

GreenOvation Challenge

ECOserve Environmental Programme



Report

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**Management of natural resources and safeguarding of ecosystem services
for sustainable rural development in the South Caucasus (ECOserve)**

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Executive summary

In response to the crisis generated by the COVID-19 pandemic, the idea of GreenOvation challenge was shaped as a mechanism to promote the transition to a new socio-economic model that is climate-neutral, resilient, sustainable and inclusive.

With the support of GIZ's environmental programme ECOserve (Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus) an innovation competition for Green Recovery was organized. The competition under the umbrella of "Green Recovery" initiatives was supported and conducted through the online platform and aimed at identifying the biodiversity related challenges revealed during and due to COVID-19 in the South Caucasus countries (Armenia, Azerbaijan and Georgia) and to find the green and innovative solutions for them. The competition consisted of two stages - call for Challenges and call for solutions.

During the first stage 85 challenges were submitted followed by 74 solutions in the second stage. The challenges were evaluated by the country specific jury and 9 out of them were selected and published for the second phase (Call for Solutions) that was intended to be submitted by/through the organizations.

The so-called pitch days were held for each country separately during which the selected teams presented their prototypes of innovative solutions. 6 finalists participated in Pitch Day in each country. The events were streamed online through specially established social media platform <https://www.facebook.com/GreenOvation-104165051757259>, which also served as a process support tool for promotional and communication purposes. The jury members attended the pitch in person while the selected candidates had a possibility to present themselves remotely and answer the jury's questions. The pitch days were followed by awarding ceremony where winning teams received a grant package to implement their solutions in cooperation with challenging partner (each winner solution was provided with up to 10,000 EUR (in line with the presented budget for the implementation of the project).

The report provides the insights on the process, its outcomes and results and a short description of the winning project; as well as the overall impact the ECOserve project would bring in terms of the cooperation of three South Caucasus countries that joint forces to deliver green, sustainable and effective solutions to contribute to the recovery process from COVID-19.

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1. Introduction

The world has been going through a very difficult period for some time now. Topics such as climate change, global warming and the subsequent outbreak of the COVID-19 pandemic have become part of everyday life. In view of the crisis generated by the COVID-19 pandemic, numerous voices are emerging from all areas of society suggesting the use of this moment of recovery as an opportunity to drive the transition to a new socio-economic model that is climate-neutral, resilient, sustainable and inclusive.

Investments to bring countries out of recession are widely supported by political parties, governments, activists and academic organizations in the European Union and other countries to combat global warming and COVID-19. A clean and smart city, renewable energy, environmental investment, agriculture and food security, sustainable financial practices and other activities are highly supported. These examples and supported activities have already begun under another name, Green Recovery. According to open sources, Green Recovery is a common name for several environmental, regulatory and financial reforms to restore prosperity after the COVID-19 pandemic.

GIZ understands "Green Recovery" as measures which, with public and private financing, not only help to cope with the immediate social, economic, ecological and political consequences of the Corona crisis, but also set the course for structural reforms and a transformative change towards sustainability, resilience and climate neutrality when economic and social life restarts. Green recovery measures are geared to the opportunities and risks for the environment, climate and economy. This leads to long-term green growth while ensuring that natural resources are preserved for future generations.

Recently, the impact of the pandemic in the South Caucasus, as well as the fact that the South Caucasus is one of the hotspots in the world in terms of biodiversity and environment, provoked the need to apply terminology such as Green Recovery. Taking into account the interest of local and foreign organizations in the region and the investments in this direction, then it becomes clear that work is already underway in the South Caucasus in the direction of Green Recovery. The recovery will bring far-reaching opportunities to accelerate the transition to renewable energies, reorient business and finance toward sustainable development, and reconsider our relationship with nature.

To deepen the theme of Green Recovery in the South Caucasus and attract a wider audience, the ECOserve programme has organized an innovation competition for Green Recovery. The purpose of the Challenge, called "GreenOvation", is to find solutions through Green Recovery in the South Caucasus, considering the known challenges of society. The main goal is to apply innovative and environmentally friendly ideas to overcome challenges together.

The competition is organized by GIZ regional environmental program ECOserve for all the three South Caucasus countries - Armenia, Azerbaijan, and Georgia. The program "Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus" (ECOserve) is developing strategies to promote the sustainable use of natural resources (forests, agricultural and pasture lands), biodiversity conservation and climate protection and to improve the energy situation in rural areas.

ECOserve is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and its partners in Armenia, Azerbaijan, and Georgia. It is funded by the German Ministry for Economic Cooperation and Development (BMZ). www.biodivers-southcaucasus.org

