



# Living Landscapes for Market Development in Armenia (LILA)

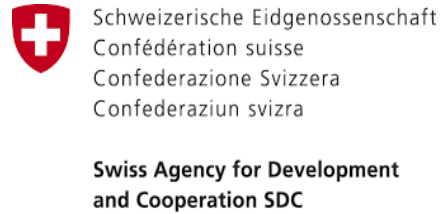
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Tackling the triple planetary crisis - Solutions for sustainable development | April 24, 2024



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Embassy of Switzerland in Armenia  
Swiss Cooperation Office South Caucasus



7 years, two phases, 2021-2028

Inception: 2021-2022

Phase 1: 2022-2025, 3 years

○ April 2022

### Facts:

Country: Armenia

Regions: Tavush, Lori, Syunik and Vayots Dzor (16 settlements)

Duration: 01 April 2022 – 31 May 2025 (Phase 1)

Budget: CHF 13'000'000 (Phase 1)

SDC contribution: 20%

### Project partners:

Implementing partners:

- World Wide Fund for Nature (WWF) - lead
- Strategic Development Agency NGO (SDA)
- Ecolur NGO

Institutional partners:

- RA Ministry of Environment (MoEn)
- RA Ministry of Economy (MoE)
- RA Ministry of Territorial Administration and Infrastructure (MTAI)

International partners:

- German Federal Ministry of Economic Cooperation and Development (BMZ)
- KfW Development Bank
- GOPA



