

ANNUAL REPORT 2020



Shaping the Future by Changing Today

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List of Abbreviations and Acronyms

ADA – Austrian Development Agency	HLFP – High-level Political Forum on Sustainable Development	PET – Polyethylene Terephthalate
ADC – Austrian Development Cooperation	ICC – Information Consultation Centre	PPCP – Public-Private Community Partnership
ANAU – Armenian National Agrarian University	ICT – Information and Communication Technologies	PPE – Personal Protective Equipment
AnGR – Animal Genetic Resource	IPM – Integrated Pest Management	PPP – Public-Private Partnerships
AR – Autonomous Republic	ISET – International School of Economics at Tbilisi State University	PSA – Public Service Announcement
BftW – Bread for the World	JSC – Joint Stock Company	PwDs – Persons with Disabilities
CBA – Cost Benefit Analysis	KRDF – Kakheti Regional Development Foundation	RBA – Rights-Based Approach
CC – Climate Change	LAG – Local Action Group	RECC – Regional Environmental Centre for the Caucasus
CENN – Caucasus Environmental NGO Network	LDN – Land Degradation Neutrality	RWC – Rural Women Council
CO2 – Carbon Dioxide	LEADER – Liaison Entre Actions de Développement de l'Économie Rurale (a bottom-up partnership approach to rural development)	SDA – Society Development Association
COVID-19 – Coronavirus Disease of 2019	LGBTQI – Lesbian, Gay, Bisexual, Transgender, Queer and Intersex	SDG – Sustainable Development Goal
CRA – Climate Resilient Agricultural	LLC – Limited Liability Company	SE – Social Entrepreneurship
CSO – Civil Society Organisation	LSG – Local Self-Government	SEED – Social Entrepreneurship Ecosystem Development
DRR – Disaster Risk Reduction	MCEC – Mediation and Civic Engagement Committee	SFMRD – Sustainable Forest Management for Rural Development in Georgia
EA – Environmental Assessment	MEPA – Ministry of Environmental Protection and Agriculture of Georgia	SME – Small and Medium-Sized Enterprise
EaP – Eastern Partnership	MoE – Memorandum of Understanding	ToR – Terms of Reference
ENPARD – European Neighbourhood Programme for Agriculture and Rural Development	MSMEs – Micro, Small & Medium Enterprises	TRC – Tire Recycling Company
ESDD – Environmental and Social Due Diligence	NEA – National Environmental Agency	UN – United Nations
ESIA – Environmental and Social Impact Assessment	NFA – National Forest Agency	UNCCD – United Nations Convention to Combat Desertification
EU – European Union	NFP – National Forest Program	UNEP – United Nations Environment Programme
FAO – Food Agriculture Organisation	NGO – Non-Governmental Organisation	USAID – United States Agency for International Development
FG-IACCRD – Forest Group established under the Inter-Agency Coordination Council for Rural Development	NPWPP – National Plastic Waste Prevention Program for Georgia	VNR – Voluntary National Review
GEO-CAP – Georgia Climate Action Project: Promoting Civil Society Engagement in Climate Change Policy Design and Implementation		WASH – Water, Sanitation and Hygiene
GITA – Georgia's Innovation and Technology Agency		WG – Working Group
HCF – Health Care Facilities		WMTR – Waste Management Technologies in Regions
		WWF – World Wildlife Fund

A Letter from the Executive Director



Dear team, donors and partners,

2020 marked a year of new challenges for the global community. Still, in transition, the global COVID-19 pandemic has greatly impacted our region of the world. With lives lost, families torn apart, and engines of our economy halted, undeniable inequalities have surfaced on both international and local scales. In these troubled times, one thing that kept our determined CENN team moving forward was our steadfast belief in continued innovation and collaboration to overcome the challenges.

Despite this dire transformation, the world has seen some promising steps forward this year, including one principally encouraging commitment - the European Green Deal. The Green Deal provides an action plan to boost the efficient use of resources by moving to a clean, circular economy, restore biodiversity, and cut pollution. On the eastern edge of Europe, our Western allies' commitment to ensuring green economic transition inspires us as we continue to overcome the long-lasting impacts of the COVID-19 pandemic. Our organization's long-term mission is to promote green transition on a local scale and ensure the integration of green innovation principles in our local-level sustainable economic and social development policies and practices.

The specific goal of our team in 2021 is to continuously invest our resources in overcoming inequalities in our communities and ensure social and environmental justice for all. In 2020, we pledged to extend our efforts and give voice to those who have been unheard and underrepresented in a broader context. Yet, we would hardly imagine embarking on this mission amidst a global pandemic. While adapting to remote community participation methods, our team saw first-hand how unequal development impacted our community's engagement capacity. We are determined to support the spread of environmental education and awareness among youth in the regions, and we acknowledge that this is impossible without robust connectivity infrastructure and multi-stakeholder partnerships for digitalization. Hence, in 2021 we pledge to continue serving our communities and enhancing our digitalization efforts, green innovation, and resilience-building to ensure equitable access to opportunities for all.

In the following report, we share our achievements from 2020 that make us optimistic about the year ahead. We hope you will join us as we continue to move forward.

Yours sincerely,

Nana Janashia

Executive Director

A handwritten signature in black ink, appearing to read "N. Janashia".

REMOTE BUT CONNECTED



Overview of the Organisation

CENN is a non-governmental organization working to protect our environment through fostering sustainable development throughout the South Caucasus. We specialize in several areas including combating climate change, sustainable management of resources, building and developing healthy and prosperous climate resilient communities, and empowering women and girls to participate in creating inclusive solutions.

Since 1998, we have worked with local communities and national governments through region-wide initiatives to engender green growth at every level. At CENN, we believe that networking, cooperation, and engaging with all sections of society best achieves sustainable development. We implement joint initiatives with equal participation across Armenia, Azerbaijan and Georgia to find viable solutions to local and regional environmental challenges.

With representation throughout the South Caucasus, more than 60 full time members of staff, and a network of volunteers across the region, CENN has the capability and commitment to provide a service that is consistent, professional and of the highest quality.

We create and deliver modern solutions for the public and business sectors and communities, assisting them in managing their environmental and related risks and helping them to achieve a competitive advantage through improved environmental and social performance.

OUR MISSION

Working with communities, governments, and businesses across the South Caucasus to create sustainable solutions for a healthy environment.

OUR VISION

To foster modern and sustainable development values, build bridges between communities, and develop a progressive society that values and protects the environment.

OUR GOALS

- Be innovative and proactive in response to environmental concerns
- Build a strong and responsible civil society
- Provide open, inclusive and effective multi-stakeholder networking
- Support good governance and responsible businesses
- Lead by example

OUR VALUES

- 100% commitment
- Quality and professionalism
- Accountability and transparency
- Partnership and networking
- Continuous personal and organizational development
- Teamwork
- Inclusiveness and diversity
- Innovation
- Positive approach

OUR COMPETENCES

- Civil society development, institutional strengthening and good governance
- Research and policy development
- Compliance management
- Knowledge management, education, communication and networking

OUR THEMATIC DIRECTIONS

- Environmental protection and sustainable management of natural resources
- Climate Change (CC) and Disaster Risk Reduction (DRR): CC adaptation and mitigation, natural hazards and risk assessment and analysis, CC resilience building and environmental migration
- Climate Resilient Agriculture (CRA) and Rural Development: CRA strategic and actions planning, resilience building, CRA knowledge management and extension
- Sustainable and inclusive economic development: circular economy, integrated waste, chemicals and pollution management, social enterprises, sustainable tourism, sustainable and efficient energy resources management, etc.
- Compliance Management: ESIA, ESDDS, and EA
- Gender mainstreaming, promoting inclusiveness, youth empowerment and socio-economic integration
- Sustainable Development and Socio-economic Integration

Our COVID-19 Response

We stand together with our communities

Despite the devastating impacts of the COVID-19 pandemic on rural communities, **we delivered protective medical and sanitizing equipment to more than 500 beneficiaries, among whom are large families and socially vulnerable citizens.** This rapid response was possible with GWC support and in cooperation with the Ministry of Internally Displaced Persons from the Occupied Territories, Accommodation and Refugees of Georgia.

Furthermore, with financial support provided by the EU, to keep vulnerable people safe and protected during the COVID-19 outbreak, we provided doctors and nurses (80% of health care staff are women) with COVID-19 protective equipment to protect their health and social rights and improve the wellbeing of local communities in the Kvemo Kartli region. Health Care Facilities (HCF) in target municipalities (33 local facilities in total) obtained the following Personal Protective Equipment (PPE) to combat the spread of the coronavirus: gloves, medical masks, face shields, gowns, and aprons.

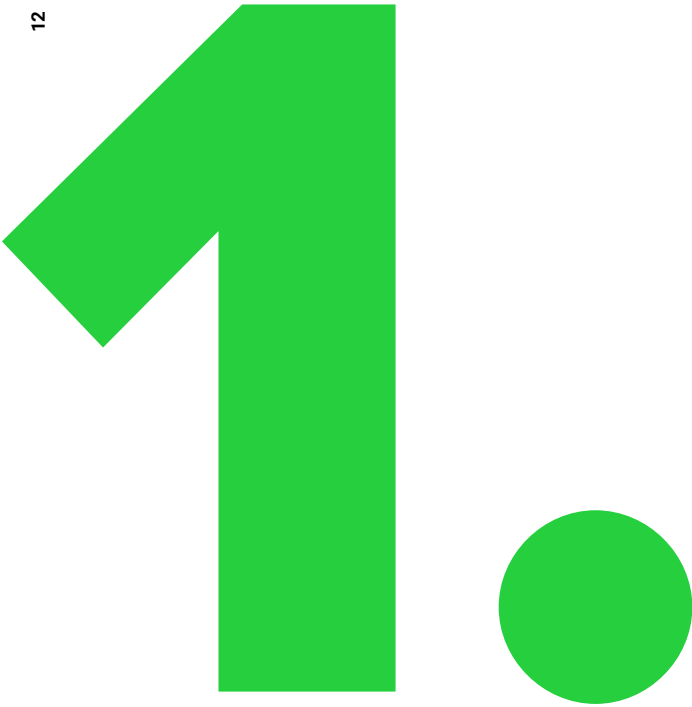
Apart from this, with the support of ADA, our team obtained reusable face masks from the Akhaltsikhe and Ambrolauri Adult Education Centers, as well as sustainable hygienic products from Kriala, a recycling company. **We donated the aforementioned products to vulnerable groups** in the high mountainous regions of Georgia in May. Moreover, within our efforts to enhance WASH practices in Georgia, **we translated, printed and distributed WASH awareness raising informational posters** in the Armenian and Azerbaijani languages for distribution in the vulnerable rural regions.

In response to the COVID-19 pandemic and difficulties posed by it, the European Union (EU) supported the Keda LEADER and EMBRACE Tsalka projects and **we launched a rapid response grants to tackle new challenges facing rural communities** in the respective municipalities. As a result, we supported the following initiatives:



- We provided trainings and equipment for medical and health workers from the Tsalka Primary Health Care Centers.
- Our team helped raise public awareness and develop essential skills to fight the spread of the virus.
- We supported an educational initiative concerning professional and skills development aimed at youth living in rural communities in the respective municipalities.
- We equipped students from socially vulnerable families with smartphones, allowing them access to internet and TV channels to engage in online learning activities.
- We supported an initiative providing psychological support and education during the pandemic.
- We funded an initiative providing trainings on digital marketing for impacted entrepreneurs.
- We supported an initiative to launch a new digital tourist platform promoting local tourist destinations through virtual tours and helping communities design tourist packages for the future.

OVERVIEW OF OUR WORK IN 2020



CLIMATE ACTION



NEW ACTION, NEW POSSIBILITIES:

In December 2020, CENN started a new project - Georgia Climate Action Project (GEO-CAP): Promoting Civil Society Engagement in Climate Change Policy Design and Implementation. The overall objective of the project is to strengthen the civil society of Georgia and promote human rights and fundamental freedoms, with a particular focus on the rights to water and a healthy environment.

The specific objective of the action is to strengthen the role of CSOs in tackling climate change by establishing multi-stakeholder regional action groups and a national platform on climate change, environment and health and building trust and collaboration between state and non-state actors for inclusive policy development and increased climate change resilience and water security¹ (as defined by UN-Water). The project will empower local CSOs in their actions for inclusive governance and equitable development.

