



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

6th Session – 2018-2019

APPLICATION FORM

Presentation

The European Landscape Convention aims to promote the protection, management and planning of landscapes and to bring together European co-operation in this field. It is the first international treaty exclusively devoted to all dimensions of European landscape. Taking into account the landscape, natural and cultural values of the territory, it contributes to promoting the quality of life and well-being of Europeans.

The Resolution on the Rules governing the Landscape Award of the Council of Europe, adopted by the Committee of Ministers on 20 February 2008 at the 1018th meeting of the Ministers' Deputies, draws attention to the fact that Article 11 of the Convention institutes the Landscape Award of the Council of Europe and that it is in keeping with the work carried out by the Council of Europe concerning human rights, democracy and sustainable development. It effectively promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape for people's living conditions.

Opened to the Parties to the Convention, the Award is intended to raise civil society's awareness of the value of landscapes, of their role and of changes to them. Its objective is to reward exemplary practical initiatives aimed at successful landscape quality objectives on the territories of the Parties to the Convention. The Award is conferred every two years and the files presenting applications must reach the Secretariat General of the Council of Europe.

At its meeting held in Strasbourg on 28-29 April 2008, the Steering Committee for Cultural Heritage and Landscape (CDPATEP) decided that applications should be submitted to the Council of Europe Secretariat through the Permanent Representations of the Parties to the Convention.

*We would be very grateful if you could send no later than **30 January 2019** the following elements of the candidature file (20 pages maximum) established for your country on the basis of the proposals forwarded to you by the Ministries:*

- by E-mail, the Application form completed to: maguelonne.dejeant-pons@coe.int; susan.moller@coe.int;
- by post, a copy of the Application form completed together with a CD-Rom, DVD or USB key, containing the all the additional material to: Maguelonne Déjeant-Pons, Executive Secretary of the European Landscape Convention, Council of Europe, Agora (A4-I5V), F- 67075 STRASBOURG Cedex.

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Please note that:

- participation to the Landscape Award of the Council of Europe is only open to local and regional authorities and their groupings and non-governmental organisations, as stated in the Resolution CM/Res (2008)3, Appendix, Article 2;
- the application form must be completed in all its parts, in one of the two official languages of the Council of Europe (English or French);
- the materials submitted must be copyright-free, for use by the Council of Europe in communications aimed at promoting the Award or any other publications or activities relating to the Convention. The Council of Europe undertakes to cite the authors' names;
- files that are incomplete or fail to comply with the rules will not be taken into consideration.

For further information please visit the Landscape Award section of the Council of Europe website: www.coe.int/EuropeanLandscapeConvention

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I. STATE CONCERNED AND APPLICANT

1.	State	Georgia
	Represented by	Mr. Levan Davitashvili
	<i>Address:</i>	Ministry of Environmental Protection and Agriculture of Georgia
	<i>Telephone:</i>	+ 995(32) 2 37 80 09
	<i>E-mail:</i>	info@mepa.gov.ge
2.	Applicant <i>Name of the local, regional authority(ies) or NGO(s)</i>	The Agency of Protected Areas of Georgia
	Represented by	Mr. Valerian Mchedlidze - Chairman
	<i>Address:</i>	pr.apa.gov@gmail.com
	<i>Telephone:</i>	+995(32) 2 72 30 06
	<i>E-mail:</i>	ttsiramua25@gmail.com ; takokhakhishvili@gmail.com

II. PRESENTATION OF THE PROJET

3. Name of the Project

Martvili Canyon Sustainable Development

4. Location of the Project

Martvili Municipality, Samegrelo-Zemo Svaneti Region (West Georgia)

5. Summary of the Project (10-12 lines)

Martvili Canyon has received Natural Monument status in 2013. Martvili Natural Monument Administration has been established on 1st October, 2015. Before establishment of Martvili Canyon Natural Monument the site was popular only among the local population. Due to the lack of control Canyon was very trashed and flora and fauna was suffering from illegal fishing and poaching. Moreover due to the lack of infrastructure tourists safety was under the risk. The situation rapidly has changed since 2015, 13 November, when the Agency of Protected Areas of Georgia started implementing new project - "Martvili Canyon Sustainable Development". Within the project has been constructed: Visitor center, Boats shelter, Boat docks, walking trails, viewpoints, bridges and XIX centuries water mill has been rehabilitated. Also, at the river Abasha communication system was constructed, which serves to alert tourists during water-flooding. On another hand, canyon cleaning activities has been undertaken, if before you would find dozens of bottles and plastic packages at the canyon now the area is totally cleaned and safe. Government of Georgia decided to give boating territory with 5 years leasing rule to the local populations' LTD "Oputsokhi". LTD "Oputsokhi" invested GEL 90000 (Appox. EUR 30000) in purchasing 25 high quality boats, safety vests and rescue equipment. In order to receive tourists a proper service Boaters and rescuers have been trained.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



Author: Lasha Gigauri - The Agency of Protected Areas of Georgia

7. Website of the Project (if exists)

<http://apa.gov.ge/en/eco-tourism/servisebi-da-tarifebi/martvilis-kanioni>

III. CONTENT OF THE PROJECT

8. Start of the Project month year
*The project must have been
completed at least three years previously*

9. Partners

Martvili Municipality

10. Financing bodies

State Budget and Transboundary Joint Secretariat - TJS (WWF)

11. Central aims of the Project

The central aims of the project are: 1) Environment protection and conservation; 2) Eco-friendly Infrastructure development; 3) Local populations' social-economic conditions improvement; 4) Awareness-raising and increasing attractiveness for local and international visitors.