Armenian mouflon



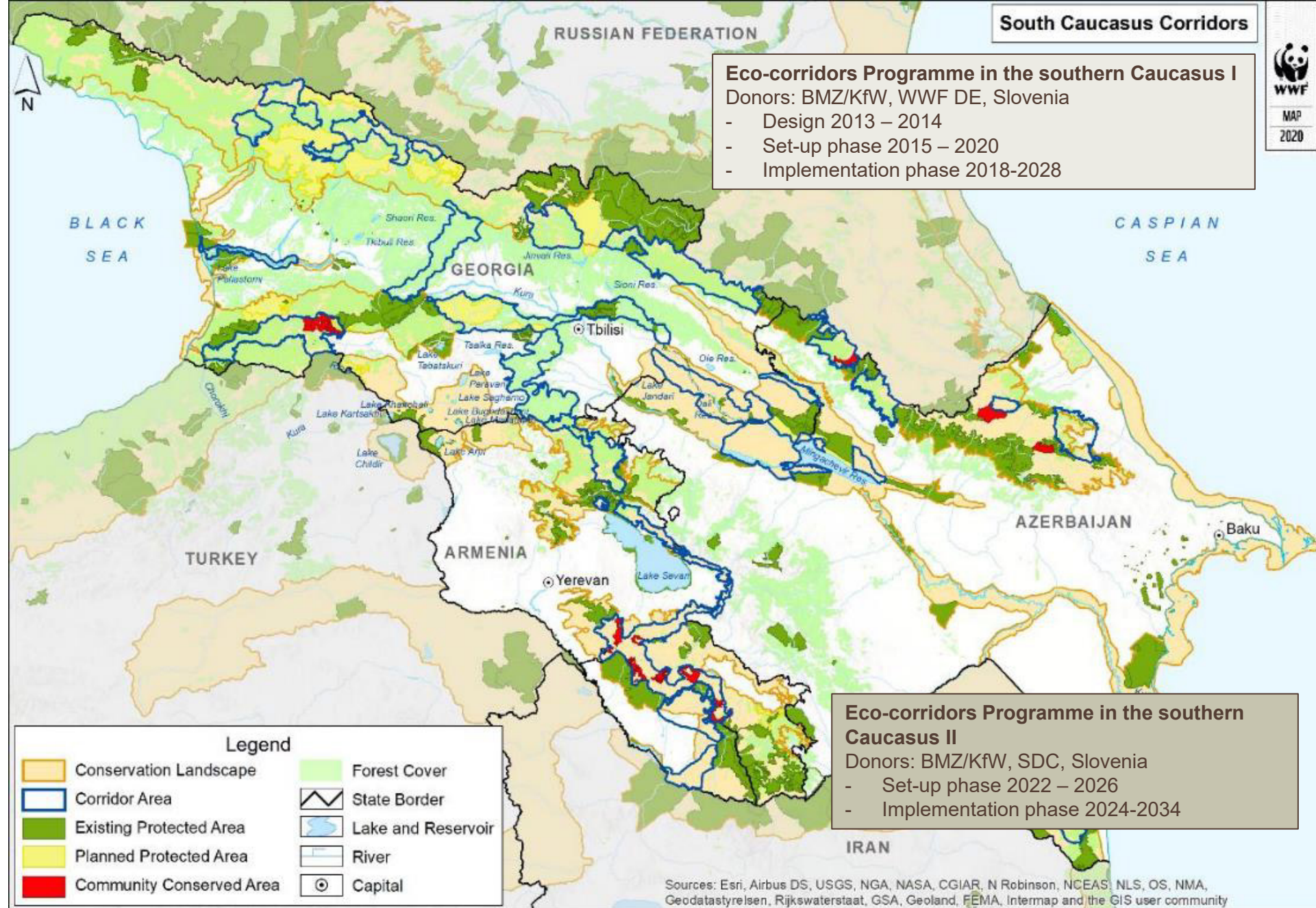
Red deer



Leopard



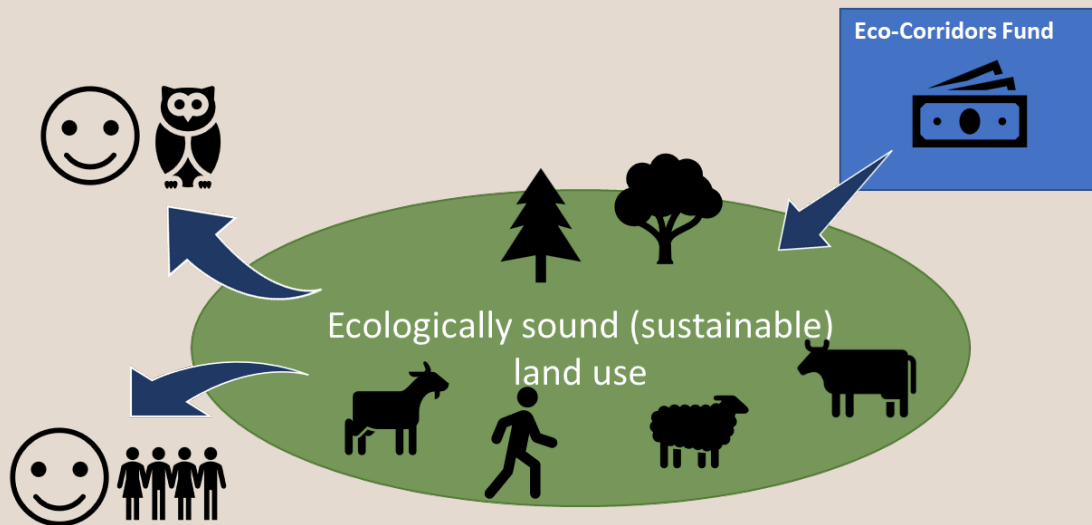
Bezoar goat





## Ecoregional Corridors Programme in the Caucasus – Objectives

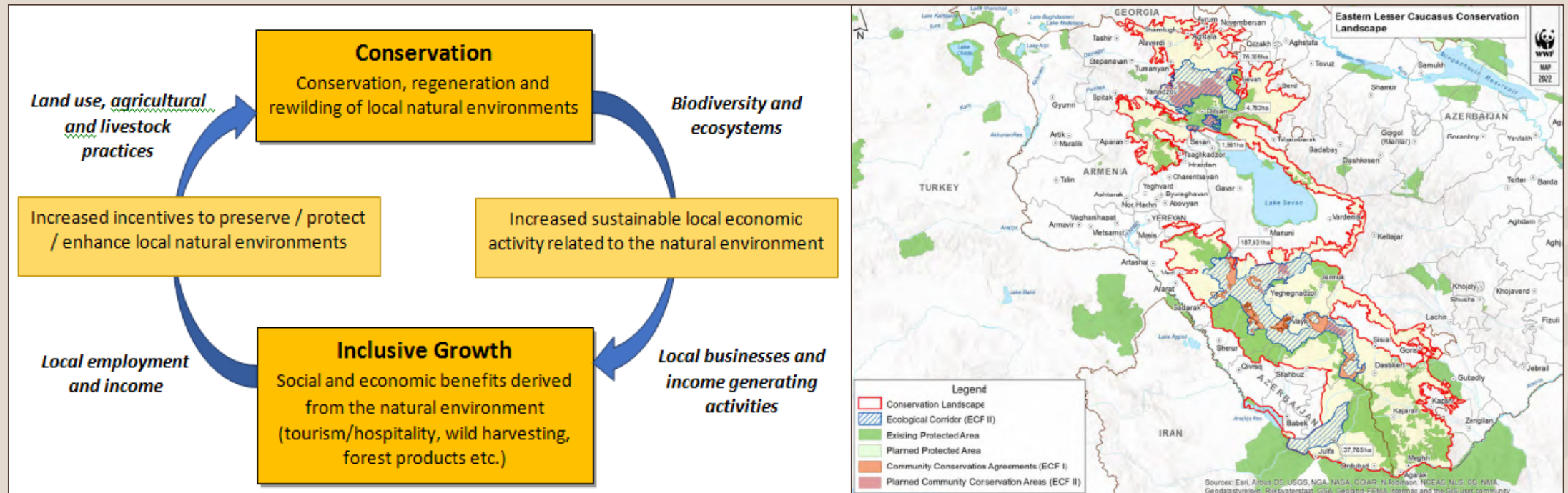
- Support communities in establishing **sustainable land use** in selected eco-corridors in Georgia, Armenia and Azerbaijan.
- Contribute to **interlinking protected areas** and enhancing their **ecological stability**.
- Provide long-term financial means for **community-based natural resources management** within ecological corridors and improve the socio-economic situation of the local communities in these corridors.



# Living Landscapes for Market Development in Armenia (LILA) – Objectives

In this framework of ECF, the SDC-funded LILA project in Armenia introduces economic incentives and support measures, notably in the tourism value chains, for a sustainable economic use of the natural capital: forests, pastures, cultivated land. While additional income is generated, natural resources remain protected.

The livelihoods of the rural population in project target areas are preserved through the protection and economically sustainable use of natural resources, climate change adaptation and mitigation.



## Living Landscapes for Market Development in Armenia (LILA) – How it works

**ECF:** sets the ground and provides financial means for ecological stabilization of eco corridors and protected areas

**LILA Impact:** Livelihoods are preserved and developed in a sustainable and inclusive manner.

**OC1:** HHs benefit from products and services based on landscape-based value chains (SDA)

**OC2:** Policies are improved based on natural resource based approach (WWF)



## Impact

Social change

## Outcome

Change of the performance of the system

## Output

Change of the system