2. Process Overview

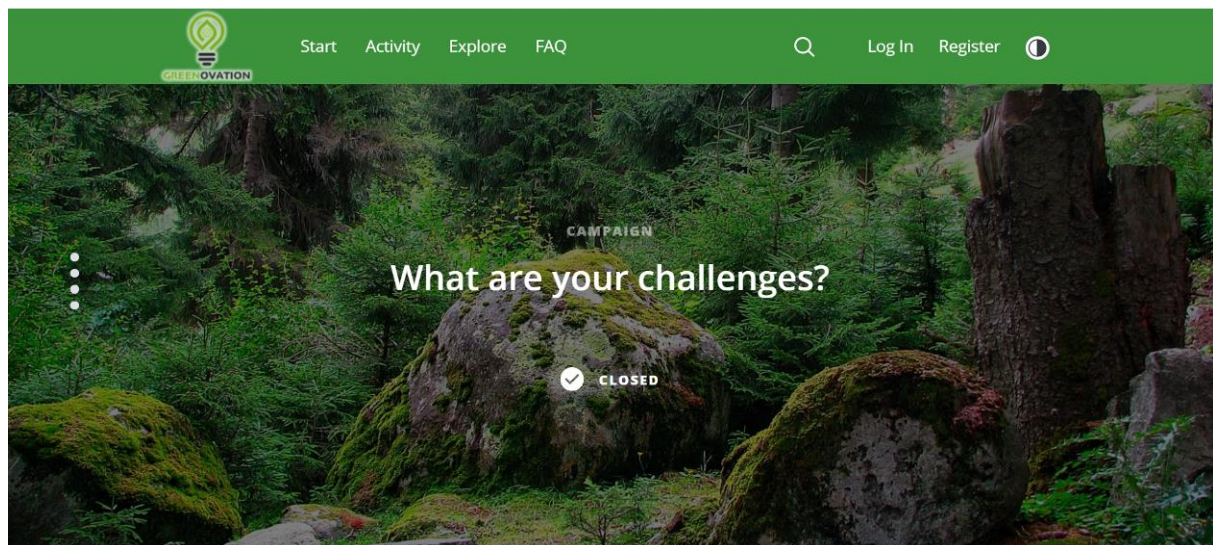
2.1 Platform

GreenOvation challenge was supported and conducted through the online platform www.greenovation.hype.com. The platform had the capacity to include all the necessary information, including background information, similar projects and ideas, application form for the participants, capacity to like ideas, solutions, ask a question or make a comment.

Visitors to the GreenOvation HYPE-platform could - without registration and log-in - view existing content. They could only see the names and organization of users that have shared an idea and/or discussion entry and find reference to the content administrators for requesting help via email.

Users who wanted to participate actively (idea sharing, discussing, liking of others' submissions) needed to register or could be created by the administrator. In the case of self-registration, a two-step procedure was used: The user created his*her account with name, first name, country and email. Afterwards s*he received an e-mail with a confirmation link that needed to be clicked in order to activate the user account on the platform. The personal data was stored on the GreenOvation HYPE-platform

The platform ensured the data security issues in accordance with EU regulations.



Picture 1: GreenOvation HYPE-platform

2.2 Timeline

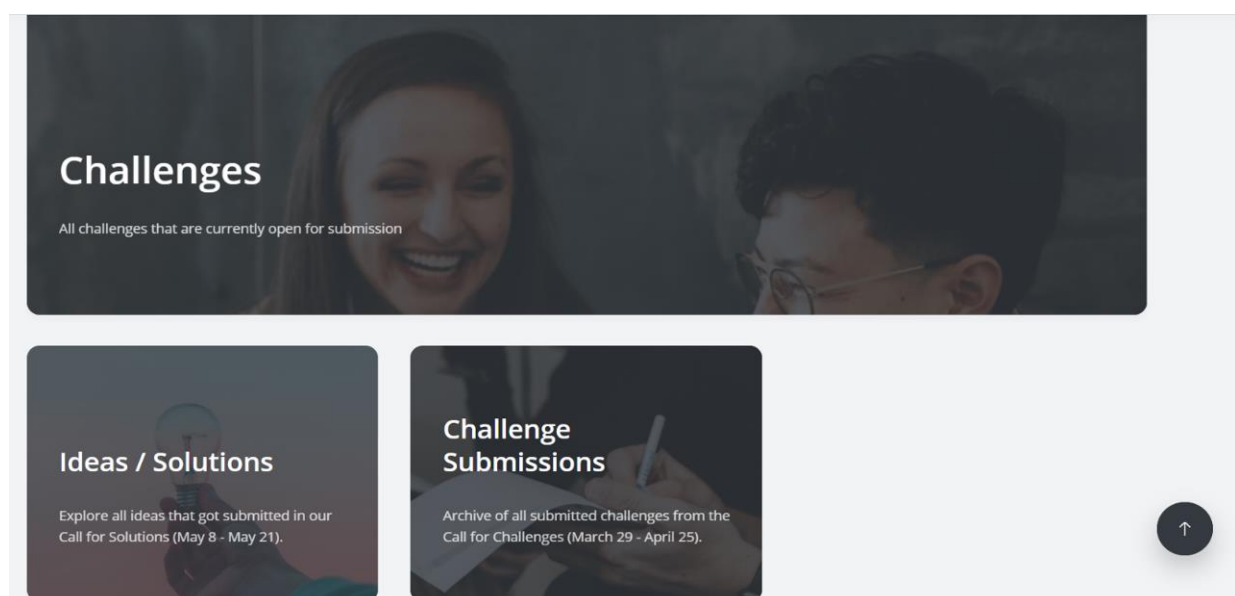
Originally the Call for Challenges was open from March 25 till April 25, 2021. Due to big interest from the potential participants the deadline of the first campaign was prolonged until the end of April, which was followed by the evaluation week – until May 10. Evaluation of challenges took place on May 10 and based on the selected thematic topics the Call for Solutions was announced from May 10 until May 25. Evaluation of solutions continued till May 31 and was followed by the pitch days on June 14 for Georgia and Azerbaijan and June 23 for Armenia.



Picture 2. Important dates announced on the platform

2.3 Applicants

GreenOvation challenge gave green light to each and every interested person to raise voice and post their ideas/challenges on the portal to be seen or liked or commented publicly. Thus, NGOs, state organizations, universities, educational centers, students or any other individuals could submit their ideas/challenges, develop solutions, if needed use the opportunity to get mentorship / coaching from the subject matter expert and shape their solution as the most relevant project and get a chance to either win the prize or get support from different sponsors.



Picture 3. Page for submission of ideas and solutions

2.4 Thematic Topics

In order to tackle the most pressing environmental issues that require immediate attention and intervention, different thematic priorities were selected for each country individually:

Armenia

- Energy efficiency and alternative energy for the reduction of biofuels (namely the reduction of fuelwood use);
- Sustainable pasture management and biodiversity;
- Environmental education/awareness raising measures that support the above-mentioned topics.

Azerbaijan

- Agriculture;
- Smart Farming;
- Sustainable pasture management and biodiversity.

