



The European Union  
for Georgia

ENPARD: Support to Agriculture  
and Rural Development



Caucasus Environmental NGO Network

# Optimising the Potential of Local Assets for Rural Development of Keda Municipality

#ქედანეიბანი  
#KEDALEADER





## Optimising the Potential of Local Assets for Rural Development of Keda Municipality

The objectives of the project “Optimising the Potential of Local Assets for Rural Development of Keda Municipality” are to diversify local economic activities, foster investment, and empower competitive agricultural and environmental practices in Keda Municipality via bottoms-up strategic planning of rural development. The priority of the project is to increase Keda Municipality’s development potential and make optimal use of local resources.

The project is being implemented by CENN – Caucasus Environmental NGO Network in partnership with:

- Centre for Strategic Research and Development of Georgia Foundation (CSRDG)
- Institute of Democracy (IOD)
- Austrian Institute for Regional Studies and Spatial Planning (ÖIR)

The initiative is being implemented within the framework of the European Union’s Neighbourhood Programme for Agriculture and Rural Development (ENPARD II) in Adjara AR. The project’s duration is four years (May 1, 2017 – February 28, 2021).

## Project Activities:

**The following activities will be implemented within the project:**

### Activity 1:

Establishment and capacity building of the Keda Local Action Group (LAG) (involving AMAGs) and community based institutions, raising awareness of the EU's rural development approaches, institutional building of the Keda LAG, linking and networking with other LAGs nationwide.

### Activity 2:

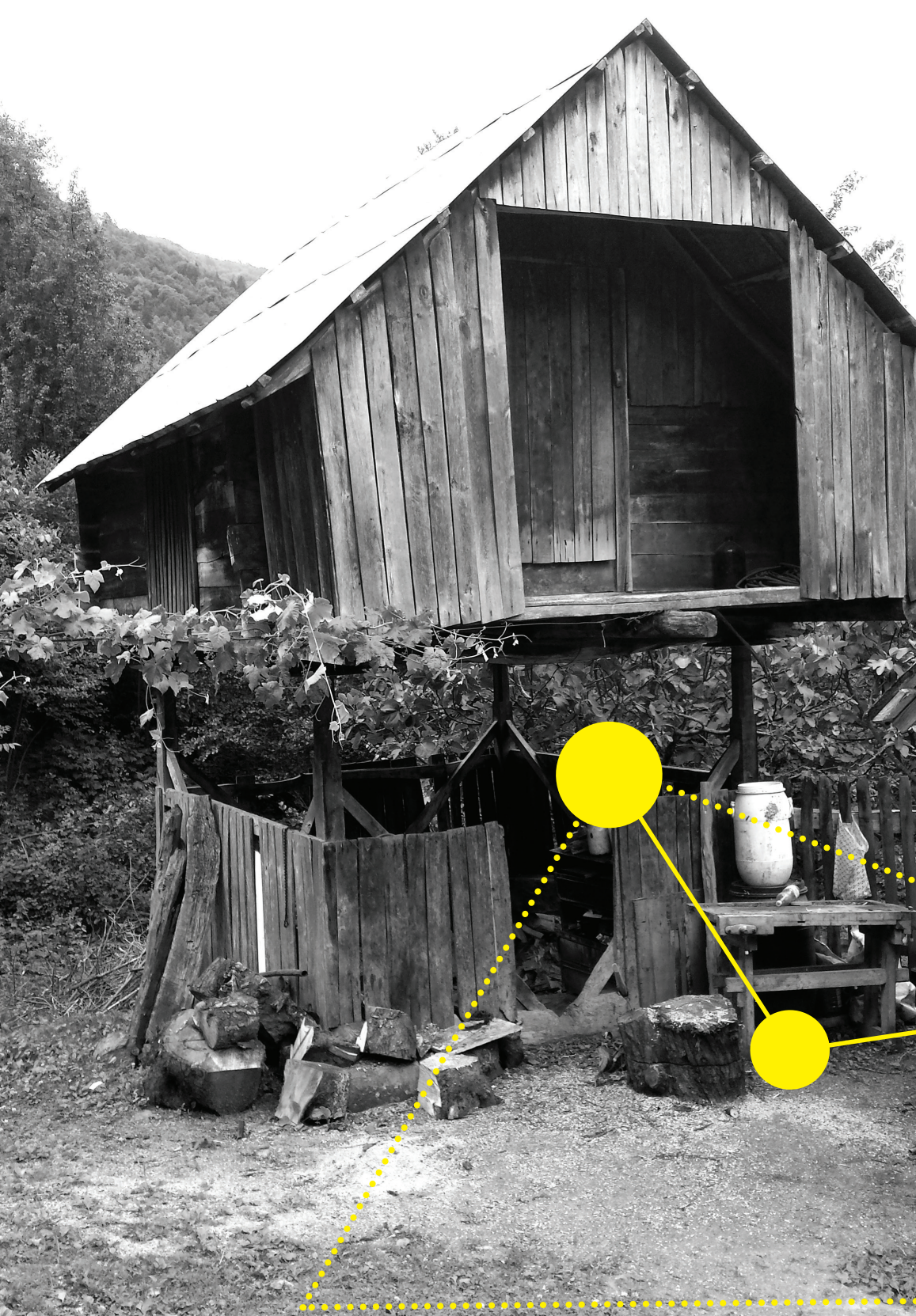
Participatory development of a gender and youth sensitive Keda Rural Development Strategy (RDS), development of monitoring and evaluation (M&E) tools for implementation of the Keda RDS, approval of the Keda RDS by the relevant state authorities in Adjara.