The project will create national and locally owned participatory processes, involving CSOs, state authorities, development partners, experts, business groups, and local communities led by multi-stakeholder coalitions established in the target regions for a strategic dialogue on CC, water and food security, and human health. The project will apply a human rights-based approach (HRBA) and assess

and develop the capacities of rights-holders and duty-bearers focusing on disadvantaged groups (eco-migrants, PwDs, LGBTQI, etc.).

The project implementation process will abide by gender equality, 'do no harm', 'do more good' and other principles supporting stakeholder partnerships and thematic civil society networks, empowering CSOs and community actors, increasing the voice of youth, children's rights, pro-poor actions, participatory and evidence-based policymaking, promoting non-discrimination, participation, access to information and decision-making, accountability and rule of law, and will mainstream them throughout all project activities.

With this project, we aim to promote access to clean and safe water preventing conflicts between various actors. The project will particularly emphasize the role of CSOs in promoting inclusive and sustainable growth. The action will strengthen CSOs to promote and monitor CSR, ethical and sustainable business models, Public-Private Partnerships (PPPs), and actions aimed at equitable access to natural resources and land. We aim to strengthen up to 50 CSOs and reach up to 200,000 people in 10 target municipalities of the Kakheti, Imereti, Guria, and Racha-Lechkhumi regions of Georgia.

¹The capacity of a population to safeguard sustainable access to adequate quantities of acceptable quality water for sustaining livelihoods, human well-being, and socio-economic development, for ensuring protection against water-borne pollution and water-related disasters, and for preserving ecosystems in a climate of peace and political stability.

NEW ACTION, NEW POSSIBILITIES:

In January 2021, with the support of the British Embassy in Tbilisi, CENN started the implementation of a project “Assessing the Climate Change Impact of the Bakhmaro Resort Zone”. The overall objective of the action is to advance science and research and encourage informed and evidence-based environmental and political decisions. The specific objective of the action is to study and assess the existing climate parameters of the Bakhmaro resort zone (Guria Region), determine climate change impacts, and prepare recommendations on climate-resilient adaptation measures.

The project consists of two main activities:

- Implementation of hydrological and climate change assessments to determine climate change impacts and future risks for the Bakhmaro landscape and community
- Participatory development of the Climate Change Adaptation Plan, lobbying implementation of evidence-based decision and policy measures for climate change resilience building



NEW ACTION, NEW POSSIBILITIES:

In January 2021, with the support of the British Embassy in Tbilisi, CENN started the implementation of a project “Fostering Sustainable Food Systems for Climate Resilience in Georgia”. The objective of the project is to contribute to the reduction of the country’s GHG emissions by initiating dialogue and reaching consensus among Food Businesses Operators on key priority issues that address food loss and waste and promote sustainable food systems in Georgia.

The project includes three main activities:

- Initiating business dialogue on food waste issues
- High-level conference on food waste
- Educating consumers

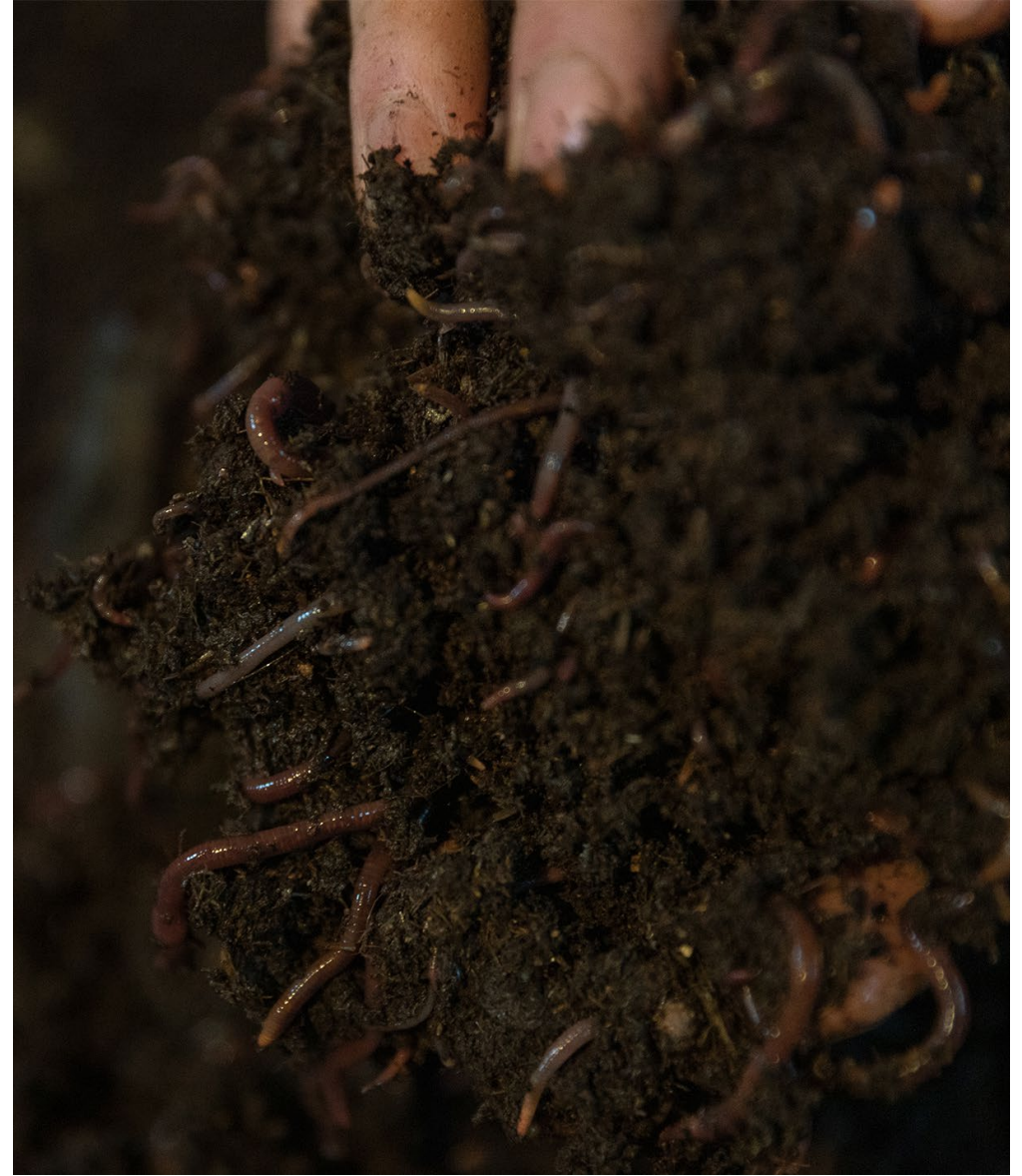


Concrete vineyard poles manufactured by
Avtandil Tsintsadze

The Keda Local Action Group (LAG) established within our EU-ENPARD-Keda LEADER project launched a new community initiative with the support of GEF Small Grants Program. Persons with disabilities (PwDs) in Keda Municipality are now involved in community activities as local climate change ambassadors. The initiative aims to integrate PwDs into the field of environmental protection and advocate for issues surrounding climate change and its mitigation efforts. The action will also develop a new action plan for climate mitigation that will entail adaptation recommendations for the following sectors: agriculture, tourism, natural disaster, forestry, protection of cultural heritage, health, and others.

Within our EU-supported Keda LEADER project, we funded 2 local businesses and community initiatives supporting climate change mitigation measures in Keda Municipality, Adjara A/R.

- A local producer, Avtandil Tsintsadze, came up with a new approach for vineyard maintenance in a local mountainous environment. About 180 hectares of land in Keda are used for vineyards and winemaking is becoming increasingly popular. Similarly, the wine from Upper Adjara is increasingly in demand on the market. However, the cultivation of vineyards requires the use of a large amount of locally sourced wood resources for grapevine poles. Our Keda LEADER project funded Avtandil's business idea to replace the practice with the new technology of concrete poles, thereby reducing the need to cut down trees in local forests. The Keda LEADER beneficiary produces concrete poles locally and is meeting the demand in the region for vineyards.
- We supported the business idea of Lasha Zoidze to start a local business producing nutrient-rich organic fertilizer - vermicompost. The enterprise supplies biomass to the worms, which process the mass and produce a biofertilizer full of plant nutrients. The production of vermicompost and its active use in plant care means the reduced use of harmful chemicals, production of organic products, and the creation of fertile soil. Lasha Zoidze's company "Vermicompost Production" is now supplying the local market with a nature-based fertilizer solution to compete with the previously popular chemical fertilizers.



Organic fertilizer produced by Lasha Zoidze



DISASTER RISK REDUCTION (DRR)

Within our Sustainable Forest Management for Rural Development (SFMRD) project, funded by the Austrian Development Cooperation (ADC), our team has provided support to the Government of Georgia to develop mechanisms for addressing integrated watershed management in the forestry sector to reduce disaster risks and improve the climate resilience of local communities. Namely, apart from analyzing regulatory and institutional gaps and shortcomings in the field and providing recommendations, we prepared 10 case study reports to demonstrate a correlation between unsustainable forest logging and natural disasters. The NFA and NEA received the case study results. Informed by the case studies, the State Audit Office has prepared a [Performance Audit of Management \(prevention, preparedness\) of Flood Emergency](#), which includes findings and recommendations by the SFMRD team. The NEA has underlined that the SFMRD project has had a positive impact on filling in the gaps in the existing databases of geological processes in the forest districts.

In addition, the CENN team has identified and mapped the hotspots in Georgian forests where logging will potentially result in natural disasters. The maps are incorporated in the updated 2020 version of the [Atlas of Natural Hazards of Georgia](#), which is now available both in printed and digital formats.



SUSTAINABLE RESOURCE MANAGEMENT

With the support of ADC, CENN is actively working on sustainable resource management. Our SFMRD project covers different thematic directions pertinent to sustainable resource management.

We promote inter-sectoral and interagency cooperation

- We have been successful in organizing multi-stakeholder consultation meetings and establishing special platforms for improved inter-agency coordination in cooperation with MEPA and the Environmental Protection and Natural Resources Committee of the Parliament of Georgia such as Forest Group of Inter-Agency Coordination Council for Rural Development (FG-IACCRD), the Green Economy School, the Forestry Work Group in Parliament and the Green Budget Project; along with support for the NFP platform, the Forestry Working Group for Climate and Local Action Groups (LAGs) in target municipalities, the SDG working group in environment and energy.
- Despite the challenges caused by the COVID-19 pandemic, our team was able to establish a dialogue based on studies and expert judgment to foster political attention, state financing, and sustainability of outcomes and activity mapping for key rural development projects. As a result, the project visions were also integrated into other key strategic documents concerning sustainable forest management and rural development, such as the Rural Development Strategy (2021-2027), Rural Development Action Plan (2021-2023), Green Budget Project, and the New Forest Code.

We stimulate sustainable energy consumption in rural areas

- We identified rural energy solutions in the Kakheti, Samegrelo-Zemo Svaneti, Mtskheta-Mtianeti, Adjara A/R regions in a participatory manner, the results of the feasibility study were discussed during multi-stakeholder meetings, and a baseline was created to establish PPPs and PPCPs in the energy sector.
- To support the development of alternative energy sources in Georgia, in cooperation with the National Forestry Agency, our team assisted in the installation of an autonomous solar power plant in a business yard in Bodorna, Dusheti Municipality. The power plant facilitates the efficient operation of the business yard, reduces negative environmental effects, and saves financial resources.

We enable diversification of rural economic activities

- To support the diversification of rural economies and promote job opportunities from the sustainable use of forest resources, our team has elaborated and provided the NFA with the “Guideline on the Identification of Touristic-Recreational Forests and Their Management in Georgia”. The Forest Governance Institutional Model and Business Plan consider the issue of managing touristic-

recreational forests, also elaborated by our SFMRD project. The document focuses on the development of a forest unit that is responsible for commercial forest use.

