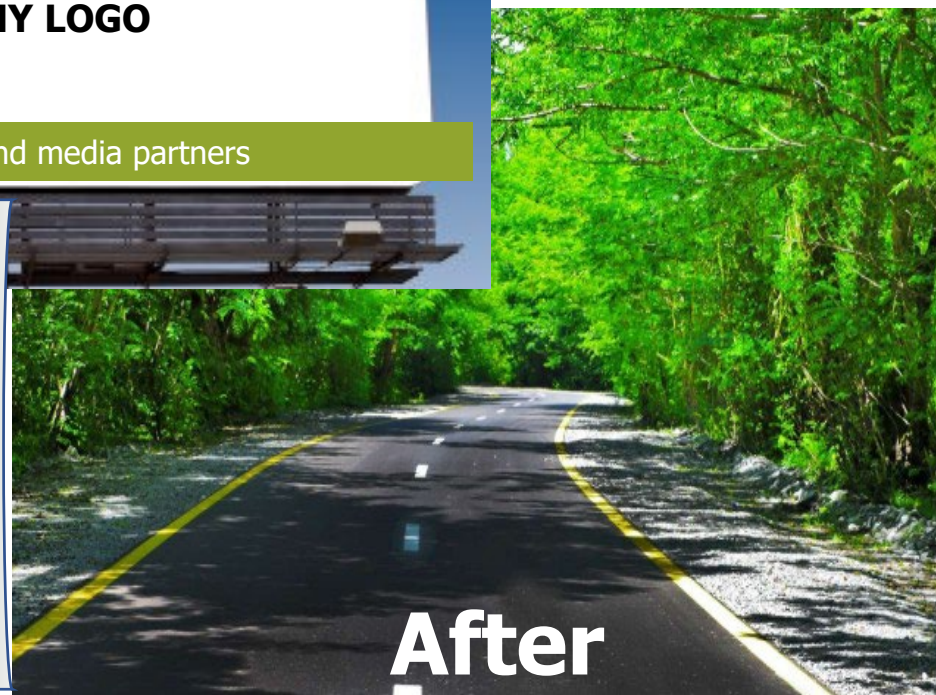


The afforestation of this area
was carried out by the
COMPANY LOGO

Logos of official and media partners



Before



After

**About
the project**

Specifying by which company/person the afforestation of the area (~1 ha+) is carried out



MODEL OF INTEREST TO THE 5 MINISTRIES:

What is the interest of government institutions in partnering with us?

Ministry of Ecology

- Increasing the forest fund of the country in a short time
- Increasing biodiversity (flora-fauna) with growing forests
- Supporting UN Sustainable / Sustainable Development SD Global Goals-2030, Global Compact and other programs as a country
- Easy involvement of commercial companies in greening
- Cleaning of oil-contaminated soils from radioactive substances

Ministry of Agriculture

- More effective control of rapidly increasing saline soils
- Increasing the fertile areas that can be planted for agricultural purpose
- Use of tree leaves in fodder industry
- Increasing its share in GDP and export potential by increasing agricultural productivity
- The benefit of tree flowers to the development of beekeeping

Ministry of Economy

- Development of wood-based industries like construction-repair, furniture, decoration, musical instruments, shipping, aircraft, etc.

Ministry of Labour

- Opening new businesses and supporting self-employment programs

Ministry of Tourism

- Development of tourism-recreational potential in city/district areas
- Increasing recreation areas and tourist facilities



PPP.B2G

1. With effective greening of countries, regions and cities through Public-Private Partnership Contributing to Global Greening. Establishment of recreation (park, sports, entertainment, etc.) zones with local administrations

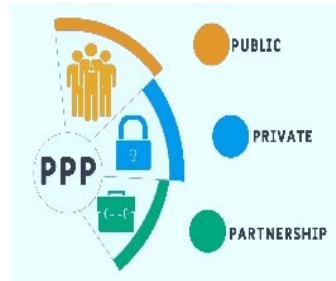
2. To support the design and establishment of forest plantations in countries with our experiences.

3. Cleaning of oil-contaminated soils from radioactive substances. The cleaning of other oil-contaminated areas of the country is being targeted in a phased manner.

4. Cultivation of paulownia tree (30 cm in diameter and 8-10 m in height, 1 m³ of wood in 5 years) for wood and paper industry in order to preserve the forest fund of Azerbaijan and to prevent the felling of industrial trees.