### Activity 3:

Implementation of innovative projects (through sub-grants under the strategy) to foster economic and investment opportunities and inclusive rural growth, and improve the well-being of rural communities (identification of sustainable projects generating new employment opportunities, financing and implementation of innovative projects); participatory development of the Keda Marketing and Communication Strategy; the Invest in KEDA active media outreach and marketing campaign; organisation of the Keda business forum and Keda Rural Festivals; exchange and site visits to promote projects and attract investments; capacity building and promoting opportunities for rural youth (organization of youth camps, support of youth initiatives/projects).



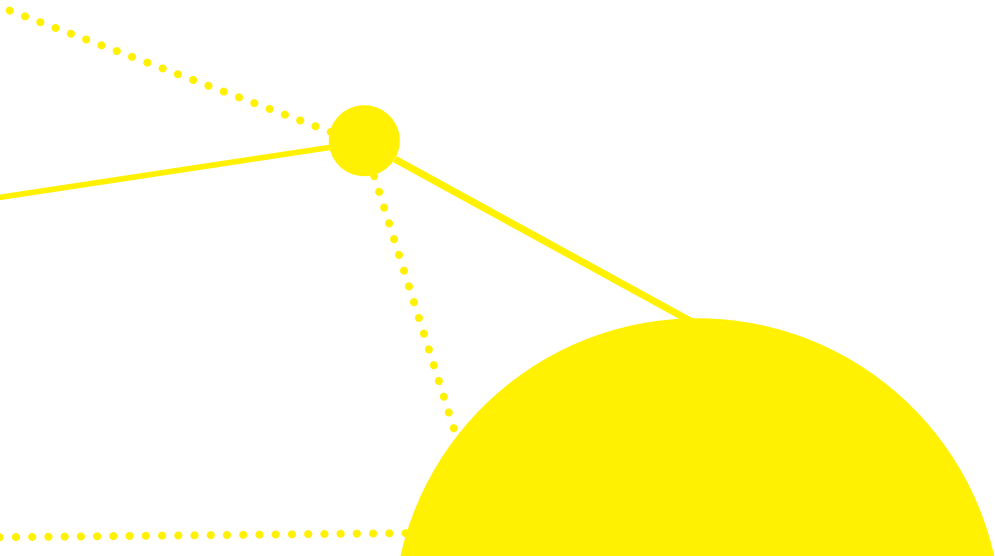




## Project Approach

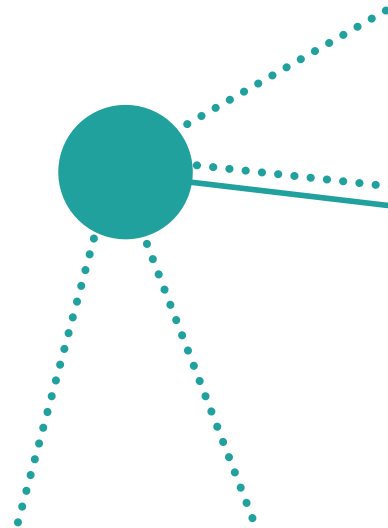
### Rural development according to the EU's LEADER approach

LEADER is a local rural development method which has been actively used in European countries since the 1990's. LEADER is a French acronym (Liaison Entre Actions de Développement de l'Économie Rurale) meaning "Links between actions for the development of the rural economy". The main principle of LEADER is to facilitate rural development by establishing partnerships between the public, private, and civil society sectors and empowering their efforts. The method involves strengthening rural areas by delivering local strategies and resource allocation. The main instruments of the LEADER approach are Local Action Groups (LAG) — which enable local people to make decisions concerning local socio-economic, cultural, and environmental issues. LEADER involves establishing links to share knowledge and experience and uniting local communities around a common goal.