We launched the first pilot project demonstrating the sustainable usage of non-timber forest resources, resulting in the creation of 60 new jobs in rural communities, of which 60% of newly employed workers are women. Namely, CENN supported the implementation of a pilot project concept “Freeze Tea” by LLC Caucasian. The concept and business model of “Freeze Tea”, which entails the production of fresh frozen bilberry tea, has received an additional 100,000 GEL grant from GITA. The project elaborated the idea and corresponding plan of the aforementioned project within the scope of our ADA-supported initiative - Green Economy School.





LLC Caucasian project manager, Irakli Dolidze, and Green Economy School students at the Green Innovation forum, presenting the fresh frozen tea of forest plants – Freeze Tea

- Based on consultations with the pilot project beneficiary - LLC Caucasian, we decided to expand the pilot project concept and establish the Georgia Forest Product Association (GFPA) to support the environmentally sound economic potential of forest-related products in the target regions. The goal of the association is to promote non-timber forest product production by uniting forest product producers throughout the country and providing them with opportunities to improve their market shares, stimulate additional income generation and increase employment. In August 2020, a needs assessment was finalized for the Georgia Forest Product Association (GFPA). The assessment serves as a steppingstone for the development of the association's long-term strategy (4 years). In addition, gender experts involved in the SFMRD project have prepared recommendations concerning promoting women's involvement in the association. LLC Caucasian, the producer of "Freeze Tea", heads the association.
- Our second pilot project aimed at diversifying rural amenities and creating nature-based solutions for active recreation in mountainous Adjara A/R. In cooperation with the Department of Tourism and Resorts of Adjara A/R, we opened a hiking and biking trail in Keda Municipality. The initiative will allow local small businesses to provide services related to the trail and diversify their income.

We developed and lobbied recommendations for the new Forest Code of Georgia

- As part of our recommendations, with the creation of “working yards”, illegal logging is expected to significantly decrease. In addition, income generated from the production of non-timber forest products will become legal and non-timber forest resources more accessible. In the long run, these changes will contribute to the diversification of the rural economy. Our team was also actively involved in advocating the new Forest Code in the Parliament of Georgia. Parliament adopted the Forest Code on May 22, 2020. The document broadens the scope of the socio-economic benefits of forests while introducing regulations aimed at maintaining and protecting biodiversity and the ecological functions of forests. Among significant novelties of the code is regulating social logging, introducing the multifunctional management of forests according to assigned categories (i.e., Protective, Protected, Recreational or Agricultural Forest), introducing inclusive forms of forest management by involving multiple stakeholders and establishing commercial use of non-timber forest resources.



GREEN BUDGET PROJECT

- In cooperation with the Environmental Protection and Natural Resources Committee of the Parliament of Georgia, our team prepared the Green Budget Project. The document includes both the analysis of the implementation of the environmental protection functions by the state and the development of recommendations for the 2021-2024 budget procedures. The comprehensive analysis includes budgetary priorities, medium-term action plans of relevant sectoral agencies as well as various obligations imposed by the Forest Code of Georgia, Rural Development Strategy, Tourism Strategy, and relevant international agreements. It covers several inter-sectoral issues such as energy efficiency, green energy, green business, ecotourism, and environmental education. The Green Budget Project is the first guiding document of such kind for the Parliament of Georgia and serves as a non-binding guidance document for political dialogue. It aims to budget for the legislative and institutional reforms that were approved in recent years.

To ensure participatory work on the document, the committee established a special working group comprised of members of Parliament, committee members, experts, and representatives of the civil society sector, including Forest Group members. The final version of the document considers comments from relevant stakeholders, as well as the ministries. The committee views the Green Budget Project as a tool for analyzing the upcoming budget for 2021 as well as for long-term cooperation with key actors from the executive branch to further plan environmental activities.





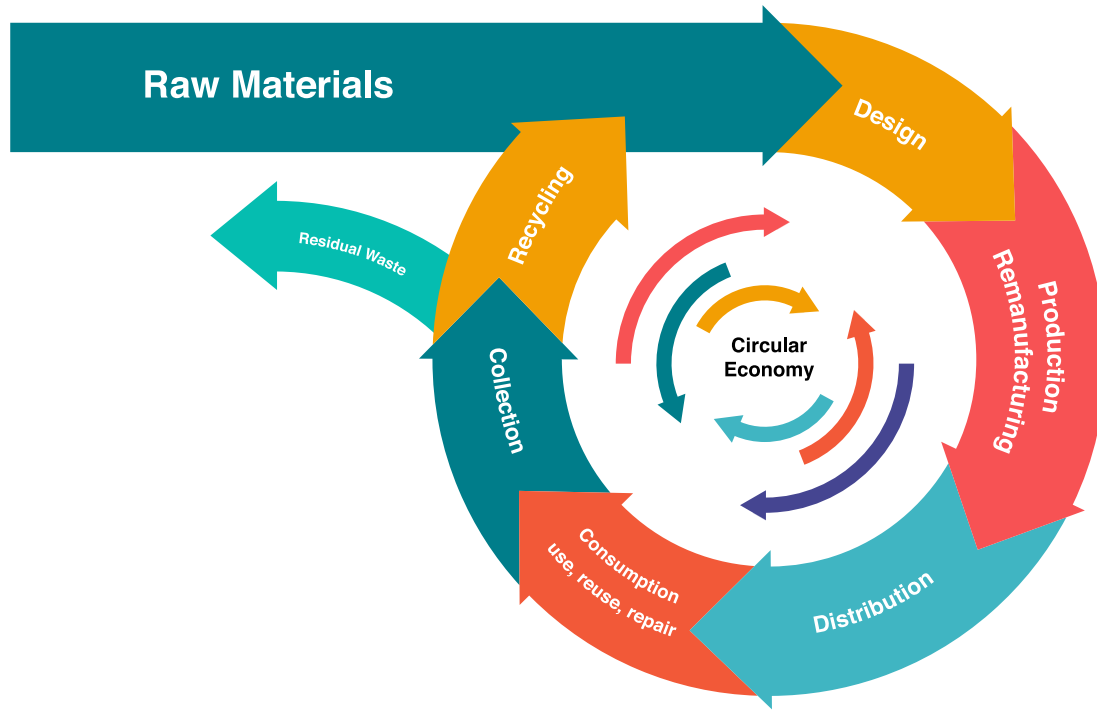
CIRCULAR ECONOMY AND GREEN GROWTH

WHY CIRCULAR ECONOMY?

Moving away from a linear economy and transitioning to a circular economy could create such benefits as reducing pressure on the environment, improving the use of raw materials, stimulating innovation, boosting economic activities, and creating new jobs.

Every year, the amount of municipal solid waste is increasing in Georgia, and in 2019, it reached 1.1 million tons. This is a challenge for the country, as the increased amount of waste negatively affects the environment. However, at the same time, it creates an opportunity for the country, as the waste management sector has the potential to be an engine for green transformation by creating new value chains, employment, and innovative products while addressing social and environmental issues. In Georgia, micro-, small-, and medium-sized enterprises (MSMEs) primarily drive income generation and employment and it is noteworthy that almost all the enterprises involved in the waste management sector are usually microenterprises.

According to CENN's market research 2019 on plastic, glass, paper, and aluminum waste recycling, the industry has great potential for development, which is not currently utilized. Most recyclable materials still go to landfills while they offer business opportunities to facilitate economic development of the country, contribute to the replacement of imported items with locally produced goods, save primary natural resources, and reduce negative environmental effects.



Our team has long-term experience and a commitment to ensuring sound waste management practices in Georgia. The technical and financial assistance provided by USAID to support waste aggregating and recycling companies has a direct impact on promoting the green growth and capital of the microenterprise sector.

In 2020, we continued our tailored support for emerging recycling businesses by providing sub-grants and technical assistance based on their operational needs. As a result, waste management microenterprises improved their supply chains and access to raw materials by establishing strong business connections with large waste generators, optimizing recyclable waste collection schemes, and joining public waste recycling systems established in previous years. Moreover, sub-grants allowed five local recycling companies to deploy innovative equipment, increase processing capacity sevenfold, and significantly improve the quality of recycled products.

Kere Ltd.

Glass waste collection and processing company



Conveyer belt with Vibro-Flume to ensure the efficient and high-quality treatment process of glass waste.

Kere Ltd. supplies Mina JSC, the only glass producing and recycling company in the country with crushed glass - a secondary material to be recycled. With CENN's sub-grant support, Kere Ltd. can increase its capacity, product quality, and improve its operations to process glass waste by purchasing and installing required equipment.

Particularly, the company will have a 30% increase in the amount of glass waste supplied to and utilized by the company. The company will also improve the quality of its secondary material and increase its sales of crushed glass.

Along with increased production and long-term economic goals, the sub-grant pursues environmental objectives, as it will help to reduce landfill waste and air emissions. Recycling 1,000 tons of glass saves 314 tons of CO₂ from being emitted into the environment and recycling 1 ton of crushed glass decreases the company's energy consumption by 10%.

Kriala Ltd.

Paper recycling company



Secondary sorting of paper waste



Produced hygienic paper

Kriala Ltd. is part of Palitra Holding, one of the biggest media holdings in Georgia, established in 2014. The main business of the company is the production of hygienic paper. The production has two sources: production from recycled paper materials and production from imported (high-quality) cellulose paper. Production from recycled paper represents up to 70% of the company's production output.

With CENN's sub-grant, Kriala Ltd. will increase the economic efficiency and volume of paper recycling. Implementation of the project will double the company's capacity, which will lead to increased financial income by 30%. The purpose of the sub grant was modernization of the paper recycling technological line of the company by purchasing and installing modern equipment.

Paper waste causes devastating environmental problems, both on global and national levels. Paper and its pulp are the 3rd largest polluter of air, water and soil. The paper rot emits methane gas, which has a 100-year global warming potential 25 times that of CO₂.

A solution to this issue is a strong paper recycling sector. The advantages of paper recycling include saving energy, water and landfill space. Paper recycling reduces greenhouse gas emissions, and the recycled fiber is a sustainable, cost-saving resource for making new paper products.

Clean World Ltd.

Waste collection company

Clean World Ltd. operates in Tbilisi. The company collects paper, PET bottles, glass and aluminum waste from supermarket chains, shopping centers and other institutions, including government buildings, schools, etc. CENN's sub-grant enables the company to increase its capacity and collect four times more the amount of separated waste and will also substantially improve the quality of waste processing before delivering the waste to recycling companies. Furthermore, the sub-grant improves safety conditions for the employees and reduces operation costs.



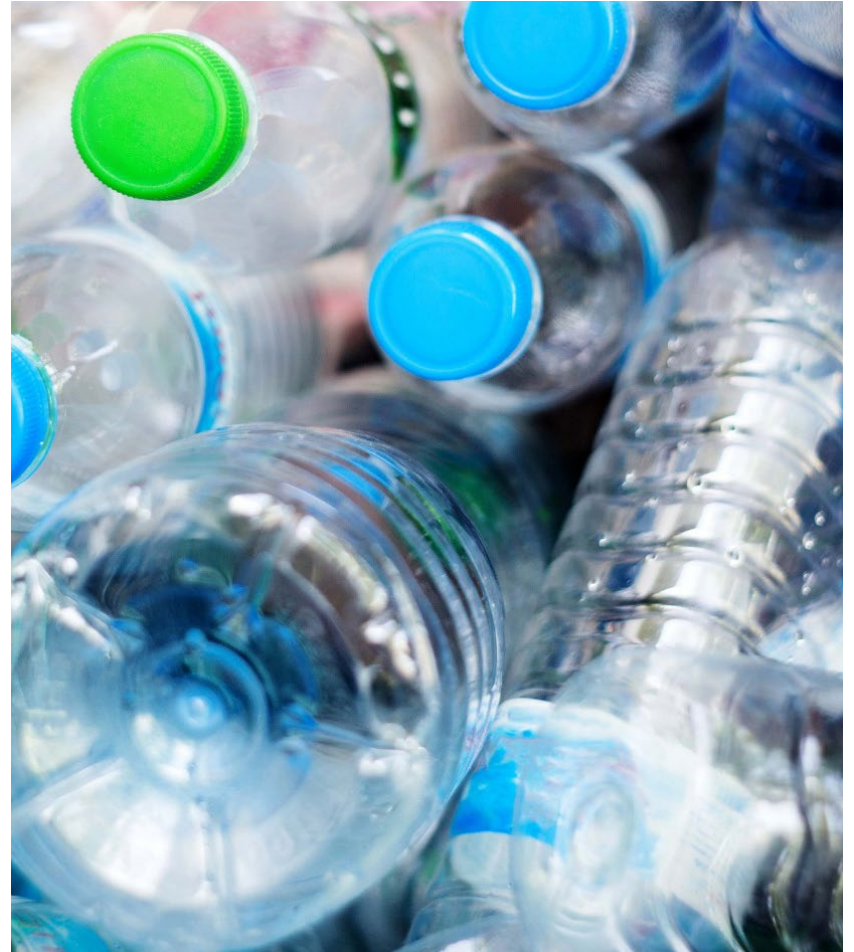
Secondary sorting of paper waste

EcoGeoPet Ltd.