12. Outcome

Project implementation contributed to increased attractiveness of Martvili Canyon. Through infrastructure arrangement and canyon cleaning agency of protected areas faced almost 300 % increase in visitors. During the last three years the statistic of canyon visitors is:
2016 - 62 434
2017 - 147 644
2018 - 173 000 (According to November 2018).
Annually, local population's revenues and employment rate is incredibly increasing. For instance, people employed in surroundings of Martvili Canyon increased from 100 to 140 from 2015 to 2017, respectively. Before starting the project "Martvili Canyon Sustainable Development" there were 5 hotels in Martvili Municipality, nowadays around 40 hotels exist nearby; Number of cafeterias is also increasing.
The Agency of Protected Areas conducted the research in 2017 and calculated economic output effect accumulated in the surrounding of Martvili Canyon, the research revealed the fact that during 2017, GEL 17,394,244 has been generated by local communities through tourist activities.
On the other hand positive trend of increase in revenues has been shown for the Agency of Protected Areas. In 2017 revenues of Martvili Canyon Administration was GEL 2 000 000, however in 2018 according to the 11 months data revenues have been increased to GEL 3 800 000.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

13. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed a remedy to any pre-existing environmental damage or urban blight? How?

Canyon has been rehabilitated and recieved a new life. If before, canyon was trashed and polluted the conditions have been rapidly improved. For example, Fish population has been increased. Also, number of bird species increased, now it is possible to find Rukha, Tsero and other species. Administration has been established. New eco-friendly infrastructure, sustainable environment and more opportunities translated to the local populations' social-economic conditions improvement. Moreover, local population has been more addicted with Martvili and municipality development has stimulated decrease of migration.

14. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

Project implementation as its value is distinguished due to the fact that its implementation totally changed the situation in the region. The initiative of the agency caused the regeneration of landscape and on the other hand alived the region, played crucial role on social-economic conditions improvement.

Within the project, the agency elaborated the action plan within which biodiversity conservation and protection has been guaranteed and infrastructural arrangements have led to increased accessibility to the landscape.

Martvili Canyon has become more attractive and people started to visit canyon more frequently. Biodiversity is properly taken care of and flora and fauna is more sustainable.

15. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

Development of Martvili Canyon has become the moto for being an attractive eco-tourist destination in the country. Thus, favorable employment environment has been created which gave incentives to public to start business activities.

From the day of the idea of developing the canyon agency arranged consultation with locals who expressed their opinion how they saw the development of the area. The great contribution has been brought by the municipality as well, who expressed the readiness to make road infrastructure and make site more accessible. Nowadays, local population has an opportunity to be employed in the Martvili Canyon Administration, run and be staff of the hotels, moreover, provide rent service of boats and offer other tourist services. A good example of it is a LTD "Oputsokhi" which is in ownership of local population.

Without public participation it would be difficult to run the project, because this is a private sector who should provide eco-tourist services for visitors. Therefore, it is a good combination of public-private partnership - the Agency of Protected Areas of Georgia developed infrastructure which is harmonized with environment and nature, Martvili Municipality made road infrastructure and local population introduced number of tourist services in the surroundings.

16. Awareness-raising

Is the project effectively increasing public awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

After project implementation, "Martvili Canyon Sustainable Development" has become as an exemplary case for other protected areas as well. The project showcased how the landscape can be transformed from one totally unacceptable to another one – extremely attractive.

On the other hand, the agency of Protected Areas introduced a number of awareness-raising campaigns for bringing the news to people. A new promotional video has been shot for Martvili Canyon, commercials have been launched, and multiple number of meeting with different stakeholders have been arranged.

In the period, regeneration of the area meant regeneration of the people living adjacently. Almost all the families have found their niche on what they should have embarked their business on. Accordingly, all of them have found the source income. Once a tourist goes to the area, he/she will find lots of local products that will enrich their impression along with being admired with Martvili Canyon.

All of this has become Martvili Canyon top destination among all protected areas of Georgia.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom, DVD or USB key, and returned by post or courier to:

Maguelonne Déjeant-Pons

Executive Secretary of the European Landscape Convention

Head of Division, Agora (A4-15V), Council of Europe

F-67075 STRASBOURG, Cedex

Tel: +33 (0) 3 88 41 23 98

E-mail: maguelonne.dejeant-pons@coe.int

- Text (20 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15 min max.): *mpeg 2 format - It is recommended to present a video (even of amateur quality).*

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