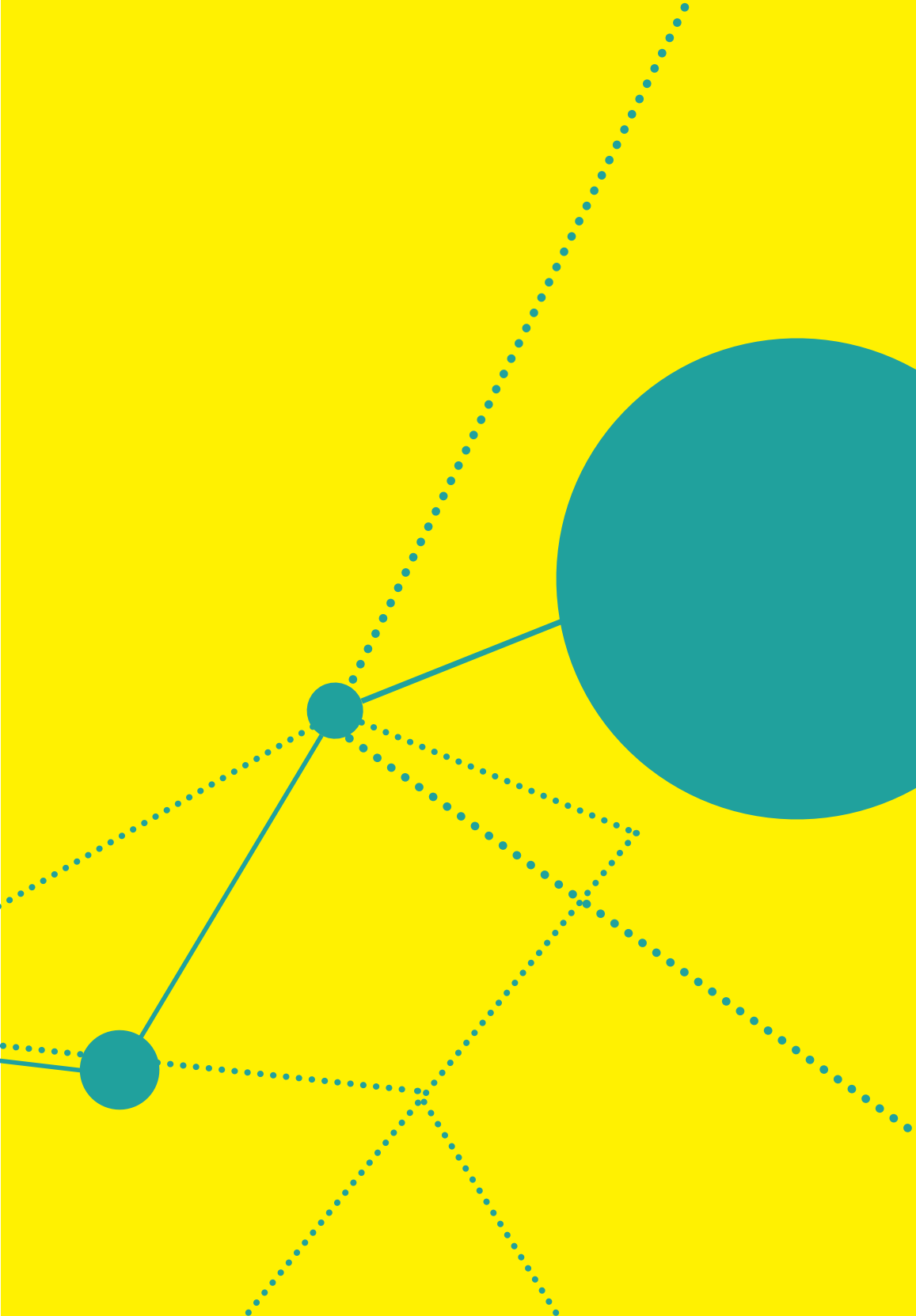


## LEADER's Seven Principles for Local Development

1. Area-based: taking place in a small, homogeneous, socially cohesive territory;
2. Bottom-up: local actors design the strategy and choose the actions;
3. Public-private partnership: LAGs are balanced groups involving public and private-sector actors, which can mobilise all available skills and resources;
4. Innovation: giving LAGs the flexibility to introduce new ideas and methods;
5. Integration: between economic, social, cultural, and environmental actions, as distinct from a sectoral approach;
6. Networking: allowing learning among people, organisations, and institutions at local, regional, national, and European levels;
7. Cooperation: among LEADER groups, for instance to share experiences, allow complementarity, or to achieve critical mass.







## What is a Local Action Group (LAG)?

A Local Action Group (LAG) is a composition made up of public and private organisations from rural villages, which identify and implement rural development strategies and make decision on distribution and management of local financial resources. In addition, LAGs can include: farmers, entrepreneurs, community organisations, local residents, service providers, media organisations, women's unions, young people, people with disabilities, etc.