PET bottle recycling company

EcoGeoPet Ltd. is the only PET bottles recycling facility in Georgia, which until 2020 was only producing PET flakes, a raw material for companies producing packing materials. CENN's assistance enabled the company to produce an end product – a strapping band (STRAP from PET) – which is widely used in packaging construction materials and other products and, consequently, will increase the company's capacity and sales.

The support enables EcoGeoPet Ltd. to increase its capacity by 50%, produce a new marketable product - STRAP from PET - and increase its sales by 50%. Furthermore, the sub-grant helps reduce landfill waste, as well as the amount of PET bottles in the environment and consequently, environmental pollution in the country.



Maka Kevkhishvili

Director of EcoGeoPet Ltd.



“EcoGeoPet Ltd. was established in 2015. In the beginning, our company collected secondary PET bottles and exported them as a raw material. In 2018, we acquired a PET bottles recycling line and started producing PET flakes, and, according to client demand, we only used light-colored raw materials.

During the operation, we discovered that there were large amounts of dark-colored PET bottles across the country, although its sale was difficult and, in most cases, they ended up in landfills. Consequently, we came up with an idea to start producing wrapping tape with this challenging raw material. Based on this idea, we developed a proposal and submitted it to the grant competition announced within the USAID-funded Waste Management Technology in Regions program implemented by CENN. With the equipment received under the grant, we were able to start producing a new product – wrapping tape widely used in our country, although it’s not

produced locally. As a result, we managed to increase the capacity of the company significantly. Before the new equipment, we were recycling 20-22 tons of PET bottles monthly, but now we are recycling at least 40 tons of waste. It’s noteworthy that the COVID-19 pandemic has had a negative impact on PET plastic and its price has dropped significantly worldwide. However, our company’s end products enable us to maintain a high purchase price of raw materials and motivate individuals and organizations that are involved in the collection of PET bottles.

Cooperation with the project not only allowed us to fund our idea, but also collaborate with a team of professionals whose support and assistance has been valuable for our company since the beginning.”

TRC Ltd.

Tire recycling company

A leading company in the tire recycling sector of Georgia. The company recycles tires and produces rubber granules, which have various applications, such as in artificial turf fields and rubber plates to cover playgrounds, etc. With CENN's support, TRC Ltd. upgraded its technological line and increased its production capacity.

Particularly, TRC Ltd. will be able to increase its recycling capacity by 8 times, double the sales and revenue of the company and reduce the negative environmental impact caused by used tires.

Zura Bazghadze

Director of TRC Ltd.



“Our cooperation with CENN under the USAID-funded Waste Management Technology in Regions program was very important for the development of our company. Specifically, it’s noteworthy that the technical assistance provided by the program via trainings, seminars and consultations helped us gain knowledge about modern approaches and technologies in waste management. Furthermore, with the support of the program, our company acquired modern equipment that enabled us to apply modern technologies in tire recycling and increase productivity. With the support of this equipment, we will recycle 8 times more waste in comparison to previous years. I think this project was very important not only for the development of our company, but also for promoting the tire recycling sector in the country and decreasing the negative impacts due to the improper management of tire waste.”



NEW ACTION, NEW POSSIBILITIES:

In January 2021, with the support of the Embassy of Norway in Georgia, the Norwegian Ministry of Foreign Affairs, we started a new project “National Plastic Waste Prevention Program for Georgia (NPWPP)”. National waste management legislation and strategic documents require the development of the NPWPP, which considers waste prevention, reusing, and recycling as priority objectives. The NPWPP will present key commitments for action and set objectives to address the challenges posed by plastic in Georgia throughout its value chain considering the plastic product life-cycle. It will offer solutions in reducing environmental pressure caused by improper plastic management. The document will cover both production and consumption patterns of plastic products and corresponding actions will be identified.

The NPWPP will be developed via transparent and inclusive multi-stakeholder dialogue within the working group members, as rethinking and improving the functioning of such a complex value chain requires effort and greater cooperation by all its key players, from plastics producers to recyclers, retailers, and consumers.

The NPWPP will consider waste legislation and strategic documents in Georgia and will reflect the best international practices, such as the European Strategy for Plastics in a Circular Economy and the EU Action Plan for Circular Economy.

5.

SOCIAL ENTREPRENEURSHIP AND GREEN INNOVATIONS



NEW ACTION, NEW POSSIBILITIES:

A lack of inclusive educational opportunities, limited job opportunities, and an inability to meet the demands of the labor market due to mismatched skills and competencies are factors that challenge rural youth in Georgia and Armenia. To respond to this challenge, starting from 2020, CENN with the support of the European Union EU4Youth program, launched a new project - Social Entrepreneurship Ecosystem Development (SEED) for Green Growth in Borderline Communities - in partnership with Green Lane NGO (Armenia) and the Kakheti Regional Development Foundation (Georgia).

The project aims to discover future green entrepreneurs and promote their innovative potential in the Caucasus region. The project encourages the generation of green, innovative ideas that have a significant social impact, and supports their implementation via capacity-

building activities and financial support. The project establishes four main objectives, focusing on the following:

- **Creation of multi-stakeholder platforms** for sub-national, national and cross-border cooperation for promotion of SE of youth to foster policy dialogue and enabling environment for the development of SE;
- **Knowledge and skills development** of disadvantaged rural youth in the target regions of Georgia and Armenia on SE&GI;
- **Implementation of pilot projects** and supporting third-party innovative social initiatives on SE&GI in Georgia and Armenia. Creating transboundary links and synergies and implementing cross-border cooperation initiatives on SE&GI;
- **Implementation of communication and visibility activities** to increase awareness on SE, upscale best practices, and ensure the sustainability of the project actions.



Iza Bekauri

Executive director of KRDF

“Since December 2019, together with CENN, we started the EU-supported project in Akhmeta municipality – EU4Youth: Social Entrepreneurship Ecosystem Development in Borderline Communities for Green Growth.

The best aspect of the project is that it focuses on youth empowerment and youth needs. It is noteworthy that, thanks to the project activities throughout the past year, the number and frequency of green initiatives by local youth have substantially increased. Despite the pandemic, many young people in Akhmeta are already aware of green entrepreneurship and its priority areas.

I would like to wish our project a successful year ahead. I have high hopes that in the coming years, we will implement all our planned activities and will engage more young people across our target municipalities.”

- **Our team created Multi Stakeholder Platforms to support dialogue concerning social entrepreneurship and green innovations (SE&GI) in Georgia and Armenia**

The platform acts as a Steering Committee of the SEED project. The first meeting of the Platform took place within the framework of the EU4Youth - Youth in Georgia Roundtable Discussion. As Mr. Vassilis Maragos, the Head of Unit/Armenia, Azerbaijan, Belarus and Eastern Partnership, DG NEAR emphasized in his opening remarks, from the EU side, supporting youth is one of the main priorities of the cooperation between Georgia and the Eastern Partnership. Thus, the future Platform meetings will also be dedicated to the youth empowerment tools and strategies in both countries. In total, 118 members attended the 2-day event.

- **We created 6 sub-national councils to promote SE&GI practices**

Councils consist of the members of local authorities, youth workers, educational institutions and civil society representatives and, as of 2020, there are 110 members in total. Councils meet twice a year and operate in the Gori, Ninotsminda and Akhmeta municipalities in Georgia and Lori, Tavush and Shirak regions in Armenia.

- **Extensive educational activities to foster SE&GI**

We established close collaboration with the universities in Georgia and Armenia to ensure the introduction of green and social entrepreneurship courses at the higher education level. As a result, the following courses were developed:

- Green Entrepreneurship BA course and reading materials for Ilia State University (Georgia) – the programme was created in collaboration with the university and will launch in spring 2021.
- Circular Economy BA course for ISET (Georgia) – the course was launched in fall 2020.
- Sustainable Agriculture MA course at Armenian National Agrarian University (Armenia) – the programme was created and will launch in spring 2021.
- In addition, ISET and ANAU signed two MoUs to facilitate the future and sustainable cooperation in the field of green entrepreneurship.

Nato Chakvetadze

Ilia State University

“In 2020, through the joint efforts of CENN and Ilia State University, green entrepreneurship has become a priority area for the university. CENN’s technical and expert support resulted in the development of the Green Entrepreneurship university course, and more importantly, the reading material was prepared in Georgian, ensuring high quality education standards.

We are happy that we will collaborate with CENN in its initiative to establish linkages with regional universities as well. We will soon sign the Memorandum of Understanding and implement activities supporting regional universities to integrate green entrepreneurship topics in their curricula. We believe that such partnerships will lead to social and economic development at the local level.”





Vardan Urutyanyan

Rector, ANAU

“Of all the wonderful agriculture and rural development initiatives implemented by Greenlane NGO, education has always been one of the constituent components, adding value, consistency and long-term effect to the many cutting-edge local, national and regional projects. I believe this is one of the reasons that makes Green Lane a stronghold in the country’s agriculture sector.”

The Armenian National Agrarian University is currently transitioning from agrarian to agritech education. In this critical transition, we are developing an entirely new curriculum, and we largely use the experience and expertise of our industry partners. Green Lane has been instrumental in developing a curriculum for the Sustainable Agriculture MS degree course and related teaching materials.

ANAU is happy to have yet another opportunity to cooperate with Green Lane under CENN’s Social Entrepreneurship Ecosystem Development (SEED) for Green Growth in Borderline Communities project. Developing the entrepreneurial potential of youth is an important shared goal for both our institutions.”

We organized training and capacity building activities

Our project team met with more than 500 potential beneficiaries and discussed partnership ideas with them. Apart from the meetings, we hosted numerous training and workshops and in total, more than 60 training and 21 workshops took place with 1,300 young beneficiaries from both countries, in particular:

- Certification course on SE&GI – up to 110 young people from Georgia and Armenia were trained in social and green entrepreneurship (circular economy, waste management, sustainable agriculture, smart agriculture, and climate change) and awarded with certificates.
- Our Green Week in Armenia hosted several seminars, training, workshops, round table discussions, and tours for 245 young beneficiaries. Green Week was part of the annual Harvest Festival organized by our partner organization, Green Lane NGO.



MEET THE TEAM BEHIND THE GREENCUBATOR



65 young people participated in the GREENcubator – pre-accelerator program in Georgia. The participants were able to identify social and environmental problems in their communities and turn them into business solutions.