Georgia

- Environmental education and awareness;
- Energy efficiency;
- Value chains for forest and forest product use (timber, residues, eco-tourism, non-timber forest products, etc.);
- Modern technologies in forestry sector (monitoring, data processing, modeling, innovative approaches, technology, etc.).

2.5 Criteria

the submitted solutions will be reviewed and assessed by country-specific juries (Armenia, Azerbaijan, Georgia) against the following criteria:

- Impact: Relevance of the described solution and/or its potential impact when it is implemented.
- Innovation: How innovative the solution is in terms of ecology and technology
- Compliance: Compliance with the ECOserve country goals and objectives (please check the ECOserve website)
- Green Recovery: Fits to the framework of the Green Recovery initiatives
- Sustainability - what is the potential of the project to be sustained and/or replicated.

2.6 Jury

The Jury consisted of 18 members altogether. Among them 7 were representing Georgia, 6 – Armenia and 5 Azerbaijan. Jury was selected from ECOserve partners, partner Ministries and GIZ staff. The detailed information about jury members is presented in the Table 1.

	Armenia	Organization
1	Member of ECOserve team	GIZ/ECOserve
2	Ministry representative	Ministry of Environment of the RA
3	Ministry representative	Ministry of Territorial Administration and Infrastructure of the RA
4	Ministry representative	Ministry of Economy of the RA
5	Member of UN Armenia team	UN Armenia (RCO/DGC National Information Officer)
6	Representative of the regional office	RECC
	Azerbaijan	Organization
8	Center representative	Agrarian Science and Innovation Center, Ministry of Agriculture
9	Ministry representative	Agrarian Science and Innovation Center, Ministry of Agriculture
10	Member of ECOserve team	GIZ/ECOserve
11	Agency representative	State Agency of Renewable Energy Sources, Ministry of

		Agriculture
12	Ministry representative	Ministry of Agriculture
	Georgia	Organization
13	Agency representative	National Forestry Agency
14	Agency representative	National Forestry Agency
15	Organization representative	RECC
16	Member of ECOserve team	GIZ/ECOserve
17	Ministry representative	Ministry of Environment Protection and Agriculture
18	Ministry representative	Ministry of Environment Protection and Agriculture

Table 1: Jury members

2.7 Stages

In the 1st stage of the GreenOvation competition, the Call for Challenges was open for citizens, NGOs, government agencies, universities, research institutions, educational centres, non-profit organizations, and start-ups who are based in Armenia, Azerbaijan or Georgia to submit challenges, through the online platform, that appeared or got amplified in the Covid-19 crisis.

The 2nd stage was Call for solutions: Having ranked the ideas submitted to platform another call was announced for finding the solutions on them. Start-ups, NGOs, teams, initiatives submit solutions or prototypes to a given challenge. Submission were public on the platform and could be liked or commented. Applicants were given from two to four weeks to prepare their solutions.

The 3rd stage was Evaluation and selection stage. The goal of this stage was to select at least 3 teams (3 solutions – one per country). They first went through the “pre-evaluation process” by the subject matter expert and 3 teams (one per country & per challenge) selected and jury selects min. 3 solutions per country for the final pitch.

2.8 Pitch

The final phase of the GreenOvation is the pitch where only selected finalists presented their solutions and needs for implementing the project they prepared. Each of the applicant had about 4-5 minutes to state their ideas. The jury had the possibility to ask the questions and after a short internal discussion select the winner applicants to be awarded. The winner of the pitch (3 teams (one per country) were granted 10,000 Euro.

The pitch day for Georgia and Azerbaijan was held on June 14 and for Armenia on June 23.



Picture 3, 4, 5: Armenia pitch day

3. Communication Measures

The GreenOvation Challenge was widely communicated and promoted through media (TV / radio / news articles on internet / social media) channels in all three countries. Facebook page was set up especially for communication purposes with 500 followers:

<https://www.facebook.com/GreenOvation-104165051757259>

Information was shared on ECOserve website:

<https://biodivers-southcaucasus.org/activities/GreenOvation/greenovation>

All major steps were communicated through the FB page, as well as in case of Azerbaijan the event was also supported by the Agrohackathon - the organization of Agrarian Science and Innovation Center via their social media site:

<https://www.facebook.com/Agrohackathon-115876856632402>

Partner Ministries in Armenia - The Ministry of Territorial administration and infrastructures, The Ministry of Economy and The Ministry of Environment, Azerbaijan – Ministry of Agriculture and Georgia – Ministry of Environmental Protection and Agriculture actively promoted the competition through their media communication channels and websites.

Table 1 below shows all channels which supported the communication process in all three countries and the links to the partner ministry web and social media pages:

Armenia			
Date	Partner's web / social site	Links	Measure
05/04	Ministry of Environment website	http://www.mnp.am/en/announcement/category-1/bidding-innovative-ideas	Call for challenges announcement _
05/04	Ministry of Environment FB page	https://www.facebook.com/mnparmenia/posts/2723806537868025	Call for challenges announcement _
12/05	Ministry of Environment website	http://www.mnp.am/en/news/greenovation-competition-announces-the-acceptance-of-bids-for-innovative-solutions-based-on-the-submitted-ideas	Call for solutions announcement
12/05	Ministry of Environment FB page	https://www.facebook.com/mnparmenia/posts/2749912355257443	Call for solutions announcement
23/06	Ministry of Environment FB page	https://www.youtube.com/watch?v=2zGt_kb-u8Ds	Pitch day live streaming
Azerbaijan			
	Partner's web / social site	Links	
31/03	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=305340934352659&id=115876856632402	Competition announcement _
02/04	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=306615390891880&id=115876856632402	Call for challenges announcement _
21/04	Agrohackathon	https://www.facebook.com/permalink.php	Speech of the Head of the