5. Proposing amendments to the country's tax legislation regarding tax incentives for environmental donations

6. Agricultural use of Pavlovnia (flowers for beekeeping and leaves for fodder).



Objectives

ROAD MAP



Our successful experience with Greening.az in Azerbaijan

PROBLEM AND SOLUTION SEARCH

Identifying alternative solutions and developing a model of the most optimal solution based on a deep analysis of the problem

2009 Project development and registration as an author's project

2009

Import and cultivation of Paulownia seeds

Our journey that started with importing 50 g of seeds resulted in 10,000 seedlings and 7,000 saplings.

2019

SUCCESSFUL IMPLEMENTATION

Successful implementation of the first pilot application of the project in Azerbaijan with the relevant government and private sector

2019 **First mass greening plantings** Planting 3,000 trees around Khojasen Lake in cooperation with the Ministry of Ecology, KOBIA and Business Club Associations, and 100 trees on the airport road in cooperation with Baku-Surakhani Municipality

2022

Accountability

Providing regular video and photo reports to our official and business partners and disseminating the project in Azerbaijan and abroad

2023

RESPONSIBILITY and CONTINUITY

The success of the promised results encouraged the project's dissemination inside and outside the country.

AVERAGE RESULT: 5 M METERS OF GROWTH IN 1 YEAR

Since 2019, tree growing technologies suitable for the climatic conditions of our country have been established after the (seed-seedling-sapling) trials carried out in different regions of Azerbaijan.



**Our successful
experience with
Greening.az in
Azerbaijan**

Beylaghan



Hajigabul



Khojasen

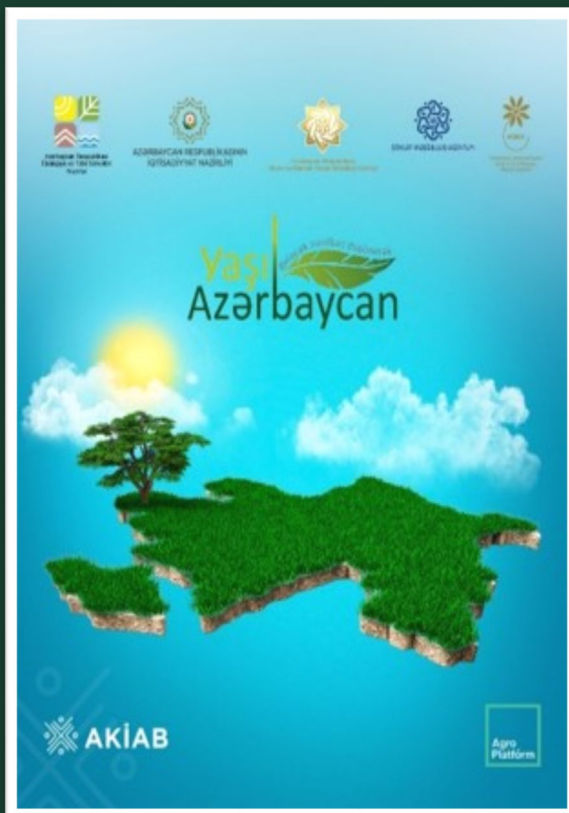


Novkhani



**Our successful
experience with
Greening.az in
Azerbaijan**

Tree planting action with 3000 paulownia saplings around Khojasen Lake in partnership with the Ministry of Ecology and Natural Resources, KOBIA, DMA, AIM and Binagadi RIH SMI



Our successful experience with Greening.az in Azerbaijan



The tree-planting initiative in airport way in collaboration with the Surakhany District Executive Power and the «Gadabay mineral waters Factory». May 2023



Növbəti ağacəkmə aksiyası Heydər Əliyev adına Hava Limanına gedən yolun Bülbülə qəsəbəsindən keçən hissəsindəki Suraxanı parkında baş tutub

06 may 2023 | 09:52

Mayın 6-da "Heydər Əliyev İli" çərçivəsində Ulu Öndər Heydər Əliyevin anadan olmasının 100 illiyinə həsr olunmuş, Suraxanı Rayon İcra Hakimiyyətinin, AgroPlatform MMC-nin və Bakı Abadlıq Xidmətinin birgə təşkilatçılığı ilə keçirilən növbəti ağacəkmə aksiyası Heydər Əliyev adına Hava Limanına gedən yolun Bülbülə qəsəbəsindən keçən hissəsindəki Suraxanı parkında baş tutub.

Ağacəkmə aksiyasında 100 ədəd Adəm ağacı (pavlovniya) əkilib.

