



EUROPEAN LANDSCAPE AWARD

Martvili Canyon Sustainable Development

www.apa.gov.ge

Tbilisi, Georgia
2018

Martvili Canyon

- Martvili Canyon Natural Monument is located in Martvili Municipality, Samegrelo-Zemo Svaneti region.
- Martvili Canyon has received Natural Monument status in 2013
- Martvili Canyon Administration has been established in 2015



Summary of the Project

- Until 2010, Martvili Canyon was popular only among the local population
- Canyon was trashed and flora and faunas was suffering from illegal fishing and poaching.
- Since 2015, has been arranged a proper infrastructure at Martvili Canyon



Before



After

Central aims of the Project:



Environmental Protection and Conservation



Eco-Infrastructure Development



Local Populations' Social-Economic
Conditions Improvement



Awareness-Raising

Activity 1: Environmental Protection and Conservation

Number of cleaning activities have been conducted for environmental protection and conservation

Students have cleaned the area

Number of species of fish and birds have been reintroduced



Before



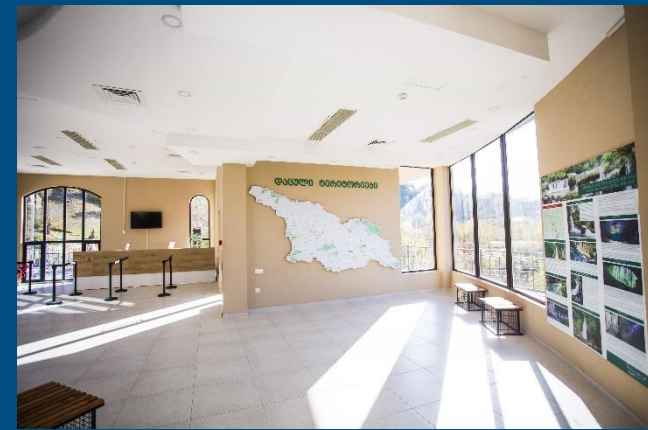
Activity 2: Within the Project has been constructed



View Points



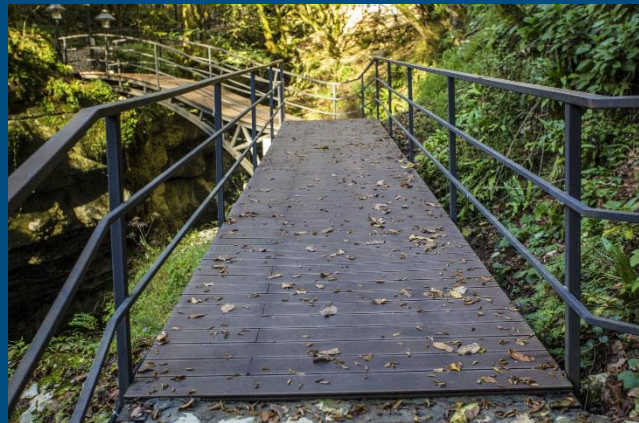
Administration Building



Visitors Centre



Boat Shelter



Bridges

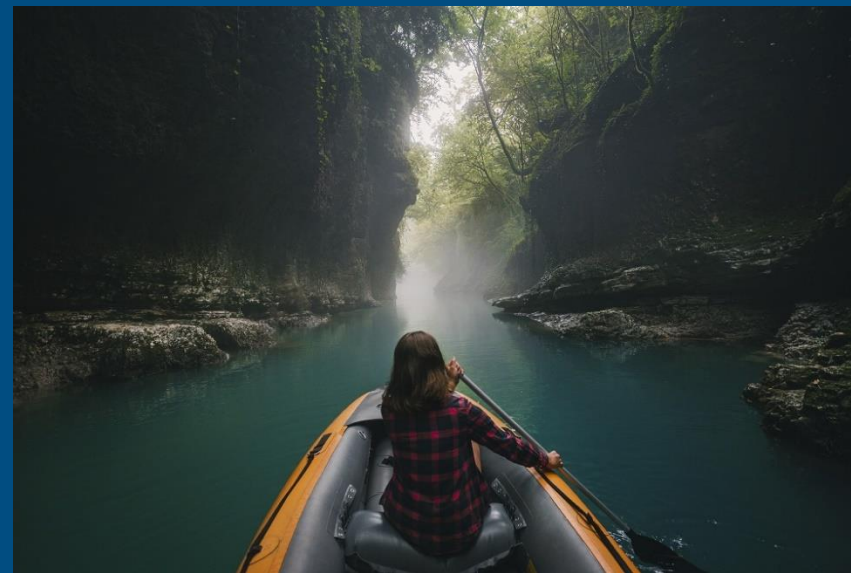


Walking Trails

Government of Georgia decided to give boating territory with 5 years leasing rule to the local populations LTD “Oputsokhi”

