Presentation Outline

TOPICS FOR TODAY







GRFTA

193363 33M6M8N33: 898A39N L38MM B3AN88N 93 MA83639N LM39NL 833A63M BEEN ECONOMY: SUSTAINARI E MOUNTAIN TOURISM AND ORGANIC AGRICULTUI



PROJECT OVERVIEW



Material has been prepared with the assistance of the European Union, The Sweden, and the Austrian Development Cooperation. Its contents are the sole responsibility of the GRETA project and do not necessarily reflect the views of the European Union, the Sweden and the Austrian Development Cooperation.

The GRETA project Coverage Area

3 REGIONS; 8 MUNICIPALITIES

- UPPER IMERETI
 - Sachkhere, Tkibuli, Chiatura
- RACHA LECHKHUOMI AND LOWER SVANETI
 - Ambrolauri, Oni, Tsageri, Lentekhi
- UPPER SVANETI
 - Mestia











TOTAL BUDGET: EUR 6,8 MLN.

- 300 Accommodation service providers
- 300 Other tourism service providers
- 400 Producers in Mountain Tourism
- 150 Framers and products presented nationally and internationally
- 230 Framers in Organic agriculture











SPECIFIC OBJECTIVES

Facilitate an improvement of the business environment and the creation of new

income opportunities in

SUSTAINABLE MOUNTAIN TOURSIM

and

ORGANIC AGRICULTURE

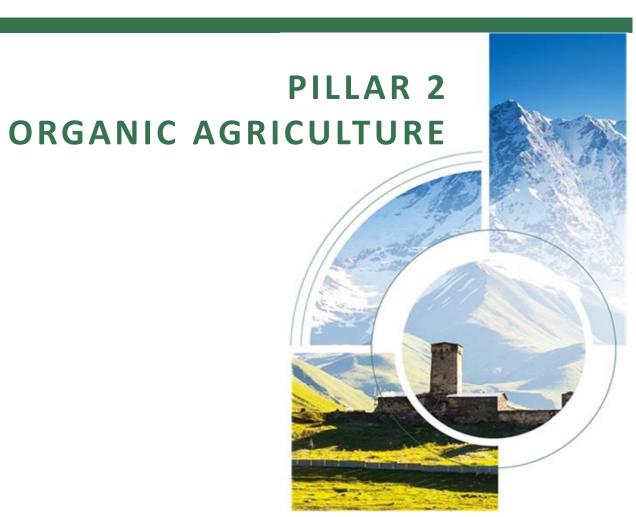
in order to reduce poverty and exclusion in the selected mountain areas of Georgia



PILLAR 1 SUSTAINABLE MOUNTAIN **TOURISM**

THE BUSINESS ENVIRONMENT IS

MEETING MARKET DEMANDS













SUSTAINABLE MOUNTAIN TOURISM

STRENGTHENING THE QUALITY OF EXISTING AND COMPLIMENTARY TOURISM PRODUCTS

- Tourism Development Initiative
 (TDI) Grant Scheme Adventure
 tourism tours
- Culinary classes
- Hiking trails and bike routes
- Local gastro tours
- Digital Information apps
- Social Media channels
- Guidebooks

CREATE NEW AND INNOVATIVE PRODUCTS

- Establishment of Svaneti
 Destination Brand
- Establishment of Racha-Lechkhumi Destination
 Brand

CREATE NEW MARKET LINKAGES

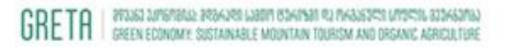
- Facilitate exhibition of Georgian
 SMT products via national
 /international Expos, Trade Fairs
 and Festivals
- Facilitation of B2B meetings with the potential buyers national/international











SUSTAINABLE MOUNTAIN TOURISM

CREATE LEARNING OPPORTUNITIES BY BRIDGING THE GAPS BETWEEN MARKET DEMAND & SUPPLY

- DMOs Professionalization
- Guesthouse Services
- Guide Services
- Diversification of tourism
 products- available
- Supporting the four session approach

IMPROVE THE QUALITY IN TOURISM, INCLUDING CERTIFICATION

- Guesthouse Certification
- Guides Certification

CAPACITY BUILDING

- Training in project writing
- Series of training in Marketing
- Series of training in sales
- Training in project writing
- Safety Measure
- Quality Standards











ORGANIC AGRICULTURE

SUPPORT TO SMEs

- Local Development Initiate (LDI)
 Grant Scheme
- Equipment of producers, producer groups and processors
- Subsidizing organic certification cost
- Facilitating exhibition of Georgian
 OA products via
 national/international Expos, Trade
 Fairs and Festivals

SUPPORT TO VALUE CHAINS

- Viticulture
- Apiculture
- Non-timber forestry products
- Vegetables
- Tea
- Poultry
- Sheep/Goat/Pig production
- Fish and Cereals

CAPACITY BUILDING

- Trainings for certifiers, inspectors and Food Safety agents
- Organic agriculture, organic
 certification, Business-plan writing
- Marketing/Branding and value chain trainings for SMEs, Coops/FBOs, processors and retailers
- Developing sustainable organic
 extension service through the active
 trainings of the MEPA/ICC regional
 staff











ORGANIC AGRICULTURE

RULES, REGULATIONS POLICIES AND STANDARDS

- Translation of the new EU organic regulations;
- Facilitation of the
 harmonization process with
 existing Georgian organic
 legislation;
- Equivalency assessments;
- Workshops and meetings;

MARKET FEASIBILIYT STUDIES

- Market and feasibility study
- Pesticide-Free study;

CREATION OF NEW MARKET LINKAGES

- Facilitation of the creation of OA products –
 brands
- Support in product packaging and presentation
- Facilitating exhibition of Georgian OA
 products via national Expos and Organic
 product open markets
- Facilitating exhibition of Georgian OA
 products through BIOFACH, EXPO Dubai, and
 GRUNEWOCHE
- Facilitation of B2B meetings with potential

huvers notional/international value shains

Thank You!

You can contact us via:

Email: GRETA@ada.gv.at

Phone +995 (0) 2 231551

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