Aksiyanın təşkil edilməsində əsas məqsəd Azərbaycanda ətraf mühitin və meşə zolaqlarının qorunması, qeyri-meşə fondu torpaqlarında yaşıllıqların artırılması və mühafizəsini hər zaman diqqətdə saxlamış Ulu Öndər Heydər Əliyevin əziz xatirəsini yad etmək və ekoloji mədəniyyətin formalaşması prosesinə töhfə vermək, ümumilikdə ətraf mühitin qorunması hissini aşılamaq və ekoloji problemlərə qarşı mübarizəyə səsləməkdir



Ətraflı: <http://surakhani-ih.gov.az/az/news/novbeti-agacekme-aksiyasi-heyder-eliyev-adina-hava-limanina-geden-yolun-bulbule-qesebesinden-kecen-hissesindeki-suraxani-parkinda-bas-tutub.htm>



Surakhany District
Executive Power

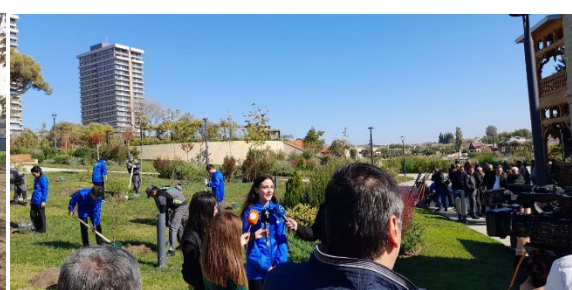
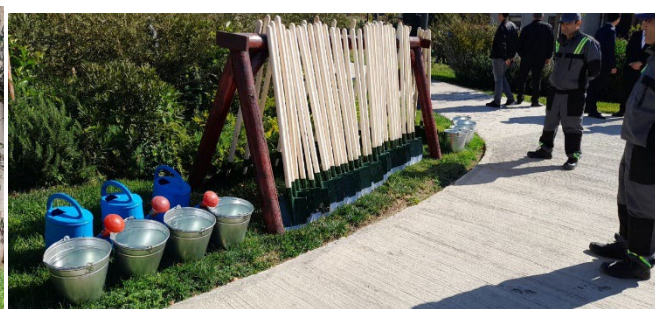
Our successful
experience with
Greening.az in
Azerbaijan

Yaşıl
Azərbaycan

gələcək nəsilləri düşünərək.

Agro
Platform

The tree-planting initiative in Nizami Park in collaboration with the Baku Municipality Administration and the "Heydar Aliyev Foundation RIIB". 2023 October



HEYDƏR ƏLİYEV
FONDU

Riib Regional İnkişaf
İctimai Birliyi



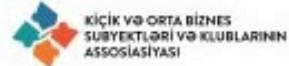
BAKI ŞƏHƏR
İCRA HAKİMİYYƏTİ

**Our successful
experience with
Greening.az in
Azerbaijan**

Ətraflı: <https://qafqazinfo.az/news/detail/bakida-novbeti-agacekme-aksiyasi-kecirildi-fotolar-416731>



Tree planting action with 3000 paulownia saplings around Khojasen Lake in partnership with the Ministry of Ecology and Natural Resources, KOBIA, DMA, AIM and Binagadi RIH SMI



**AKİAB
MEŞƏSİ**



**Our successful
experience with
Greening.az in
Azerbaijan**



Construction of the "HEYDAR ALIYEV 101" Recreation (Park, Recreation, Picnic, Entertainment, Sports) zone with great respect for the 100th anniversary of the Great Leader Heydar Aliyev



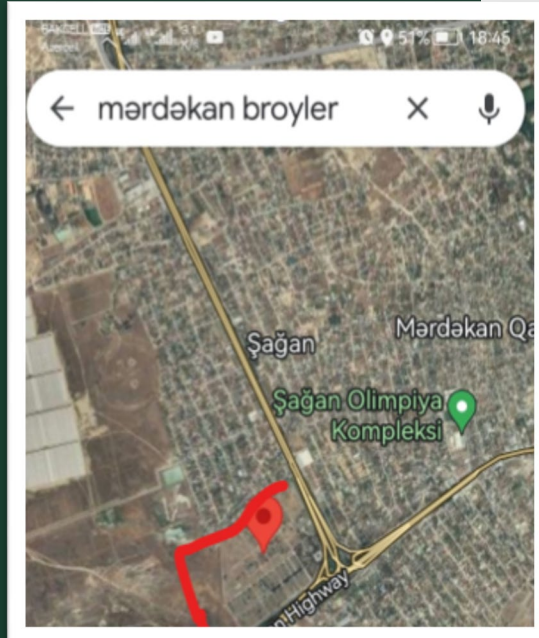
HEYDƏR ƏLİYEV
FONDU



Azərbaycan Respublikasının
Dövlət Turizm Agentliyi



BAKİ ŞƏHƏR
İCRA HAKİMİYYƏTİ



B2G projects planned with Greening.az in Azerbaijan



«HAYDAR ALIYEV - 101» RECREATION ZONE

In honor of the Great Leader Heydar Aliyev's 101st birthday, the "HEYDAR ALIYEV 101" Recreation (Park, Recreation, Picnic, Entertainment, Sports) zone is being built.