We organized South Caucasus region-wide awareness-raising activities on entrepreneurship

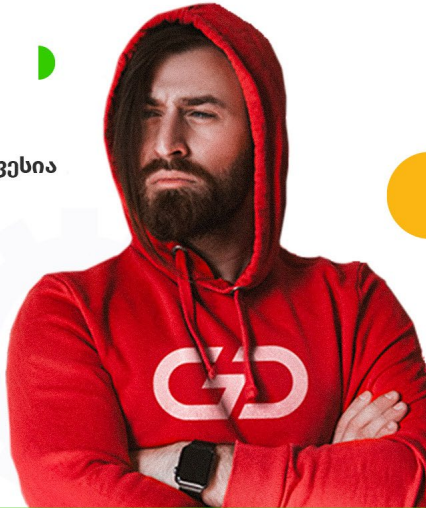
- CENN, in partnership with the Entrepreneur Georgia magazine, has launched a blog and published background information about social and green entrepreneurship, sharing guidelines on how to transform the business into a self-sufficient and sustainable model.
- We announced 2 idea competitions in Georgia (Gori, Ninotsminda, and Akhmeta municipalities) and Armenia (Lori, Shirak, and Tavush marzes) to ensure maximum participation and creativity from the potential young beneficiaries. As part of the competitions, participating youth developed their social business models.
- CENN signed a Memorandum of Understanding with the Kakheti Regional Development Foundation (KRDF), the Biliki Society (Gori), the Ninotsminda Youth Centre (Ninotsminda), and the Society Development Association (SDA) (Akhmeta) for the creation of rural innovation knowledge hubs aiming to help develop the entrepreneurial potential of youth at the local level in Georgia. The hubs will provide a space and facilities for the skills development of young people, especially women and girls, in remote and vulnerable communities. We created 2 educational videos to increase knowledge on social entrepreneurship among the potential beneficiaries.
- We hosted a media tour in Ninotsminda and Tsalka municipalities to introduce the unique natural and cultural sights and diverse tourist potential of both municipalities to the general public and popularize the natural and cultural resources available in the municipalities. As part of the tour, more than 10 representatives from different media outlets met with successful local entrepreneurs and visited cultural heritage and natural sites.
- We filmed GREENovator Vlogs in Gori, Ninotsminda, and Akhmeta municipalities to promote eco- and agro-tourism (including existing protected areas, local entrepreneurs, and enterprises) among young people, to foster sustainable tourism, and to raise public awareness concerning green tourism and entrepreneurship.
- We hosted multiple informational and awareness-raising campaigns, including a week-long entrepreneurship campaign, with educational and interactive components.
- We held a series of webinars in Georgian and Armenian, led by field experts and entrepreneurs, addressing topics such as sustainable fashion, green and smart agriculture, career development skills, and future professions – How to become a Youtuber, to mention a few. All webinars aimed to enhance youth employability and career skills.
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ონლაინ სემინარი

იუთუბერობა -
მომავლის პროფესია

17-18
დეკემბერი
17:00 - 18:30



გიორგი დანელია
იუთუბერი



4 დეკემბერი
17:00 - 18:30



#შეაქეთა
უფუთუ და ყიღუ
მკუ-მემორული
სახალწლო ნიშთაგი

შოკო ჩაჩუა

#შეაქეთა უფორი

ენისტილუსორისა და რეაზარისა შემეხენული



**ონლაინ
ვორქშოფი**
პირველი ნაბიჯები
კარიერული განვითარებისაკენ

15-16
დეკემბერი
19:00-20:30

მარიამ ბაგუა / ბილი ისიანი
ტექნოლოგიური ქომიუნითის
Fennec Tech Studio-ს დამფუძნებლები





CLIMATE-SMART AGRICULTURE

WHY CLIMATE-SMART AGRICULTURE?

Climate-smart agriculture is an innovative approach for charting development pathways that can make the agriculture sectors more productive and sustainable and better able to contribute to climate change adaptation and mitigation. Embarking on this pathway is critical for the countries, and Georgia is no exception. The country has favorable climatic and natural conditions for the development of a strong agriculture sector, however, due to the lack of updated knowledge and application of modern climate-resilient agriculture practices, the sector is characterized by low productivity, negatively affecting rural development. The majority of the rural population in the country lives below the poverty line. 43.4% (more than 3 million hectares) of the whole territory of Georgia is designated as agricultural land, which also includes pastures and meadows. Many of these pasturelands – 75% are state-owned, 3% - are under municipal ownership and 20% of pastures are privately owned. Livestock relying on pasturelands is the main source of income for most of the rural population. The pastures in Georgia are undermanaged, overgrazed, and under-invested, resulting in serious degradation of pasturelands in the country. This situation is negatively affecting most of the rural population involved in the livestock sector.

NEW ACTION, NEW POSSIBILITIES:

To respond to existing challenges in the agriculture sector, our partners, the Ministry of Environmental Protection and Agriculture of Georgia together with FAO and RECC, launched a new project - Achieving Land Degradation Neutrality (LDN) Targets of Georgia through Restoration and Sustainable Management of Degraded Pasturelands. With this project, we aim to support the national efforts to implement LDN targets of Georgia through the restoration and sustainable management of degraded pasturelands. The project target municipalities are located in the Eastern part of Georgia and include Kazbegi, Dmanisi, and Gurjaani. The landscape in these municipalities is characterized by key bio-physical and socio-economic parameters to set the project baseline in line with the voluntary LDN indicators. The experiences of this project will be replicated across Georgia via the activities of MEPA, RECC, CENN, and international partners, and shared with other countries in the region and at UNCCD.



Together with our partners, the CENN team is responsible for building the capacity of key stakeholders concerning the sustainable management of pasturelands and achieving land degradation neutrality. In 2020, we conducted a Capacity Needs Assessment of national, regional, and local stakeholders, including farmers, to determine their capacity development needs with regards to the sustainable management of pasturelands. This assessment provides a foundation to design a capacity-building program implemented with project resources.

We conducted 6 trainings in the communities of local farmers, representatives of Information Consultation Centers (ICCs), and Local Self-governments (LSGs) on the topics of investment access for farmers and choosing the correct Animal Genetic Resource (AnGR) for the local environment. As a result, the project has reached more than 100 farmers and agricultural extensionists (approximately 20% women and 18% youth) involved in the livestock sector in the target municipalities.

Kakhaber Janukashvili

Representative of the Information
Consultation Center in Kazbegi
Municipality

“Because of the lack of knowledge and limited access to information, capacity development of Georgian farmers through trainings and other capacity development tools is crucial. The topics discussed during the training on investment access for farmers are important preconditions farmers should consider and be aware of while planning their business and evaluating investment, required for their success in the agriculture sector. It should be emphasized that capacity development activities, which are planned under the project, provides practical information on different topics and reflects the needs of local farmers and different stakeholders involved in agriculture.”



NEW ACTION, NEW POSSIBILITIES:

In January 2021, with the support of HEKS-EPER South Caucasus, CENN started a project “Resilient Agriculture – PRAISE Marneuli: Promoting Climate Resilient Agriculture for Sustainable Livelihoods in Multi-ethnic Marneuli Municipality.” The overall objective of the project is to support income generation opportunities for the vulnerable population in Marneuli Municipality of Georgia via the development and promotion of environmentally friendly and Climate Resilient Agricultural (CRA) practices.

The project supports income-generating opportunities and the sustainable growth of the vulnerable population in Marneuli Municipality via inclusion, capacity building, and the introduction of climate-resilient agricultural practices (selection of climate-resistant varieties/hybrids of crops, integrated pest management (IPM), drip irrigation system, crop rotation, mulching, cultivation of seedlings and vegetables in greenhouses, etc.). The action aims to include marginalized local groups, including women and youth, in socio-economic activities to secure their financial independence and social inclusion, upgrade their knowledge and awareness on sustainable agriculture practices and develop a strategic action plan and projects to create income-generating opportunities.





RURAL DEVELOPMENT

With support provided by the EU's ENPARD program as well as our technical support, Keda Local Action Group has funded a total of 97 business ideas and social initiatives, including 51 projects funded in 2020. The supported initiatives contribute to the increase in income generation and economic diversifications in mountainous Adjara A/R.

MEET SOME OF OUR RURAL INNOVATORS

LUXURY CAMPING - HILL INN

The Hill Inn project has built a solid foundation for innovative approaches regarding the development of rural tourism in the region. The luxury camping hotel offers guests a variety of services, including a cinema screen for projecting films, a small library, a Jacuzzi spa, and a sauna. Due to its advantageous location, the luxury camping site is open year-round.

Within the project, two isolated glamping structures with unique landscape views are built on elevated platforms on land with an area of 5,000 m², owned by David Ardzenadze. The interior of the hotel is designed according to modern standards. Solar panels are installed, and the rooms are equipped with all necessary items for the comfort of guests.

Davit Ardzenadze has many years of experience in business management, having worked as a business consultant, accountant, and economist. Davit knows the tourism industry well and has been employed by a tourist agency since 2016.



Luxury Camping Hill in Dandalo village,
Keda Municipality

NAIRA DIASAMIDZE'S CONFECTIONERY

The confectionery offers a wide range of products, along with home delivery service. The Keda LEADER project supported the enterprise to purchase and install modern machinery, as well as the renovation of the interior and outer facades of the building.



“After the start of the Keda LEADER project, everything changed. When my idea succeeded in the grant competition, I renovated the bakery and purchased modern equipment, which enabled me to use modern methods in my baking and to better satisfy demand. As a result, the number of orders increased substantially, and it motivated me even more to do my work with joy and enthusiasm.”

Naira Diasamidze
Owner of the bakery in Keda Municipality

HOUSE OF HONEY

Lamzira Khinikadze produces a variety of honey products, including chestnut and wildflower honey as well as spirits from honey and honeycomb. Her annual harvest consists of up to 2 tons of honey and up to 300 liters of honey and honeycomb vodka.

Within the framework of the Keda LEADER project, the “House of Honey” was built, where tourists and local guests can taste honey and unique spirits, visit the honey farm and take part in the honey extraction process.



House of Honey in the village of Vaio, Keda Municipality
funded by the EU-supported project Keda LEADER



Lamzira Khanikidze

Beekeeper and entrepreneur from
Vaio, Keda Municipality

“I am very lucky to have received the grant; it was my dream and vision to build the unique house of honey. With the grant we were able to achieve this, and we purchased all necessary equipment to produce various honey products and I was able to consolidate all activities related to and equipment needed for the products under one roof. This made the house of honey appealing to visitors.”



The EU-supported Embrace Tsalka project financially supported 15 innovate projects to generate new employment opportunities in Tsalka Municipality, including agriculture, tourism, diary production, non-agricultural commercial projects, and educational and social activities.



Elena Chamurlidi

Owner of the famous “Pontia”
restaurant in Tsalka Municipality

“My vision is to make “Pontia” more modern and comfortable, not just for the customers but also for the employees. When people come to visit Tsalka, I want my restaurant to leave them with a good impression. My ideal menu would include more plant-based dishes, as more and more people are becoming vegetarians and vegans for environmental and ethical reasons. I would like to offer them more diverse options. Without this grant, I wouldn’t be able to materialize my plans and vision for the business. They are not so new to me; I have been thinking about this for a long time and now I have the financial means to do this.”

Currently, Elena employs six people in her business, most of whom are women. She believes more women should have more opportunities to become financially independent.

WE ARE CONNECTING COMMUNITIES

In 2020, the Keda Local Action Group launched a new initiative “Connectivity and Mobility for Fostering Rural Resilience” supporting digital tourism and linking businesses through a digital platform. The project aims to strengthen local businesses by supporting them in networking, connectivity, and in marketing local products and services both within and outside of the municipality. The project will establish an interactive bilingual online platform that includes detailed information regarding local businesses in the tourism, agriculture, and non-agriculture sectors. Various service providers will also appear on the portal. Each business will have a profile with a detailed description of the products and services they offer to customers.

Connect with the Keda Local Action Group [here](#).

The European experience has shown that a key driver of rural development are local people who understand and can vocalize their local community needs. The EU ENPARD program supported the Tsalka LAG to create new opportunities for locals.

Melano Kakhadze

Local community representative

“I found out about the social evenings on social media and since then, I have been actively attending them. One of the last evenings was dedicated to getting acquainted with the ethnic minorities living in Tsalka and Georgian cuisine, which included tasting Ajarian, Svan, Greek and Armenian dishes. During this social evening, the attendees shared about their culinary backgrounds.

Such kind of inclusive meetings is important so that people living in Tsalka can get to know each other better and raise awareness about various issues important to the community. Tsalka is a multi-ethnic municipality and the level of social integration here is very low. There are a lot of barriers for locals: problems related to public transport, the language barrier, access to the Internet. Consequently, social evenings help to solve these problems, raise the awareness of our population and provide an opportunity to obtain information that is often unavailable to locals.”





Nini Surmanidze

Local community representative

“The EU-supported Tsalka LAG, together with CENN, creates new opportunities for us every day. The LAG has been organizing social events in Tsalka Municipality for several months now, allowing us to integrate and get information on various topics every Friday. Today I attended the educational social evening and received interesting information about practical tips on writing a CV and a cover letter. For career development, I needed the right information to create a good CV and write an excellent cover letter. This meeting helped me obtain useful information and develop necessary skills that I did not have before. Since the social evenings started in Tsalka, I know there is something interesting happening at the LAG office where I can spend the end of the week productively, meet interesting people and exchange ideas.”