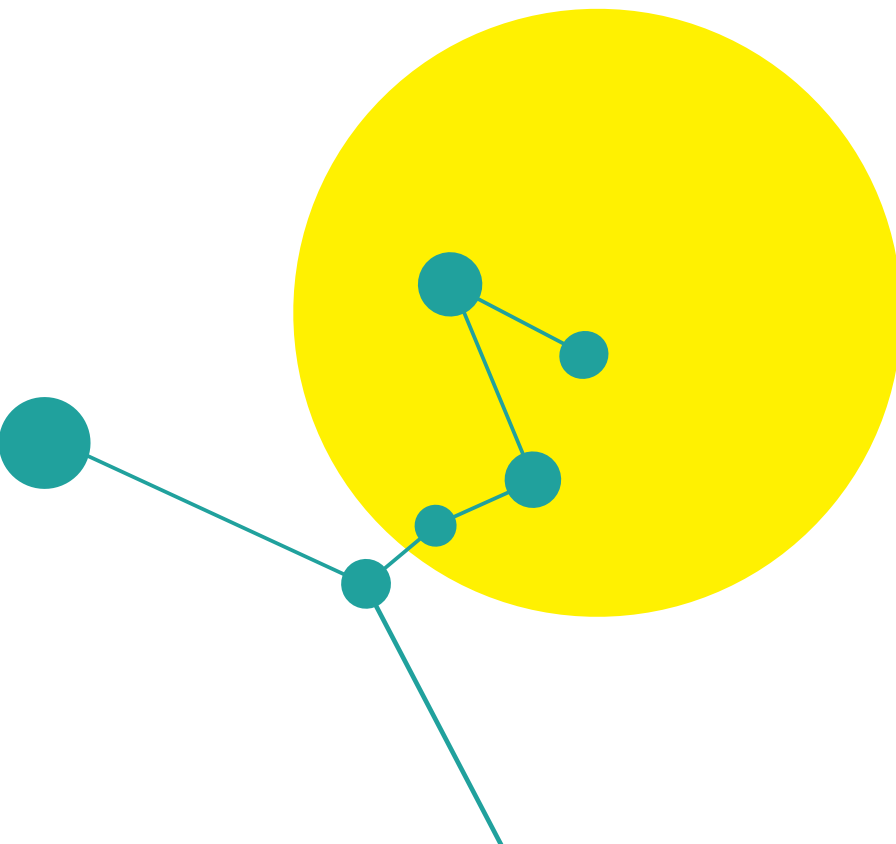
# Other Project Approaches

- Ensuring equal opportunities for engagement to all interested parties;
- Promoting the involvement of youth and women;
- Raising awareness of local communities and enhancing their capacity;
- Creating links with other local action groups in Georgia and Austria;
- Promoting citizens' involvement in local budget management;
- Promoting entrepreneurship;
- Attracting investment for municipality development;
- Promoting climate smart agriculture and increasing climate change resilience;
- Financing innovative projects relevant to the municipality development strategy to promote entrepreneurship and local capacity building;
- Participatory development and lobbying of the Keda Municipality Strategy;
- Promoting and marketing of Keda Municipality;
- Synergies with other initiatives.



## Target and Beneficiary Groups:

Community institutions in Keda Municipality, local communities, local authorities, regional authorities, farmers, enterprises, tourism service providers, educational institutions and youth, tourists and visitors, and media organisations at local and regional levels.



## Expected Results:

### Outcome 1:

Keda Local Action Group (LAG) is strengthened and enlarged with equal gender participation. The LAG is capable of actively engaging in rural planning and development processes