

Output	Indicators	Targets	Means of verification	Assumptions
Sustainable Mountain Tourism				
Outcome 1: The legal and policy framework for mountain tourism and organic agriculture is enabling sustainable and inclusive development.				
Outputs 1				
1.1 The national Sustainable Mountain Tourism Strategy including a Destination Management Plan and a branding policy has been developed	1.1.1 National Sustainable Mountain Tourism Development Strategies for Georgia developed	One national Sustainable Mountain Tourism Strategy for Georgia	Presentation of the national Sustainable Mountain Tourism Development Strategies for Georgia	MoESD continuously interested in developing a shared vision and good cooperation among various stakeholders in mountain tourism, including ICCRD. Interest in developing a common
	1.1.2 Number of Destination Management Plans for Upper Svaneti and Racha developed	Two Destination Management Plans	Presentation of Destination Management Plans	action plan and policy support.
1.2 Destination Management Organisations have been established and strengthened	1.2.1 Number of organizational structure for development in place	One DMO with three incorporated business clusters per relevant region	DDMC founding document Reports of DDMC meetings Funding contribution of members for organisation Female/male members of the DMO	Local stakeholders interested in cooperation and motivated to work together on the development of the destination
1.3 A national quality standard and control system for local tourism suppliers has been established	1.3.1 Number of manuals developed for regulation and national quality standards for guide services, trail marking/ maintenance and guesthouse services	One manual for each item: guesthouses, guide services, trail way marking/ maintenance	Presentation of manuals	Relevant stakeholders interested in development of quality standards. Visits to mountain areas are expanding rapidly and require an appropriate environment for product development and marketing.
Outcome 2: Employment and income in both sectors is increased due to new and better products and services and through better market linkages, locally, nationally and internationally.				
Outputs 2				
2.1 Products and services for sustainable mountain tourism including trail development have been developed	2.1.1 Number of products introduced	At least three new products introduced	Event for introduction of each product	Sustainable use and offer of the new product through interest to market and sell it.
	2.1.2 Number of cultural guidebook prepared and published	One cultural guidebook	Presentation of cultural guidebook	
	2.1.3 Number of connecting hiking trail for three selected regions developed and regulated	One connecting hiking trail	Opening of hiking trail, press release; Trail featured in maps, etc.	Awareness-raising of standards and certified services will enhance motivation to take part in trainings.

	2.1.4 Number of hiking Maps introduced locally and internationally (ISBN)	One Hiking Map	One Hiking Map with ISBN number	
	2.1.5 Certified female/male Guides	At least 30 cultural and hiking guides certified, at least 10 women	Certificates awarded	
2.2 Guesthouses and guides have been certified according to the standards developed	2.2.1 Number of certified guest houses	At least 70 guesthouses certified	Certificates awarded	Guesthouse owners are interested in cooperating and developing the model
	2.2.2 Number of model guesthouse developed	At least one model guesthouse developed	Presentation of model guesthouse	
	2.2.3 Number of new winter tourism products developed	At least three new winter tourism products developed	Visible product marketing	
2.3 Innovations for new tourism products and services have been encouraged	2.3.1 Number of common brands established	One common brand	Brand manual published	Local stakeholders and SMEs cooperate in DDMC and are interested in common marketing
2.4 New market linkages through support of marketing activities have been created	2.4.1 Number of booklet on branded products and services published	One booklet on branded products and services	Booklet available in print and pdf version	Enough product groups and products / services as per branding rules are available.
	2.4.2 Number of digital media marketing designed and online	One website online One app available At least two social media channels online	Website and social media on-line App available	DDMC creates ownership and cooperation
	2.4.3 Number of tourism fairs participated in and products presentation	Participation and product presentation at a minimum of two national and two international tourism fairs	Stand at fairs; Photo documentation; Trade fare follow-up report including number of visitors	
	2.4.4 Number of local guest houses, restaurants and shops selling organic products	At least 30 guest houses, restaurants and shops offer at least two organic products; at least 10 guest houses are run by women	Offers in shops, guest houses or restaurants	
Outcome 3: Access to capacity development measures for people and institutions active in the fields of sustainable mountain tourism and organic agriculture is improved and a system of knowledge management is in place enabling joint learning among public, private and civil society actors.				
Outputs 3				
3.1 National and international exchange and organizational learning has taken place	3.1.1 Number of Mountain Fora successfully organized	Three successfully organized Mountain Fora	Participants lists (w/m) Reports of events	Stakeholders involved in the first Mountain Forum (2017) are interested in further cooperation and development.

	3.1.2 Number of participants in national and international study trips	At least 50 female/male participants went on national and international study trips	Participants lists Reports of study trips Media coverage	Local stakeholders are interested in cooperation and motivated to work together on the development of the destination
3.2 Capacity development measures for guides and guesthouse owners have been facilitated	3.2.1 Number of training materials developed for sustainable mountain tourism and hospitality	One material developed for sustainable mountain tourism and hospitality	Training material presented and in use	
	3.2.2 Number of female/male Guest House owners trained	At least 100 Guest House owners trained	Participants list Evaluation forms	
	3.2.3 Number of female/ male Guest House Inspectors trained	At least 30 inspectors trained	Participants list Evaluation forms	
	3.2.4 Number of female/male Guides trained	At least 20 Guides trained	Participants list Evaluation forms	

Organic Agriculture

Outcome 1: The legal and policy framework for mountain tourism and organic agriculture is enabling sustainable and inclusive development.