		p?story_fbid=318775219675897&id=115876856632402	Land Use Control Department at the Ministry of Agriculture
22/04	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=319060022980750&id=115876856632402	Call for challenges announcement _
29/04	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=323792309174188&id=115876856632402	Speech of director of Agrarian Innovation Centre
09/05	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=329559845264101&id=115876856632402	Call for solutions announcement _
11/05	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=331366081750144&id=115876856632402	Speech of head of State Agency for Renewable Energy Sources (AREA)
24/05	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=339298994290186&id=115876856632402	Call for solutions announcement _
24/05	Agrohackathon	https://www.facebook.com/watch/?v=803417087228087	Speech of team leader of ECOserve Azerbaijan
01/06	Agrohackathon	https://www.facebook.com/permalink.php?story_fbid=344482757105143&id=115876856632402	Information about the selected challenges
22/06	Ministry of Agriculture FB page	https://www.facebook.com/agro.gov.az/posts/3475255949367385	Announcement of the pitch day results
	Radio /TV	Links	
16/04	Radio Antenn 101FM	https://www.facebook.com/RadioAntenn/videos/894865418050634	Live stream discussion
14/06	ECOserve Azerbaijan	https://www.facebook.com/ECOserve.az/videos/965736640866351	Pitch day live streaming
Georgia			
Date	News Agency	Links	Measure
29/03	Interpress News	https://www.interpressnews.ge/ka/article/648764-ideebis-konkursi-greenovation-icqeba/	Call for challenges announcement
29/03	Newspress	http://www.newspress.ge/sazogadoeba/152134-ideebis-konkursi-greenovation-itsyeba.html	Call for challenges announcement
29/03	Fortuna	https://fortuna.ge/fortuna/post/ideebis-konkursi-greenovation-iwyeba-gamarjebuli-10-atas-evros-miighebs	Call for challenges announcement
29/03	Georgian News	https://ghn.ge/news/260907-ideebis-	Call for challenges

	Agency GHN	konkursi-greenovation-itsqeba?fbclid=IwAR1_USLwv7LLXM80BDqnAdeG9BP9lZMImb0Sn9-gxNZ3_mikILtXljMfYU	announcement
30/03	Agronews	https://agronews.ge/ideebis-konkursi-greenovation/	Call for challenges announcement
14/06	Interpress News	https://www.interpressnews.ge/ka/article/660807-ideebis-konkursis-greenovation-sapinalo-etapi-onlain-konperenciis-pormatit-gaimarteba	Call for solutions announcement _
14/06	Express News	https://expressnews.ge/?id=127789	Call for solutions announcement _
14/06	Newspress	http://www.newspress.ge/sazogadoeba/154384-14-ivniss-ideebis-konkursis-greenovation-safinalo-etapi-gaimartheba.html	Call for challenges announcement _
14/06	PIA	https://pia.ge/ka/news/sazogadoeba/14-ivniss-ideebis-konkursis-greenovation-saphinalo-etapi-gaimarteba	Call for solutionssolutions announcement _
14/06	Georgian News Agency GHN	https://ghn.ge/news/264922-14-ivniss-ideebis-konkursis-greenovation-safinalo-etapi-gaimarteba	Call for soluitons announcement _
14/06	Kvira Mediaholding	http://kvira.ge/664874	Call for solutions announcement _
14/06	Commersant	https://commersant.ge/ge/post/14-ivniss-ideebis-konkursis-greenovation-safinalo-etapi-gaimarteba	Call for solutions announcement _
14/06	Ipress	https://ipress.ge/new/14-ivniss-ideebis-konkursis-greenovation-saphinalo-etapi-gaimartheba/	Call for solutions announcement _
	Partner's web / social site	Links	
23/03	Municipality of Khashuri	https://www.facebook.com/KhashuriCityHall/posts/2434882236635437	Competition Announcement
29/03	MEPA FB page	https://www.facebook.com/MEPAGorgia/posts/3951266491596958	Competition Announcement
29/03	MEPA website	https://mepa.gov.ge/Ge/News/Details/20288	Competition Announcement
30/03	Municipality of Ambrolauri	https://www.facebook.com/ambrolaurimunicipality/posts/852671878652801/	Competition Announcement
20/05	MEPA FB page	https://www.facebook.com/MEPAGorgia/posts/4107295822660690	Call for solutions announcement
20/05	MEPA website	https://mepa.gov.ge/Ge/News/Details/20	Call for solutions

		357	announcement
	Radio /TV		
21/05	Radio Imedi	https://www.facebook.com/watch/live/?v=211116763982039&ref=watch_permalink	Live stream discussion
23/06	GreenOvation FB page / Youtube	https://www.facebook.com/watch/live/?v=232066288432323&ref=watch_permalink	Pitch day live streaming

Table 2: List of communication channels

Banners to be used for competition announcements (call for challenges, call for solutions) and a pitch day were produced for each country separately considering the logos of the respective partners. Winners of the competition were also awarded with certificates.