“Oputsokhi invested GEL 90 000 and purchased:

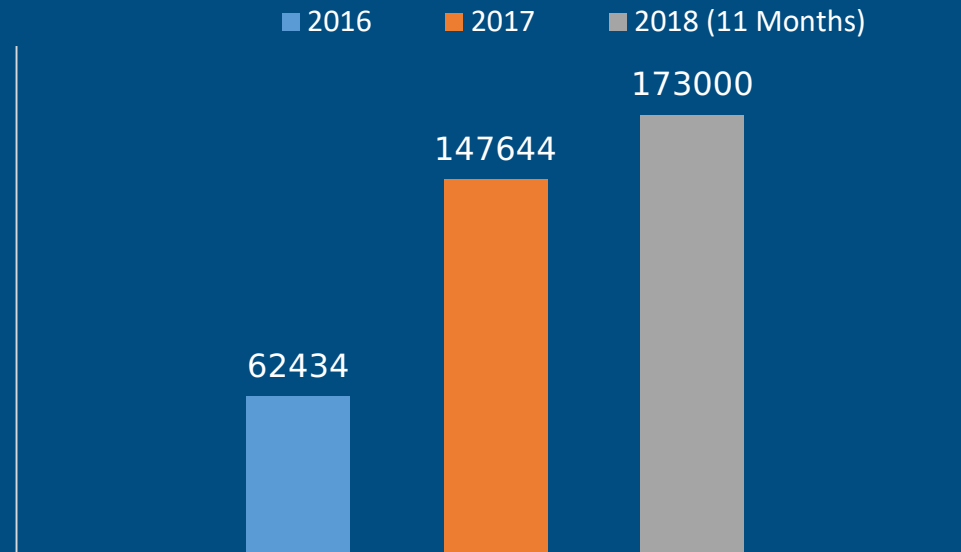
- 1) High quality Boats
- 2) Safety Vests
- 3) Rescue Equipment