Outputs 1

1.1 The harmonization of national organic legislation with EU regulations has been facilitated	1.1.1 Harmonization of Georgian legislation with EU regulation in process	Georgian-language version of the new EU regulation published; easy-to-understand hand-outs explaining the essence of the anticipated changes and their importance for local organic producers, prepared and disseminated to relevant stakeholders	Georgian-language version of the EU organic regulation Report from a joint work-shop with MEPA officials, at which the regulation was brought to attention of the government and discussed	MEPA continues its support to the organic sector as required by FTA and considers harmonizing the legislation as an important factor to promote organic exports
1.2 Internal control system has been established	1.2.1 The internal control system is functioning	A control system has been established and is fully functional	Documents elaborating on the processes of the control system Trial runs of the control system	

Outcome 2: Employment and income in both sectors is increased due to new and better products and services and through better market linkages, locally, nationally and internationally.

Outputs 2

2.1 A Market and Feasibility Study for identification of the most promising value chains has been conducted	2.1.1 Number of market and feasibility study conducted, identifying the most promising organic products	One market and feasibility study	Documents finalized and agreed	This will be one of the first activities implemented in the inception phase. It will help to finetune activities listed below
2.2 Local farmers/producer groups in conversion to organic agriculture have been strengthened	2.2.1 Number of female/male group members and other interested farmers participated in trainings to increase the knowledge of organic production practices and processing, marketing and branding.	50 female/male farmers and field specialists have sufficient knowledge of organic production	Training reports, number of group members trained, topics covered, final test results	Farmers willing to join the group and leaders with leadership capacities are identified through community mobilization efforts and trainings
	2.2.3 Number of producer groups are equipped and sufficiently supplied with organic inputs to start organic production	At least 6 producer groups equipped	List of groups supported, List of equipment and inputs supplied	The group complies with the standard; its products are certified as organic
	2.2.4 Number of established and fully operational producer groups with legal status, management internal quality-control system and certification	At least three groups are empowered to enter organic markets; At least one group is female headed	Group registration, internal quality system documentation, inspection reports by certification body	The group complies with the standard; its products are certified as organic
2.3 New market linkages have been created through marketing activities	2.3.1. Number of processors, suppliers and retailers trained in organic marketing branding	Fifteen female/male processors, retailers, marketing managers and field specialists have sufficient knowledge in organic marketing and branding	Training reports, number of group members trained, topics covered, final test results. Inspection reports	
	2.3.2 Number of groups for which logos, labelling and packaging for organic products developed	Logos for at least three organic producers, and product labels and packaging for at least three organic products developed	List of groups Organic products produced by the group, quantities, sales, inspection reports	

Outputs for interrelated activities with sustainable mountain tourism and organic agriculture

1.1 The Environmental, Gender and Social Impact and Risk Analysis and Sustainability and Management Plan have been developed and implemented	1.1.1 Number of environmental, Gender and Social Impact and Risk Analysis finalized	One Environmental, Gender and Social Impact and Risk Analysis	Presentation Environmental, Gender and Social Impact and Risk Analysis	Action implementation process creates demands for follow-up amongst involved (and other) stakeholders.
	1.1.2 Number of Sustainability and Management Plans finalized	One Sustainability and Management Plan	Document & Presentation of the plan	
	1.1.3 Logframe revised	Revised logframe	Documentation of revision	
1.2 A pipeline of project ideas for fundable follow-up projects has been developed by domestic stakeholders	1.2.1 Number of concepts for fundable projects	At least three concepts available	Concept papers	
1.3 Gender Training for beneficiaries, project staff and other local stakeholders	1.3.1 Four gender trainings organised	Participants list (female/male)		
1.4 One closing Conference organized, with all major project achievements (co-) presented by relevant domestic stakeholders	1.4.1 Successful closing conference	One Closing Conference organized and	Conference proceedings, participation list	
		Participation and presentation of relevant female/male domestic stakeholders		

Overall objective	Indicators	Targets	Means of verification	Assumptions
The business environment is meeting market demands (with reference to specific objective 3 in the ic and Business Development in Georgia).	Regional GDP in Samegrelo - Zemo Svaneti, Imereti, RachaLechkhumi and Kvemo-Svaneti has grown by 20% Unemployment rate in Samegrelo - Zemo Svaneti, Imereti, RachaLechkhumi and Kvemo-Svaneti has reduced by at least 2% Wages in Samegrelo - Zemo Svaneti, Imereti, RachaLechkhumi and Kvemo-Svaneti have grown by 20%	Baseline 2016 (mio. GEL): 2,064.6 (SZS) 3,074.1 (IRLKS) Expected in 2022: 2,400 (SZS) 3,500 (IRLKS) Baseline 2017: 8.6% (SZS); 14% (IRLKS) Target 2022: 6.6 (SZS); 12% (IRLKS) Baseline 2017 average per Household per month: 332.4 GEL (SZS); 283.8 GEL (IRLKS) Expected in 2022:	GEOSTAT, GEOSTAT Business Statistics, NBG, WB, IMF reports, GEOSTAT regional statistics GEOSTAT regional statistics	Continued support from the Georgian government for a favourable business environment Favourable weather conditions / climate change impacts / no major disasters Stability in the regional geopolitical security context
		400 GEL (SZS); 340 GEL (IRLKS)		

<p>tion Document for Economic and Business Development in Georgia)</p>	<p>% of increase in income of female/male sustainable mountain tourism actors benefiting from this intervention</p>	<p>30% increase in average income of female/male sustainable mountain tourism beneficiaries at the end of the action</p>	<p>reports WB and other interna- Geostat Data</p>	<p>Cooperation and active participation of relevant state institutions and other stakeholders Risks and Assumptions brought up by the Risk Assessment during inception phase</p>
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