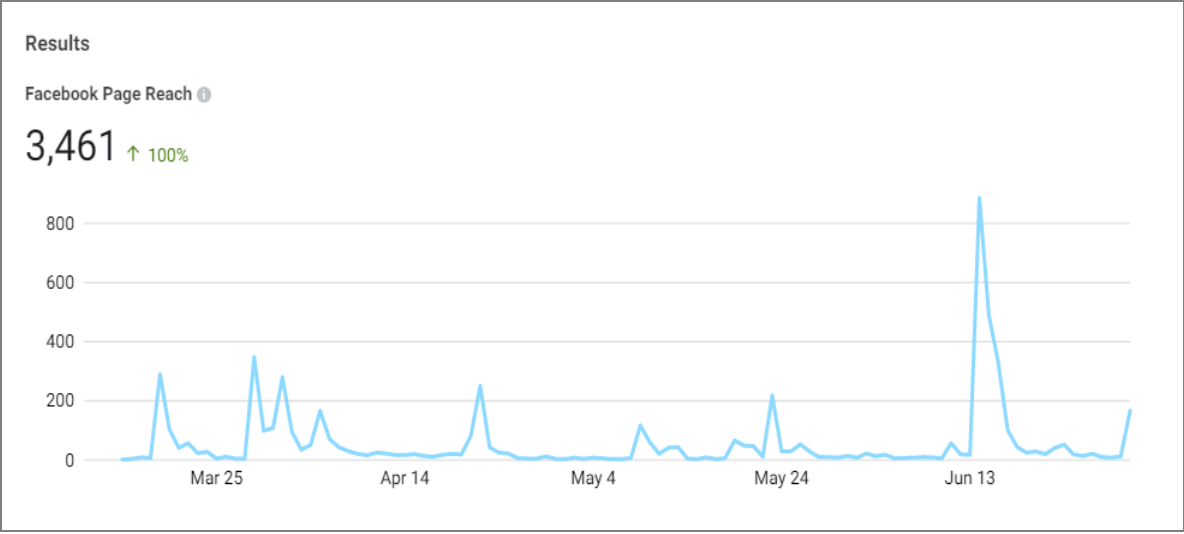
Picture 7: Example of a pitch day banner for Armenia



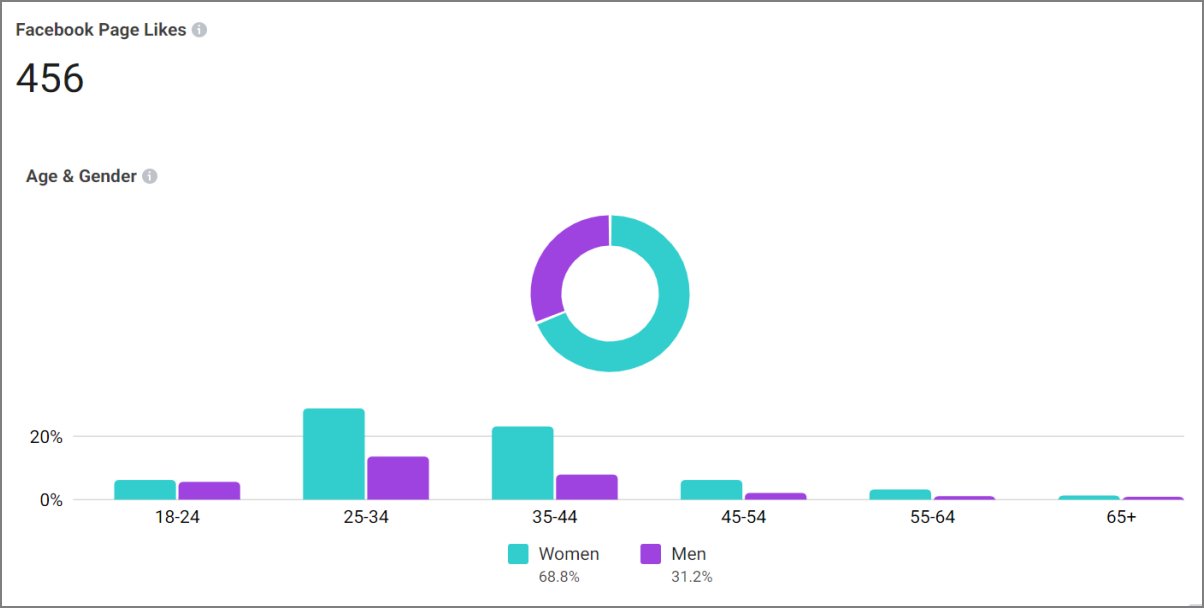
Picture 8: Example of a certificate

3.1 Facebook Page Statistics

GreenOvation Facebook page served as a main communication platform for all announcements, invitations and pitch days for all three countries. It gathered 456 likers and 500 followers and had 3,461 content views including posts, stories, announcements etc. The picture below shows the number of visitors of the page, which peaked on pitch days of Azerbaijan and Georgia on June 14, followed with slightly less visitors on the pitch day of Armenia on June 23. Below is the picture that shows aggregated demographic data based on a number of factors, including age and gender information users provide in their Facebook profiles. Among all age likes 68.8% is women and 32.3% is men. The most active age group is between 25-44 years.



Picture 9: Total platform visitors (source: Facebook)



Picture 10: Aggregated demographic data (source: Facebook)

Page likes by countries:

Georgia – 72.7%

Armenia – 20.4%

USA – 1.1%

Azerbaijan - 0.9%

Germany – 0.7%

Rest – 0.4%

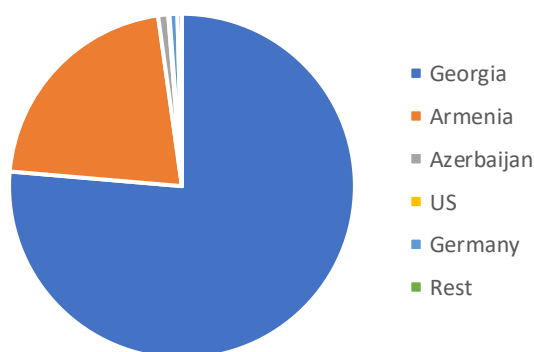


Figure 1: Page likes by countries

3.2 Website Statistics

GreenOvation website had 278 registered users, including those who submitted challenges and solutions. Registered user profiles per country is presented in the chart below:

Armenia – 68

Azerbaijan - 64

Georgia - 98

Not defined - 48

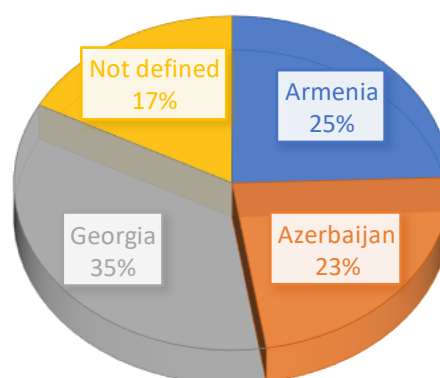


Figure 2: Website registered users

There were 1,217-page views in total during the period of 3 May – 26 June (from the announcement of call for challenges until the pitch day in Armenia). Most of the views had the campaign Environmental education and awareness (Geo) – 263 and Environmental awareness raising (Arm) – 236. The peak period was between week 19 and week 21. The chart below represents the graphical description of the page views during the mentioned period.