DIGITAL TOURISM



Bugdasheni Managed Reserve, Samtskhe-Javakheti,
Target Region of the Digital Caucasus Project

NEW ACTION, NEW POSSIBILITIES:

Today, the tourism industry appears considerably different to that of a year ago. The outbreak of COVID-19 has created a serious challenge for the tourism sector, resulting in the global travel industry shutting down and Caucasus countries are no exception. Tourism plays an important role for the economic development and social wellbeing of the region. While this is a challenging time, it also provides an opportunity for the travel and tourism industry to become more resilient by developing new skills and utilizing innovative technologies to position the Caucasus region as a new tourism destination. The challenge for the Caucasus tourism sector is to make the best use of information to promote and increase the number of tourists in the Caucasus as a regional destination for rural, eco and adventure tourism. Information and Communication Technologies (ICT) play a crucial role in this respect, mainly due to their potential in promoting social, economic and environmental sustainability objectives.

To respond to the existing and novel challenges in the sector, our team, together with partners at Green Lane NGO in Armenia, began

a new project - Digital Caucasus. The USAID Bureau for Europe and Eurasia, Economic Development, Governance and Enterprise Growth project supports the Digital Caucasus project. We aim to ensure the economic growth of the Caucasus tourism sector by catalyzing its digital transformation as well as building strong regional partnerships and new alliances between SMEs in the region. To this end, the project promotes the online presence of the Caucasus region by creating a Caucasus Tourist Destination Portal and supports up to 250 SMEs from Georgia, Armenia and Azerbaijan to improve their business operations and increase their sales.

We work in the rural regions of Georgia (Adjara, Kvemo Kartli, Samtskhe-Javakheti and Kakheti regions), Armenia (Tavush, Lori and Shirak Marzes) and Azerbaijan and focus on SMEs that are local service providers of ecotourism, rural tourism and adventure tourism, business associations and DMOs as well as rural households involved in eco and rural touristic services. Moreover, it creates strategic partnerships with regional and local authorities in the target areas and national administrations active in the fields of tourism, protected areas and forestry, as well as streamlines gender integration and women's engagement in the tourism sector by supporting female-owned and female-managed businesses.



In 2020, the CENN team and our partners mobilized stakeholders and beneficiaries involved in the tourism value chain of all three south Caucasus countries. The events brought together various stakeholders of the tourism sector, including service providers, public authorities and non-governmental organizations from the sector and provided a platform for discussing the tourism potential of the Caucasus region as a unique destination and the importance of digitalization as the driver of economic growth for regional tourism service providers.

Moreover, experts in the sector had the opportunity to express their opinions about perspectives of tourism development in the regional dimension, advantages of green tourism and provided insight on how digital marketing can support the economic growth of SMEs involved in the tourism value chain.

Medea Janiashvili

Deputy Head of the Georgian
National Tourism Administration

“The Digital Caucasus Project, on one hand, will significantly help small and medium-sized businesses to better shape and popularize their tourism products, and to do so using new technologies that are becoming relevant and highly demanded on the global travel market. On the other hand, in the context of the South Caucasus, the project will foster Georgia to show its potential, especially for the target market of visitors who often prefer investing in combined tourism products offered throughout the South Caucasus.”





WATER, SANITATION AND HYGIENE (WASH)



Bugdashedi Managed Reserve, Samtskhe-Javakheti,
Target Region of the Digital Caucasus Project

With the support of the EU, we implemented pilot projects to improve WASH conditions for communities in 15 villages of Georgia reaching about 6,000 people who now have access to safe drinking water.





Rehabilitation of Didi Dmanisi and Vardisubani water supply system, Didi Dmanisi and Vardisubani villages, Dmanisi Municipality, Kvemo Kartli region

Total cost:

24,831 GEL

Number of total beneficiaries:

150 families



Rehabilitation of Rachisubani Water Supply Reservoir Farm. The reservoir provides a clean annual supply of water to the following villages: Rachisubani, Mtskheta and Mukhrana, Kvemo Kartli region

Total cost:

45,931 GEL

Number of total beneficiaries:

3,880 people

We provided financial support to communities in 2 regions of Georgia – Kakheti and Kvemo Kartli – via 6 grants available for third parties.



Diana Chokhonelidze

Head of the village Tsereteli kindergarten, Marneuli Municipality

“Our grant proposal was selected within the framework of the grants component of the EU WASH project, which has allowed us to completely replace the toilets, water storage tanks, drinking water filtration equipment, and the hot water system has been rehabilitated. Clean water provision is very important to avoid water-related diseases in kids, such as diarrhea, polio and meningitis. Also, unclean water for washing can cause skin irritation and infectious eye disease. The new nursery toilets and hand sinks are well adapted for the kids and easily accessible to the children by themselves.”

- We organized WASH Educational Meetings for over 250 kindergarten and school teachers as well as students.
- Our team helped improve health and social wellbeing by providing free legal aid in case of detected violations of health, water and sanitation rights. We planned advocacy campaigns and developed up to 40 petitions, in which almost 70% of advocacy cases were successful.
- Our team has organized Information for Change, promoting the development of WASH standards in Dmanisi, Marneuli, Tsalka and Tetrtskaro municipalities in the Kvemo Kartli region.
- We helped improve health and social wellbeing by improving the quality of drinking water and promoting WASH awareness raising, including installation of water filters in two schools, three kindergartens and in one rehabilitation center (Village Matani, Kakheti region).
- We communicated 39 legal evidence-based cases to relevant institutions to address key health and social rights issues of vulnerable multi-ethnic rural communities.
- We prepared and communicated 39 human rights violation cases to state institutions, and relevant local and regional state and non-state actors.

As a result of advocacy meetings, one public school is being constructed in Heretiskari village, Lagodekhi municipality, 1 outpatient facility was opened in Shakhvetila village in Akhmeta municipality, 1 outpatient facility was moved to a more convenient and renovated space in Khashmi village of Sagarejo municipality, and 1 kindergarten was constructed in Tela village, Lagodekhi municipality. Renovation works are conducted in the outpatients of Kandaura village, Sagarejo municipality and in Karajala village public school in Lagodekhi municipality.

The CENN team has also been implementing the project Upscaling WASH Initiatives by Providing Essential Social Services for Women and Youth in Disadvantaged Rural Communities of Georgia within the New World Programme funded by the Global Water Challenge and The Coca Cola Foundation. We announced an open call to improve WASH conditions in rural schools and communities to increase access to drinking water, sanitation, and hygiene services in vulnerable communities and target facilities through small infrastructure and educational projects.

The project team maintained active cooperation with local municipalities to lobby and advocate for WASH-related issues and to prioritize them in local budgets for 2020-2021. During the meetings with local authorities, government representatives recognized the need of allocation and expressed willingness to cooperate with the project lawyers who started or continued working on the advocacy of several cases with local stakeholders and state institutions to defend their rights to health through free legal aid. The lawyers communicated with local actors and developed advocacy activities case by case. As a result:

We successfully implemented water-related infrastructure rehabilitation works in the Kvemo Kartli, Kakheti, and Imereti regions, improving WASH conditions for up to 4,155 people from the communities.

Furthermore, we successfully implemented a WASH training course on “WASH and Human Rights in the Imereti, Kvemo Kartli and Kakheti regions. WASH council members, local development groups, teachers, municipal officials and other stakeholders participated in the training and learned about human rights to water, sanitation and hygiene; WASH protection as a State obligation, monitoring the protection of civil society’s WASH rights, as well as media opportunities and advocacy role - in lobbying.

NEW ACTION, NEW POSSIBILITIES:

In 2020, we launched a new project – “Community Action to Improve WASH Services in Vulnerable Rural Communities of Georgia”. Our goal is to advance climate-smart water resources management and provide access to safe drinking water, sanitation and hygiene (WASH) services in vulnerable, isolated and rural communities of Georgia affected by the COVID-19 pandemic in Tsalka and Akhmeta municipalities.

We carried out deep and comprehensive research on the COVID-19 pandemic in Georgia, and how the WASH conditions are adapted to a new paradigm shift. Based on the outcome of the research, we conducted capacity building activities in schools, health centers and local communities involving situationally modified trainings, infrastructural project and more.

10.

ROAD TRANSPORT AND AIR POLLUTION

The CENN team, in partnership with the United Nations Environment Program (UNEP), launched Phase II of the “Sustainable Low Emissions Transport” project in Georgia. UNEP intends to continue supporting the development and implementation of vehicle emission standards in Georgia via the adoption and implementation of Euro-equivalent vehicle emission standards to promote a global transition to no-and low-emissions mobility for improved air quality and climate change mitigation.

With Phase II of the project, we aim to provide technical support to analyze current and proposed vehicle standards. This includes undertaking a cost-benefit analysis to assess the potential economic impacts of introducing import restrictions based on EU vehicle emission standards in Georgia. Based on the outcomes of the previously supported project for the Introduction of EU Emissions Standards for Light Duty and Heavy-Duty Vehicles in Georgia, this project continues to provide support to the Government of Georgia in harmonizing Georgian legislation with EU requirements and to protect human health and the environment from the harmful emissions created by the transport sector.

Noe Megrelishvili

Head of the Ambient Air Division,
Ministry of Environmental Protection
and Agriculture of Georgia

“This project intends to conduct a Cost Benefit Analysis (CBA) study on introducing low-emission transport policies and standards in Georgia, in consultation with lead project partners, including the Ministry of Environmental Protection and Agriculture of Georgia (MEPA). To this end, the project will speed up the process of mainstreaming innovative approaches to introducing low-emission transport policies and standards in Georgia, in consultation with lead international and national project partners.”



YOUTH ACTION: TRANSFORMING LIVES OF YOUNG PEOPLE IN GEORGIA

5

young scholars
announced in
2020

130+

young changemakers
joined CENN Green
Camps

700

school eco-clubs
from every region of
Georgia participated
the Environmental
Youth Award “Niko
Ketskhoveri 2020”

A green banner with orange abstract shapes on the right and bottom left. The text is white and yellow. The background has faint icons related to science and education.

GREEN SCHOLARSHIP

CENN

THE SCHOLARSHIP AMOUNT
1000 GEL

DEADLINE: MARCH 1, 2020

NEW ACTION, NEW POSSIBILITIES:

Green Scholarship 2020

In 2020, CENN launched a new competition, “CENN Green Scholarships,” for young leaders aged 10-26 that aims to motivate these future leaders with scholarships that will further encourage them to continue to advocate more actively in their communities and change the environment for the better. Each scholarship is worth GEL 1,000 per nomination.

MEET THE GREEN SCHOLARS 2020

Luka Tkemaladze

Winner of the CENN Green Scholarship for Contribution to Sustainable Forest Management, Promoting Ecotourism & Biodiversity Protection (this nomination had two winners due to high competition)

“My many years of experience volunteering with animals and being in the company of many interesting professionals has given me the opportunity to participate in research and numerous impressive expeditions. I was able to more broadly understand the importance of biodiversity.”



Studying and observing nature and its wildlife has always been an area of interest for Luka. He started painting animals as a child and overtime it became his favorite activity. Luka's passion for nature was insatiable and he began volunteering at the zoo at the age of 12.

Luka is currently in his last year at Ilia State University majoring in Biology and is actively involved in university research and expeditions. Based on his experience, Luka was actively involved in the CENN-ADC project - "Sustainable Forest Management for Climate Resilient Rural Development in Georgia". As a school student, Luka was an active, successful participant in the Niko Ketskhoverli School Award and Green Camps, and after graduation, he himself became an invited trainer on biodiversity issues.

Luka's list of conservation activities is quite extensive: participation in a seasonal gazelle reintroduction program, Zoological Park and WWF- joint field monitoring in 2019, working in the Tbilisi Zoo Education Department, as well as a few months working on an endangered species conservation project. He is also a founder of the brand "KATAMURA" which creates statues of wildlife species. Luka also created illustrations for National Geographic Georgia on the Javakheti migratory bird. In 2020, together with friends, he founded his own organization, the main goal of which is to conserve nature and promote non-formal environmental education.