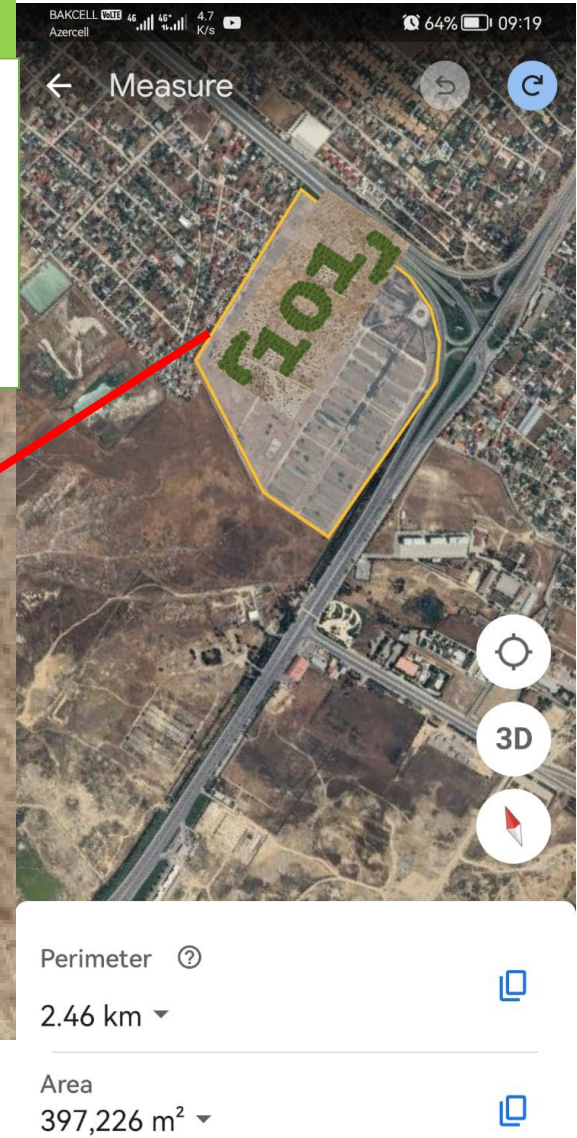


About

- The 101 Tree Planting Scheme will be followed for planting trees.
- Both nationals and foreign visitors will be interested in it because it is close to the airport and visible from aircraft.
- It is deemed appropriate for Pirshaghi, Bilgah, Buzovna, Zagulba, Mardakan, Gala, Turkan, Ramana, Shuvalan, etc. to be in a heavily populated area

Benefits

- A substitute recreation area along "Seaside Boulevard" for residents of a community of about 800,000*
- Sports fields, football, tennis, fitness centers, and other venues for the growth of entrepreneurship.
- Youth and youth development through clubs and interest groups, launch of new positions, acting like a novice traveler



* https://az.wikipedia.org/wiki/Bak%C4%B1_k%C9%99ndli%C9%99rinin_siyah%C4%B1s%C4%B1
NOTE: It is also possible to investigate how the Public-Private Partnership (PPP) Model draws in private investment.

Cleaning SOCAR's oil-contaminated territories, especially in Baku and Absheron, with paulownia trees.



**B2G projects
planned with
Greening.az in
Azerbaijan**



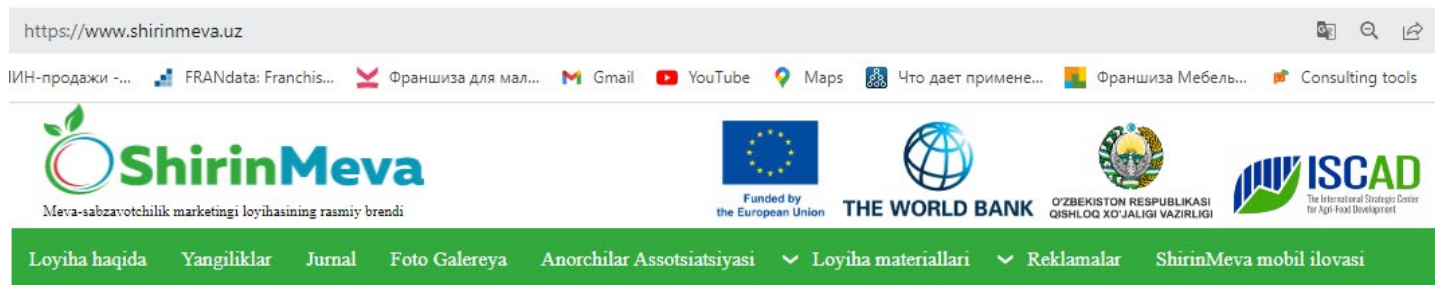
"PLANT AS MANY TREES AS YOUR EMPLOYEES!"