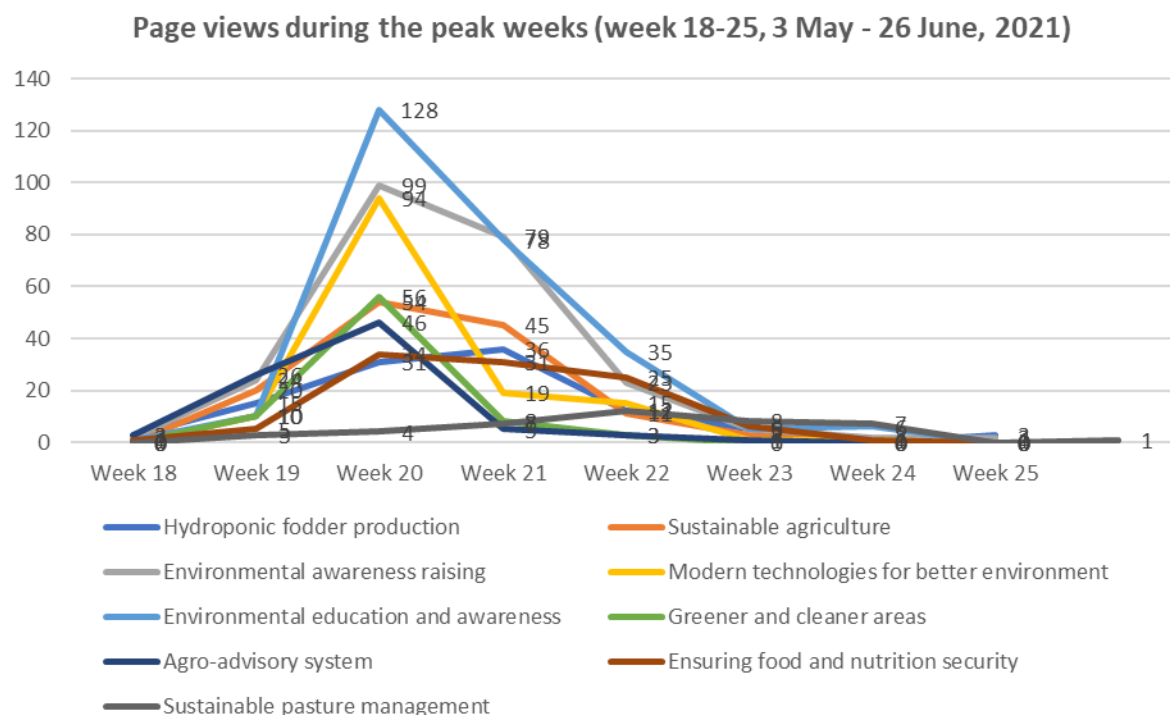


Figure 3: Page views during the peak weeks

4. Call for Challenges & Solutions

The GrenOvation competition covered several stages as mentioned above and all stages were evaluated by the country specific jury: In the first stage, the challenges submitted by the contestants were collected and evaluated by the jury. As a result, 3 challenges (campaigns) have been identified per country and published for the second stage. The detailed overview of all received ideas during the first stage are available on the GreenOvation submission platform [here](#).

Consequently, another call (stage) was for the Green and innovative solutions to respond to the selected challenges, and the final stage - the Pitch, where the 18 shortlisted candidates of all three countries (6 Armenian, 6 Azerbaijanian and 6 Georgian) presented their proposals to the broader audience and to the Jury. During the final stage participants had an opportunity of present short, recorded or live pitch describing the main findings: the description of the problem area, the first check of the potential of the idea and the next steps. This allowed the jury to take informed decisions after comparing various ideas and potentials and selected the ideas with the best potential.

Pitches took place on June 14 (for Azerbaijan and Georgia) and on 23rd June for Armenia. All events were live-streamed and broader audience had an opportunity to watch them.

The selected campaigns after the first stage were as follows:

Armenia:

1. Hydroponic fodder production
2. Sustainable agriculture
3. Environmental awareness raising

Azerbaijan

4. Agro-Advisory System
5. Ensuring food and nutrition security
6. Sustainable Pasture Management

Georgia

7. Modern technologies for better environment
8. Environmental education and awareness
9. Greener & cleaner areas for a better living

The full list of received solutions is presented in the Annex 1.

During the second round of the competition – Call for solutions 74 ideas (solutions) were submitted

Armenia – 29

Azerbaijan – 16

Georgia – 29

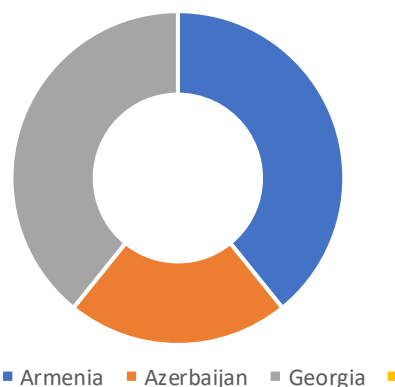


Figure 4: Received solutions per country

5. Winning Projects

5.1 Armenia

1. Project name:
Cattleponic Unit: Manure-Based Fodder Production

Implemented by:
Grigor Janoyan



Requested budget:
9,980 euro

Short description:
manure-based hydroponic fodder production in-house method. To use the animal manure as an input fertilizer for the hydroponic system for fodder production.
Full description is available [here](#).