Giorgi Kavteladze

Winner of the CENN Green Scholarship for Contribution to Sustainable Forest Management, Promoting Ecotourism & Biodiversity Protection

“Everyone recognizes the importance of environmental protection today, yet there are very few people who work tirelessly to improve and protect the environment. I think volunteer work is especially appreciated when you put all your efforts unselfishly into the environment, when the issue of the existence of each plant is important to you and you don’t expect anything in return. It’s a very pleasant feeling.”



Giorgi is an active participant of the Niko Ketskhoveli School Award. His environmental activities started in 2017, when he established an eco-club with several students at school and became a successful participant in the competition. CENN has organized the school environmental contest – Niko Ketskhoveli School Award – since 2015 with financial contribution from the Austrian Development Cooperation (ADC) within the framework of the project “Sustainable Forest Management for Climate Resilient Rural Development in Georgia.” Each year the contest unites about 500 schools throughout Georgia.

Giorgi, together with the eco-clubs, managed to close 11 illegal landfills located in recreational zones and were able to clean up to 2 tons of waste via independent monitoring. He is one of the founders and the program coordinator of Friday For Future Georgia. Giorgi opened a square in

the yard of Tbilisi Public School No. 176 with a grant from the non-governmental organization - “Walk”, after which he became the coordinator of the volunteer initiative team, Green Tbilisi. As part of the project, Giorgi was able to open another square on Dadiani Street. He has conducted and organized more than 30 training-seminars for his peers and adults on important environmental issues, such as sustainable forest management, the importance of biodiversity conservation, sustainable development goals, and waste management.

Natia Lagurashvili

Winner of the CENN Green
Scholarship for Contribution to
Climate Change Awareness and
Reducing Environmental Impact
at the Local Level



“I think that everyone can contribute to positive changes in the environment locally, but unfortunately many people still have not realized what dramatic results climate change might have on earth. It is easy – whenever you do not see a problem, you do not think about a solution. Therefore, the first step to deal with climate change is to raise awareness in your immediate surroundings. It was the same story in my case. I believe that change starts with ourselves and even small actions can contribute to a more sustainable environment.”

Natia Lagurashvili is a third-year student at Ilia State University. Within the partnership of CENN and BfdW's south-north voluntary exchange program, she has worked on youth empowerment in Berlin for a year.

Natia was a school student when she participated in the Niko Ketskhoveli School Award and has implemented many significant activities to help preserve Krtsanisi Park. Krtsanisi Park is located on Tbilisi-Rustavi highway and is

not only an important recreational zone for the community of Tbilisi and Rustavi, but also it is essential to sustain the local climate. Together with her group, she has raised awareness on the importance of the park through social media and various informational meetings. Initiated by Natia, a green festival took place in Krtsanisi Park two times with up to a thousand people in attendance. Finally, the Agency of Wildlife took responsibility for its restoration and management.

Mariam Narsavidze

Winner of the CENN Green
Scholarship for Contribution to
High Social Responsibility in Green
Entrepreneurship and / or Business

“Green scholarship is a great opportunity for me to implement future activities as it enables me to organize a festival ‘let’s take care of the environment through social entrepreneurship’ and to contribute to the development of my community.”



Mariam Narsavidze was a 12th grade student at Pari Public School in Mestia Municipality when she won the CENN scholarship. She has conducted various environmental activities in her community for the past several years and is also a leader of the eco club “Green Space”.

Since 2017, Mariam has learned handicraft at the social enterprise “Mzeko” and was employed at the enterprise after the completion of the course. Later, she specialized in Teka and Gobelin as well. To share her knowledge, Mariam became a volunteer teacher and created a handicraft course for junior schoolmates where she taught them

sewing, embroidery and making various accessories. Alongside her classes, she initiated manufacturing of cloth bags and painting on them in the school social enterprise, made possible via a donation from Lado Abkhazava. In addition, she is leading classes for her schoolmates on how to paint on cloth and sew a multi-use and ecologically clean bag. Mariam exhibits and sells her bags at different exhibitions and she uses the collected money to create new bags and implement different environmental activities.

Tornike Shavishvili

Winner of CENN Green
Scholarship for Contribution to
Sustainable Waste Management,
Circular Economics, & Consumer
Behavior Change



"I think the most important thing is to act individually to save the Earth. Therefore, I have involved myself in environmental projects and have become an active environmentalist to contribute to a sustainable and healthy environment. I am happy that my activities have raised environmental awareness in my municipality and school, thanks to the support of CENN and USAID. CENN gave me the opportunity to implement different environmental activities."

Tornike was a 17-year-old 12th grade student at Kobuleti N6 Public School when he received the scholarship. He has been interested in environmental projects for the past 3 years and is actively involved in advocating changes for a better environment at the local level.

Tornike first got involved with CENN in 2018 and apart from participating in camps and various contests, he won a grant from the USAID WMTR II program to promote the concept of sustainable municipal waste. Within the

project, he managed to clean up the Black Sea coastline (approximately 2500 square meters) step by step and ensured that the collected waste was separated and delivered to waste aggregating companies to be recycled. Tornike also conducted trainings in his local community for up to 200 students from 5 schools in Kobuleti Municipality as well as installed a compost box at Bobokvati Public School.

700 schools have joined the 2019-2020 competition year of Niko Ketskhoveli School award, 350 eco clubs have been actively participating in the competition demonstrating exceptional environmental activism and 150 eco clubs made it to the semi-finals of the competition.

THE TOP PRIZE- WINNING SCHOOLS FOR 2019-2020 SCHOOL YEAR

1ST PLACE

DUISI PUBLIC SCHOOL

Aza Khangoshvili (Teacher) and
liman Gaurgashvili - 11th grade
student, Duisi Public School



2ND PLACE

AKHALSOPELI PUBLIC SCHOOL

Eko Vardiashvili, 12th grade student
of Akhalsopeli Public School



3RD PLACE

TSEROVANI PUBLIC SCHOOL

Diego Mikava, 11th grade student
of Tserovani Public School



LEARN MORE ABOUT OUR NIKO KETSKHOVELI SCHOOL AWARD

The Niko Ketskhoveli School Award is an annual country-wide competition for youth focusing on SDGs held since 2016. The competition is made possible within the framework of cooperation between ADA and CENN. Each year, an increasing number of schools engage in the competition. The Niko Ketskhoveli Award is a significant mechanism to empower local youth, enabling them to develop observation, data collection, analysis and research skills, as well as teamwork and collaboration with other schools and governmental agencies. The competition proved to be popular among participants, and effective in increasing awareness about sustainable development, not only motivating youth to implement environmental action, but also encouraging the involvement of local governments, the private sector and communities in the process of transformative change.



Diego Mikava

Tserovani Public School

“The Niko Ketskhoveli School Award contributed greatly to my own self-development. I’ve been a member of the eco-club since 2018, and I believe that the friendship and knowledge acquired here will last a lifetime. I realized what I like to do and even decided to become an ecologist. At this stage, I’m going to transfer the leadership of the eco-club to someone else. I think that everyone who wants and is able to should get this experience.”

We hosted over 10 youth contests, including:

- International Day of Forests – Online campaign and youth social media contest
- Earth Day youth action and digital competitions
- World Environment Day, “It’s time to act #ForNature” action for school students

We hosted over 56 youth awareness rising events, including:

- Online seminars on topics such as volunteering, youth opportunities, CV writing and interviews
- A series of online social evenings during the pandemic lockdown that involved quizzes and games on various environmental topics
- We organized a tree planting event and a live graffiti painting activity in Krtsanisi Forest Park. Together with the Wildlife Agency and six eco-activist students, we planted 12 unique red list species of trees in the recreation zone of Krtsanisi Forest Park and painted an old concrete construction. The artwork addresses the theme of nature and displays unique fauna of Krtsanisi Park

Gender and Environment Nexus

CENN's work with communities, governments, and businesses stated in the mission reflects gender equality commitments, in accordance with the organization's written policy related to gender equality and empowerment. According to our policy, we recognize that gender equality and women empowerment are core development objectives fundamental to the realization of human rights, and key to effective and sustainable development outcomes. To this end, women empowerment is one of the key priorities of all our projects. Our team works to reduce gender disparities related to social and economic opportunity and to increase the capacity of women and girls to maximize their potential in society to secure better lives for all.



CENN team directly supported capacity-building activities of 3,000+ women in Georgia and Armenia.

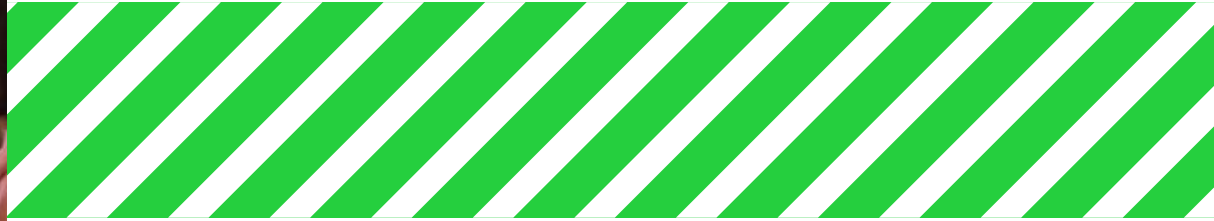
We hosted trainings covering areas of green social entrepreneurship, innovations, climate change, waste management, circular economy, eco-tourism sustainable development, sustainable forestry, food safety standards, renewable energy, gender, planning and managing community initiatives and projects project management, job skills, marketing and branding, planning and managing, community initiatives and projects, project management, leadership, organizational development, monitoring and evaluation, and various software tools for women who are actively engaged in social change in their communities.

**Our programs
provided funding of
innovative business
ideas for 30+ women.**



The EU-supported EMBRACE Tsalka project conducted more than 50 social evenings with various topics (selected based on the needs of local women) for local women. They are engaged in the rural development process following a participatory approach and LEADER principles.

Also, the Tsalka Local Development Strategy reflects the specific charter on Gender and strengthening women and their participation in decision-making processes. Moreover, the Mediation and Civic Engagement Committee (MCEC) is active with 18 local female members.



Our ADA-SFMRD project has identified four active Rural Women's Councils (RWCs) in target regions and trained (24 women in total) them in sustainable forest resource usage and organizational development. The SFMRD project developed an organizational charter designated for RWCs that will enable them to register as an NGO and develop further.

With the help of gender experts, the SFMRD project ensured that all the policy level documents elaborated for and with active participation of the beneficiaries at the central level (MEPA, NFA, and Parliament of

Georgia) considered gender mainstreaming and women's empowerment in the sector. The key documents are Green Budget Project Document; Forest Management Institutional Model and Business Plan Development; Elaboration of the Guideline on the Identification of Touristic-Recreational Forests and Their Management in Georgia.



Sustainable Development Goals (SDGs)

In 2015, Georgia expressed willingness to implement Sustainable Development Goals (SDGs) and targets set for 2030. To implement SDGs, Georgia institutionalized the SDG Council in 2017 along with its four thematic Working Groups (WGs) on Social Inclusion, Economic Development, Democratic Governance, and Sustainable Energy & Environment Protection. In 2018, the WG elected three co-chairs for each WG (representing the public sector, civil society, and UN agency). The WG elected CENN as a co-chair on Sustainable Energy & Environment Protection (along with the Ministry of Environmental Protection and Agriculture and FAO).

In 2020, the WG on Sustainable Energy & Environment Protection along with other WGs were involved in reviewing Georgia's second Voluntary National Review (VNR) presented at a High-level Political Forum on Sustainable Development (HLFP). To stimulate engagement in this process, CENN has organized an additional workshop for non-state stakeholders of the WG. The year concluded with a meeting of the WG on Sustainable Energy & Environment Protection organized by the SDG Secretariat, where progress on SDGs, an updated version of the ToR for SDGs Working Groups, and plans was discussed.

SDGs have a big significance for CENN as they are directly linked with the values that our organization stands for. Namely, in all its activities, CENN always tries to incorporate a holistic attitude to sustainability and focus not only on environmental but also on social and economic aspects as well. CENN specializes in several areas relevant to SDGs including sustainable management of resources, disaster risk reduction, rural development, waste management, WASH, building healthy and prosperous climate-resilient communities, empowering women and girls to participate in creating and implementing inclusive solutions, etc. The ongoing projects of CENN correlate with 16 out of 17 SDGs and relevant global as well as nationalized targets. A special highlight is the annual Niko Ketskhoveli School Award, which unites hundreds of schools across the country with the main theme of the youth competition being global SDGs.

