

# Presentation Outline

TOPICS FOR TODAY



ევროკავშირი  
საქართველოსთვის  
EU4Business



შვედეთი  
Sverige



Austrian  
Development  
Cooperation

GRETA

მწვანე ეკონომიკა: მდგრადი საშობო ტურიზმი და ორგანული სოფლის მეურნეობა  
GREEN ECONOMY: SUSTAINABLE MOUNTAIN TOURISM AND ORGANIC AGRICULTURE

Austrian  
Development  
Agency

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



GRETA | შიდასაზღვროსა და მდგრადი სოფლის მეურნეობის მდგრადი ტურისტიკის განვითარების პროექტი  
GREEN ECONOMY: SUSTAINABLE MOUNTAIN TOURISM AND ORGANIC AGRICULTURE



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



**PILLAR 2  
ORGANIC AGRICULTURE**

# SUSTAINABLE MOUNTAIN TOURISM

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## 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 Initiative (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 FEASIBILITY 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 buyers national/international value chains

# Thank You!

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