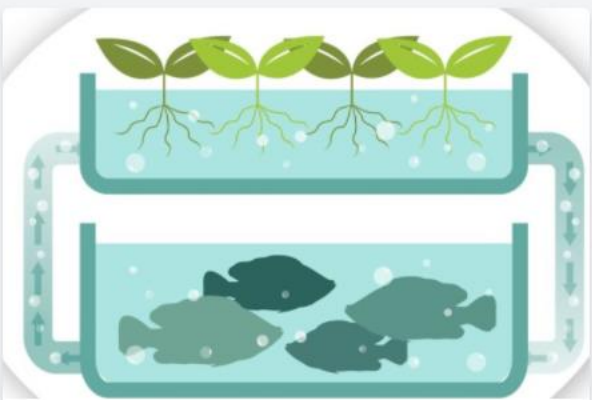



Cattleponic Unit: Manure-Based Fodder Production

By Grigor Janoyan

<p>2. Project name: Early warning Indicators for sustainable pasture management</p> <p>Implemented by: Karen Aghababayan</p> <p>Requested budget: 9,950 euro</p> <p>Short description: Monitoring of birds and butterflies and elaborate a model for the sustainable pasture management. Develop recommendations for plant correction, train farmers in data collection and develop a mechanism of data submission for further analysis. <i>Full description is available here.</i></p>	 <p>Early warning Indicators for sustainable pasture management</p> <p>By Karen Aghababayan</p>
<p>3. Project name: Program for Future Leaders</p> <p>Implemented by: Diana Badeian PE</p> <p>Requested budget: 9,920 euro</p> <p>Short description: 8-week long lectures for teenagers about best international practices in environmental subject. Supporting trained youths in developing and implementing projects in their communities. <i>Full description is available here.</i></p>	 <p>Program for future leaders</p> <p>By Diana Badeian</p>

5.2 Azerbaijan

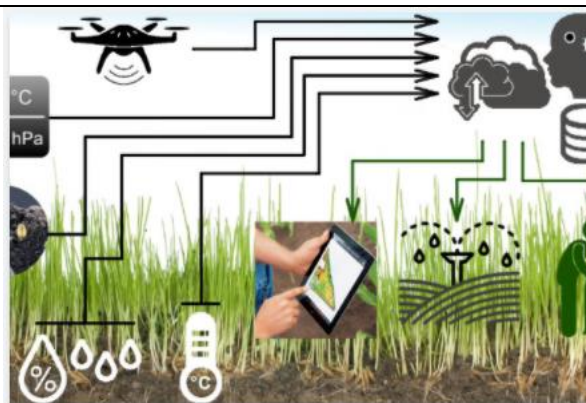
<p>1. Project name: Climate independent smart agriculture (CISA): from aquaculture to sustainable agriculture</p> <p>Implemented by: Nuraddin Sadili</p> <p>Requested budget: 15,000 euro</p> <p>Short description: Development of an aquaponics system where plants are grown on the water only and use fish waste as fertilizer for the plants. Thus, reducing usage of chemicals and fertilizers. <i>Full description is available here.</i></p>	 <p>Climate independent smart agriculture (CISA): from aquaculture to sustainable ...</p> <p>By Nuraddin Sadili</p>
<p>2. Project name: Organization of digital access of farmers to professional counseling centers</p> <p>Implemented by: Research Institute of Crop Husbandry under the Ministry of Agriculture</p> <p>Requested budget: 10,000 euro</p> <p>Short description: provide farmers with a mobile application with professional counselling centers under the Ministry of Agriculture. Farmers will be able to send their problems to professional scientists in the form of audio, photos, videos and get the right advice from them via mobile application. <i>Full description is available here.</i></p>	 <p>Organization of digital access of farmers to professional counseling centers.</p> <p>By Lachin Novruzov</p>

3. Project name:
Smart irrigation system

Implemented by:
Elnur Panahov

Requested budget:
5,000 euro

Short description:
The smart irrigation system offers an irrigation program that takes into account air temperature and soil moisture to support the farmer's decision-making mechanism with artificial intelligence.
Full description is available [here](#).



Ağıllı sulama sistemi

By Elnur Panahov

5.3 Georgia

1. Project name:
Introduction of a new Forest Management System in Kghoto Valley

Implemented by:
Vashlovani Friends Association

Requested budget:
9,000 euro

Short description:
Increase the involvement of local population in the forest management, developing eco-tourism infrastructure and implementation of eco-educational programs in cooperation with APA, NFA, CEE.
Full description is available [here](#).



ტყის მართვის ახალი
სისტემის დანერგვა
კოლოთოს ხეობაში

By Amiran Kodiashvili

2. Project name:

Talk to Nature

Implemented by:

Agro Solutions

Requested budget:

Up to 10,000 Euro

Short description:

Increasing people's environmental awareness and importance of nature conservation, endangered species etc through street art, animal installations, QR codes with useful information in public places.

Full description is available [here](#).



Talk to Nature

By Ani Barvenashvili

3. Project name:

Dighomi meadows - Open-air
Museum of Environment

Implemented by:

Dighomi neighborhood initiative

Requested budget:

8,000 euro

Short description:

organize eco-tours, eco-workshops, bird- and animal-watching, with the participants investigating and cataloging the biodiversity of the area, teaching environmental rights, and advocating for the environment.

Full description is available [here](#).