We at CENN believe that SDGs are not just the responsibility of the government but are a national commitment that should unite all sectors – including CSOs, businesses, and academia. Therefore, we encourage everyone to take part in this initiative and cooperate for a more sustainable future.



Knowledge Materials

Electronic and printed knowledge materials, digital products and video PSAs were developed for different target audiences. Check them out and help us spread this useful information.



Books and Brochures

Sustainable Land Management in Kazbegi, Dmanisi and Gurjaani Municipalities

This knowledge material contains climate change issues and linked challenges in three target municipalities, as well as practical recommendations for sustainable land use emphasizing sustainable pasture management





Keda LEADER catalogue

The catalogue presents the businesses and initiatives funded under the Keda LEADER project.





Green Budget Project Document

The document includes both the analysis of the implementation of the environmental protection functions by the state and the development of recommendations for the 2021-2024 budget procedures.





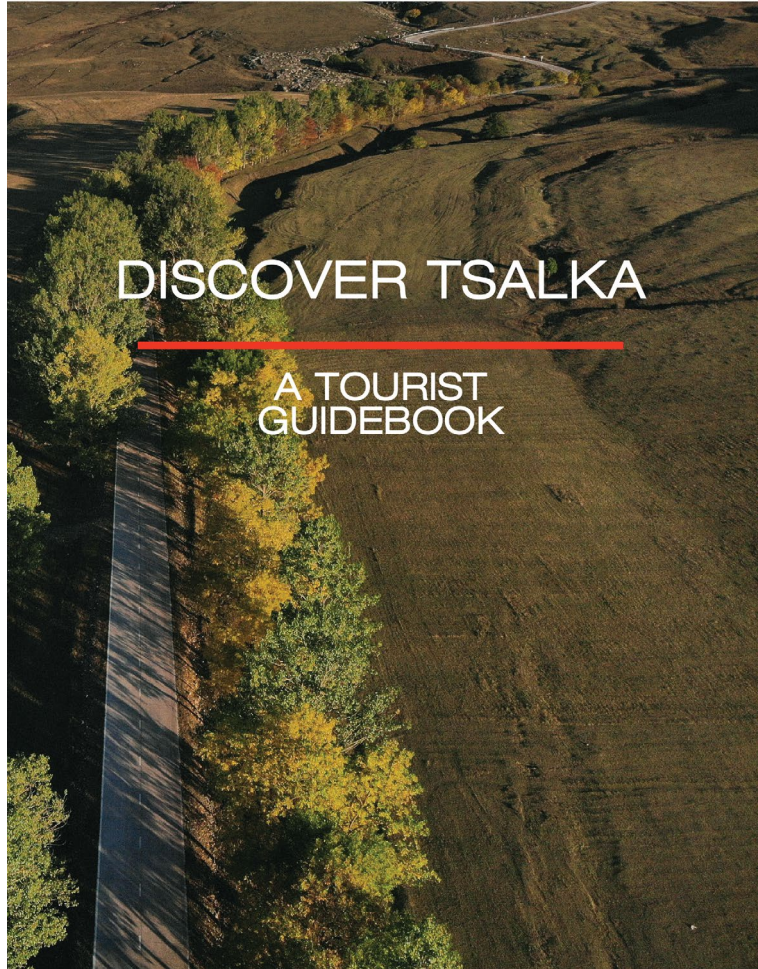
EU4YOUTH: საზღვრისპირა მუნიციპალიტეტებში სოციალური მენარმეობის ეკოსისტემის განვითარება (SEED) მხვანა ზრდისთვის

ევროკავშირის მხარდაჭერით, ხელს ვუწყობთ სოციალური მეწაჩმეობისა და მწვანე ინოვაციების ეკოსისტემის განვითარებას მდგახდი და ინკლუზიური მომავლისათვის

Brochure on EU4Youth-SEED project

The brochure entails information about the project, its main goals and objectives.





Discover Tsalka - A Tourist Guidebook

The present publication provides information about distinguished tourism facilities of Tsalka municipality, covering both natural and cultural resources. The publication contains information about organic and inorganic nature, and material and non-material cultural heritage of Tsalka municipality. The publication also contains information about tourist routes and tourist service providers available in Tsalka. The present publication is a modest effort to help fill these gaps with missing information about local tourist facilities.





TSALKA LOCAL DEVELOPMENT STRATEGY



This document has been produced with the assistance of the European Union. Its contents are the sole responsibility of CENN and do not necessarily reflect the views of the European Union. The Document was developed under the EU ENPARD supported project "Embrace Tsalka " (Local LEADERS Embrace Sustainable Development in Multi-Ethnic Tsalka Municipality)

DECEMBER, 2019

Tsalka Local Development Document

The Local Development Strategy seeks to improve the livelihoods of Tsalka municipality's local population and to further develop the municipality. The main goal of the Strategy is to improve the social integration of local communities in Tsalka municipality, provide access to social services and create new economic opportunities for the local population via participatory planning. The expected outcomes of the Strategy include: reducing rural poverty, improving the livelihoods of the local population and addressing economic, social and environmental challenges faced by Tsalka municipality.





წალკის მუნიციპალიტეტის სოფლის მეურნეობის საჭიროებების კვლევა

კვლევა ჩატარდა ევროკავშირის მხარდაჭერით. მის შინაარსზე სრულად პასუხისმგებელია CENN და არ ნიშნავს, რომ იგი ასახავს ევროკავშირის შეხედულებებს.

2019
თბილისი

Agricultural Needs Survey of Tsalka Municipality

The EU-funded project - “EMBRACE Tsalka” - implemented by CENN, prepared a survey of agricultural needs in Tsalka Municipality. The aim of the research is to analyze the current situation in the agricultural sector of Tsalka Municipality and to identify the needs of farmers to determine the priority areas of the agricultural sector in Tsalka Municipality.





**წალკის ადგილობრივი
ბანკითარების სტრატეგიის
სამოქმედო გეგმა
2020 – 2024**



დოკუმენტი შემუშავებულია ევროკავშირის მხარდაჭერით. მის შინაარსზე სრულად პასუხისმგებელია CENN და არ ნიშნავს, რომ იგი ასახავს ევროკავშირის მხედველებებს. დოკუმენტი მომზადებულია პროექტის - ადგილობრივი ლიდერები მდგრადი განვითარებისათვის წალკის მრავალეთნიკურ მუნიციპალიტეტში („ეს წალკა“) - ფარგლებში

დეკემბერი, 2019

Tsalka Local Development Strategy and Action Plan 2020-2024

The Local Development Strategy Action Plan is the vision of the local population living in Tsalka Municipality regarding the development of the municipality. The main goal of the action plan of the strategy is to improve the social integration of the population of the municipality, to provide access to social services and to create new economic opportunities through participatory planning.

The expected results of the strategy are: reducing poverty in Tsalka municipality, improving the environment of the population and solving the existing economic, social and environmental challenges.





Regional Development – Publication

This guide was designed to take into account the European experience of regional and rural development and the LEADER approaches used by CENN in the implementation of the project. The guide will help raise awareness about rural and regional development. It is recommended for the parties involved in the project to use it, as well as an auxiliary educational resource for students of higher and vocational schools.





Climate Change and Agricultural Adaptation Measures in Tsalka Municipality

The documents presents climate change and agricultural adaptation measures in Tsalka Municipality, past and present climate change trends from 1960-2019 and Climate Change scenarios with specific examples.



PDF



Marketing and Communication Strategy of Tsalka Municipality

Results of the document: The document should be a clear guide for Tsalka Municipality and its residents.





Human Capital Analysis in Tsalka Municipality

The purpose of this document is to describe and analyze the potential of potential beneficiaries and stakeholders in the ongoing project 'EMBRACE Tsalka' in Tsalka Municipality (Human Capital Analyses). The study assessed the skills, knowledge, capabilities and needs of the target groups in the following targeted sectors of the project: Agriculture, Tourism, Trade, Industry and Public Sector.



PDF

Video PSAs



WASH as a Human Right

This video illustrates that advocacy is an important tool for citizens and citizens' associations to appeal to public institutions and call for the fulfilment of their obligations and the disclosure of their WASH-related problems.



Water Security and Climate Change

Climate change impacts have direct consequences on water security and conflict. Watch the video and learn how you can contribute to this challenge via safe water consumption.

პანდემიის დროს ჩვენ ორი მიზანი გვაქვს:
არ დავინფიცირდეთ და არავინ



WASH and COVID-19

The COVID-19 pandemic has had a significant influence on both the lives of individuals and the world economy. Watch the video and learn how to keep yourself and others safe from COVID-19.



A Lack of Access to Water, Sanitation and Hygiene (WASH) Affects Women and Girls Disproportionally

Ensuring access to water, sanitation and hygiene prevents the violation of women's rights, such as the right to education and health.



Board game “Miatsode” (Supply)

Board game – “Miatsode” (Supply). Miatsode is an educational family board game in which participants play the role of water companies in the city. In the game, the villages have no water and water infrastructure. Water companies are trying to make villages/towns happy and increase their access to clean water. The aim of the game is to provide the players with information about drinking water, water infrastructure and where drinking water comes in a fun and educational way.

Number of players:

3 people

Estimated duration of the game:

30-40 minutes

Age of players:

10+

Business Model Canvas

It is a tool for developing a business model based on 9 main components.



შექმენი საკუთარი ბიზნესმოდელის ტილო | DESIGN YOUR OWN BUSINESS MODEL CANVAS

<p>ძირითადი პარტნიორები</p> <p>ძირითადი პარტნიორები არის ის კომპანიები, რომლებსაც თქვენს ბიზნესს დასაბრუნებლად უნდა დაეხმარებოდეთ.</p>	<p>ძირითადი აქტივობები</p> <p>ძირითადი აქტივობები არის ის მომსახურება, რომელიც თქვენს ბიზნესს უზრუნველყოფს.</p> <p>სამხრეთი რესურსები</p> <p>ეს არის რესურსები, რომლებიც თქვენს ბიზნესს უზრუნველყოფს.</p>	<p>შეთავაზებული ღირებულება</p> <p>შეთავაზებული ღირებულება არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p>	<p>მომხმარებელთან ურთიერთობა</p> <p>მომხმარებელთან ურთიერთობა არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p> <p>დისტრიბუციის არხები</p> <p>დისტრიბუციის არხები არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p>	<p>შომხმარებელთა სექტორები</p> <p>შომხმარებელთა სექტორები არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p>
<p>ხარისხის სტრატეგია</p> <p>ხარისხის სტრატეგია არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p>		<p>შომხმარებლის შედეგები</p> <p>შომხმარებლის შედეგები არის ის, რასაც თქვენს ბიზნესს უზრუნველყოფს.</p>		

ბიზნესმოდელის ტილო შექმენი | Strategyzer AG-ის ბიჭვანი | Strategyzer

გამოიყენეთ ქვემოთ მოცემული ჩამონათვალი და შეაფასეთ თქვენი ბიზნესმოდელის ტილო წარმატებულად

<ul style="list-style-type: none"> <input type="checkbox"/> რაოდენად ვასაბაბა ბიზნესმოდელის ტილო წარმატებით იმართება? ეს იმართება თუ არა ბიზნესმოდელის ტილო წარმატებით იმართება, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. <input type="checkbox"/> თქვენი ბიზნესი ყველა არსებული ბიზნესმოდელის ტილოზე უფრო წარმატებულია თუ არა? თქვენი ბიზნესი ყველა არსებული ბიზნესმოდელის ტილოზე უფრო წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. <input type="checkbox"/> საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა? საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. <input type="checkbox"/> საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა? საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. 	<ul style="list-style-type: none"> <input type="checkbox"/> ბიზნესმოდელი წარმატებულია თუ არა? ბიზნესმოდელი წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. <input type="checkbox"/> საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა? საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე. <input type="checkbox"/> საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა? საბაზისურ ბიზნესს თქვენს ბიზნესს უფრო წარმატებულია თუ არა, ეს დამოკიდებულია ბიზნესმოდელის ტილოს ხარისხზე და ბიზნესმოდელის ტილოს ხარისხზე.
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Thank you for sharing this year with us.
We continue working to create more awesome things for you.



Proud to be diverse!

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