The action plans to involve Business Clubs/Associations and Commercial companies in the greening movement through Corporate Social Projects (CSR).



**B2G projects
planned with
Greening.az in
Azerbaijan**

On the cover of the "ShirinMeva" magazine <https://www.shirinmeva.uz/> published in Uzbekistan with the financial support of the World Bank



Our international achievements



UN Global Compact (UNGC), our joint initiative with Azerbaijan's country chair Samir Mammadov



Global Compact
Network Azerbaijan

BMT Qlobal Saziş-in ətraf mühitin mühafizəsi (7,8 və 9-cu) prinsiplərini dəstəkləyən, biznesin yaşllaşdırma hərəkatını reklam və vergi təşviq mexanizmini və innovativ (pavlovniya) eko həllər ehtiva edən



LAYİHƏSİNİ SİZLƏRƏ TƏQDİM EDİRİK.

Layihənin ilk tədbiri Ekologiya və Təbii Sərvətlər Nazirliyi (ETSN), Kiçik və Orta Biznesin İnkişaf Agentliyi (KOBİA) və Dövlət Məşğulluq Agentliyi (DMA)-nin rəsmi tərəfdaşlığı ilə Binəqədi rayonu Xocasən göl ətrafı ərazidə bir sıra şirkətlərin sponsorluğu ilə 23 dekabr 2022-ci ildə keçirilmişdir. <https://www.youtube.com/watch?v=Bt5Vx88iOcE>

Layihənin unikalığı qlobal aktualıqda olan ekoloji məsələnin həlli dünyanın ən tez böyüyən (1 ilə 3-5 m) pavlovniya (www.paulownia.pro) ağacı ilə reallaşır. Ekoloji ilə yanaşı sənaye və aqrar sahədə böyük faydaları olan pavlovniya ağacı Azərbaycanda ilk dəfə AgroPlatform MMC tərəfindən toxumdan şitil/tinq yetişdirilmişdir.

Dəyərli üzvlər,

BMT QS olaraq belə innovativ həll təşəbbüsləri hər zaman təqdir edir, üzvlərimiz arasında təbliğ etməklə dəstəkləyirik. Qlobal aktualıqda olan bu məsələdə düşünürük Sizlərlə birgə bu təşəbbüsü dəstəkləyək.

Layihə haqqında ətraflı məlumat: www.greening.az
Əlaqə: 0502407230 Elnur İslamov



Our international achievements

Scientific and professional activity of Elnur Islamov

- Bachelor-MBA-PhD, : Türkiye Ankara Gazi University of Business Administration, (PhD in progress)
- Certified Programs:Germany GIZ-Management Program,World Intellectual Property Organization (WIPO) Copyright and Trademarks, International Labor Organization (ILO) Business Plan and Training for Trainers (ToT)

Academic and Training: Teaching Marketing Management, Advertising, PR subjects at Universities of Economics and Tourism ManagementABTM, KOBIA-KOBİM, USAID, WIPO, ILO, Trainer-consultant-expert

Work Experience: Tour management, Project manager in the tourism sector in Turkey. Mainly marketing, projects and structural management in the country's largest and medium-sized holdings, banks and companies (Azersun, International Bank, AtaBank, etc.). Public Unions, Commercial and Social oriented projects

My main areas of expertise: Franchising, Marketing, Projects, Sales, Banking, Tourism, Agriculture, Management, ERP systems, Entrepreneurship development, Social entrepreneurship,



**Project initiator
and manager**



Successful Author projects



For more information: <https://www.linkedin.com/in/elnur-islamov-36a98a39/>

Agro
Platfórm



Yaşı *Bələcək nəsilləri düşünərək...*
Azərbaycan



United Nations
Global Compact

Agro
Platform

299, A. Rajabli Baku Azerbaijan
GSM: +99450 240 7 230
office@agroplatform.az
www.agroplatform.az



www.greening.az
www.greening.global