**Dighomi Meadows - Open-Air
Museum of Environment**

By Ana Trapaidze

6. PR Coverage of Winning Projects

In order to increase the visibility of the ECOserve project and the outcomes of the GreenOvation challenge itself, the documentary movie about the winning projects will be produced following the final stage of the competition. It will reflect the needs during the pandemic in environmental field and their innovative solutions through the projects proposed by the winners. The filming process will take place in Armenia, Azerbaijan and Georgia respectively and three separate documentaries will be produced as a result. It is planned to contract filmmaking company in each country or individual film director for this purpose. However, the scripts will be coordinated within three countries to follow the same outline of the sequences (negotiated with the three film directors).

The audience of the mentioned documentaries is though to be international community, partners, GIZ, BMZ, foreign embassies in Georgia, Azerbaijan, and Armenia. Yet the main target audience will be the general public (students, youth, media, civil activists, NGOs, and different groups of the civil society) whose field of activities are related to the environmental issues and innovations.

The video coverage is still the most efficient tool of PR and communications worldwide, especially in the post-Soviet countries. According to the data of the research of the communications commission of Georgia, the Georgian citizens spend an averagely 412 minutes daily in front of a TV screen. Likewise, the various researches in social media illustrate that the most viewed and liked posts are those that contain the video footage.

The contracting of film producer companies in Armenia, Azerbaijan and Georgia will take place in September in all three countries separately. It will be followed by shooting that starts in mid-October and concluded by video editing work ideally completed by the end of 2021.

7. Appendices

Annex 1. The list of submitted solutions during the second round of GreenOvation per country and per campaign

	Armenia	Notes
	Hydroponic fodder production	
1	Cattleponic Unit: Manure-Based Fodder Production	
2	6 Reasons of using hydroponic systems for fodder production	
3	Green agriculture initiative in Nahapetavan village of Shirak region	
4	Green cycle	
	Sustainable agriculture	
5	Syunik Schools for Innovation - The Aquaponics	
6	Early warning Indicators for sustainable pasture management	
7	Bird and Butterfly friendly organic farming	
8	Permaculture as a system of sustainable agriculture	
9	Smart lighting is the next step towards effective cultivation and yield production	
10	Biodiversity in action: diverse-mixed innovative cropping system for the smart and green growth in Ararat valley	
11	SoilSense: AI solutions for managing soil quality	
12	Sustainable Production and Consumption model of Aquaponics	
13	Garbage is not garbage	
14	Cover Crops for Soil Health Improvement and Sustainable Agriculture	
	Environmental awareness raising	
15	Become an energy-saving community!	
16	Awareness raising on alternative energy resources	
17	Educating on health impacts of environmental issues and establishing network of change agents	
18	Program for future leaders	
19	Fast-growing poplar plantation in the Armavir region	
20	Preserving nature means defending the homeland	
21	Ads for adults by kids	
22	300 eco-students & 3 programs for the community	
23	Raising Environmental Awareness through Festivals	
24	Teaching Hunters what are the Protected Bird Species in Armenia	
25	Awareness & education as pillars of environmental protection	
26	Use of inalienable lands, creation of a new source of alternative energy	
27	AR Trails for Environmental Awareness	
28	Environmental Wikicamp: Raising Awareness through Wikipedia	
29	VeraSnund project	
	Azerbaijan	
	Agro-Advisory System	
30	The role of biotechnology in civilization	
31	Organization of digital access of farmers to professional counseling centers	
32	Second life of organic waste	
33	Creating a general site for Agro-system Research	
34	Creating a common site for fish farms, fish species, fish sales and caviar	
	Ensuring food and nutrition security	
35	Climate independent smart agriculture (CISA): from aquaculture to sustainable agriculture	
36	Smart irrigation system	
37	Increasing the efficiency of potato cultivation	
38	Development of landless agriculture	
39	ECOLAND	

40	Nutrition bars for you and the planet	
	Sustainable Pasture Management	
41	Minimize soil degradation by improving summer and winter pasture management	
42	Electronic management of pastures - E-Pasture	
43	Develop a systematic pasture management plan with farmers and monitor implementation	
44	Azerbaijan electronic pasture management - www.e-otlaq.az	
45	Smart agriculture: how modern technology can triple productivity	
	Georgia	
	Modern technologies for better environment	
46	High precision multispectral camera for forest data collection and management	
47	Solar chargers in Georgia, khevsureti	
48	Sevaplastic	
49	Cheapest way for warming and heating greenhouses in winter time	
50	Digitize Paper Receipts	
51	Long term flight airship drone for environment monitoring and control	
52	The eco-friendly stove is an innovative, unique energy-efficient	
53	Eco-friendly disposable biodegradable plate. Container, gift bags, cup, cutlery etc	
	Environmental education and awareness	
54	Dighomi Meadows - Open-Air Museum of Environment	
55	Field station(s) for nature observation	
56	Environmental camps in protected areas of Georgia	
57	Talk to Nature	
58	Environmental Education and Awareness	
59	Development of Eco-tourism in Koghoto Valley	
60	Batumi Kindergartens and Pandemic	
61	Aboveground carbon sequestration in Georgian pine forest	
62	Reductions of COVID-19 infection risks due to medical wastes	
63	Environmental Awareness and Ecotourism sustainable development	
64	Promotion of eco-adventure tourism. Proper use of forest resources in the Georgia regional hubs	
65	Outdoor space for educational projects	
66	Eco friendly web platform and apps on environment, ecotourism, etc	
67	Georgia without plastic	
68	Bills Competition	
69	Youth EcoHub	From Armenia
70	'Enchi' – project (Environmental children)	From Azerbaijan
71	Enhancement of agro-care education and awareness to farmers	From Azerbaijan
	Greener & cleaner areas for a better living	
72	Restoration of the area after the forest fire	
73	Environmental campaigns and eco-friendly activities	
74	Bio-toilet to protect the environment, health, landscaping, and organic products	



ENVIRONMENT, CLIMATE,
OPPORTUNITIES
for people and nature

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for sustainable rural development in the South Caucasus (ECOserve)

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