Visitor Statistics 2016-2018

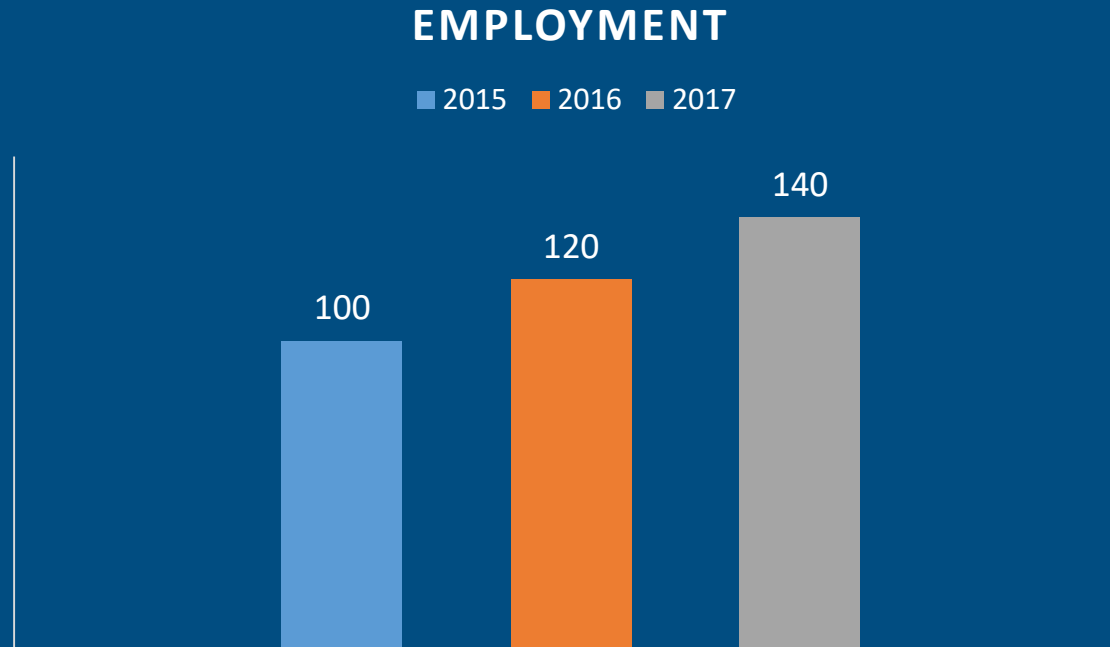
300 % increase in visitors

VISITOR STATISTICS IN MARTVILI
CANYON



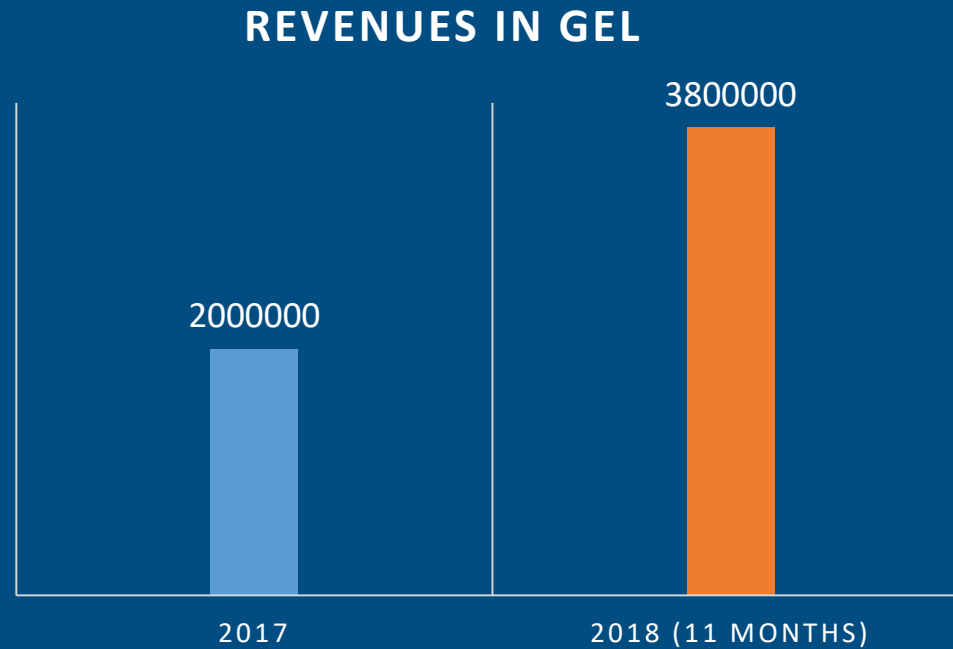
Employment Number 2015-2017

Since Project Implementation social and economic condition has been rapidly increased; In 2015-2017 The Employment rate has increased 40%



Revenues 2017-2018 (11 Months)

Own revenues of the park has increased since 2017 to 2018



Output

The Agency of Protected Areas conducted the research in 2017 and calculated economic output in the surrounding of Martvili Canyon

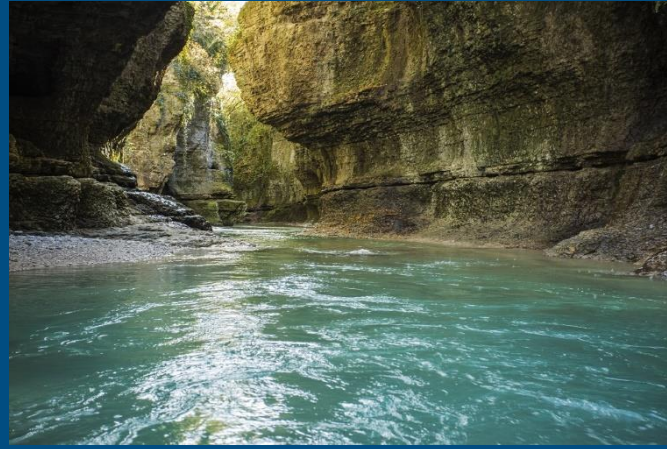
By local Communities through Tourist Activities has been generated:



GEL 17,394,244

Territorial Sustainable Development

- Since 2015 environmental sustainability has been increased
- Flora and Fauna is more protected
- Better Infrastructure is built
- Employment has increased



Partners & Financial Bodies

Partners



Martvili Municipality

Financial Bodies



The Agency of Protected Areas of
Georgia



State Budget



Transboundary Joint Secretariat (TJS)



Thank you for attention

www.apa.gov.ge