following the LEADER principles. Links are established and networking is active among LAGs in Adjara as well as nationwide and with LAGs in Austria. Women, youth, and vulnerable groups have opportunities to participate in planning and implementation of rural development.

### Outcome 2:

Gender and Youth Sensitive Keda Rural Development Strategy is developed in a participatory way and is approved by the relevant State authorities of Adjara.

### Outcome 3:

Rural economic diversification and inclusive growth opportunities are demonstrated and offered via implementation of innovative (smart, sustainable, resilient) projects financed under the Keda rural development strategy. Rural quality of life is improved through increased income from new diversified rural economic activities, competitive climate resilient agricultural practices, sustainable use of natural resources, reduced natural disaster risks and a healthier natural environment. Youth, women, and vulnerable groups have incentives and preferential access to employment and business opportunities.

## How to get involved in the project?

Any party interested in the development of Keda Municipality can get involved in the project.

### Contact Information

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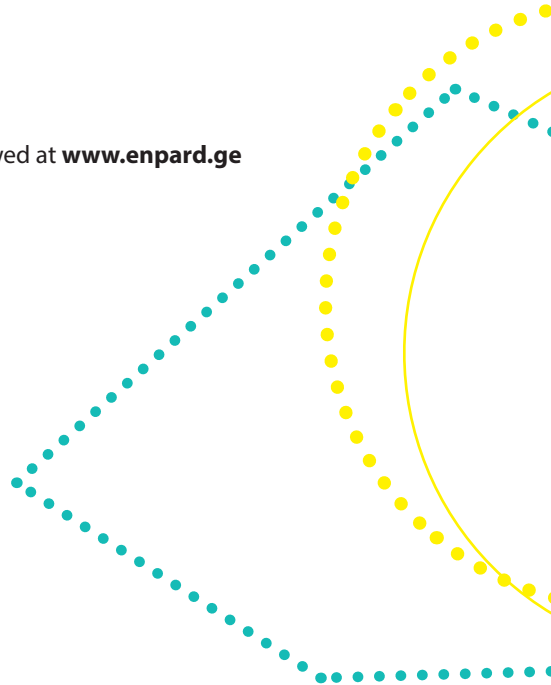
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