## Input

The livelihoods of the rural population in selected areas are preserved through the protection and economically sustainable use of natural resources and climate change adaptation and mitigation.

OC1: Men and women in selected settlements produce and sell environment-friendly products and services via diversified economic opportunities based on landscape-based value chains.

OC2: Rural development, agriculture and biodiversity policies at various governance levels integrate the natural resource-based value chain approach and are effectively applied, relevant infrastructures and

Long-term financial resources for the benefit of ecologically sustainable land use are provided, an improvement of the socio-economic situation in selected ecological corridors is achieved and serve the connection and ecological stabilization of protected areas.

OP1.1: Supply chain strengthened to promote sustainable and inclusive tourism.

OP1.2: Supply chains strengthened for inputs to the tourism and hospitality sector and other markets (wild harvested products, dairy,

OP2.1: Regulations, guidelines and mechanisms (Sustainable Pasture Management Guidelines and Community based conservation) are developed and adopted by State authorities, and principles and experiences are fed into relevant national strategies and implementation plans.

OP2.2: Skills and capacities are enhanced and infrastructure improved in communities to manage natural resources for sustainable

OP2.4: Relevant public institutions and non-governmental stakeholders informed, selected staff trained, and dialogue processes to replicate the principles and experiences of the land-scape-based value chain approach in other locations of Armenia have

Nature conservation contracts are concluded and financed based on participatory land use plans.

A sustainable and results-oriented financing mechanism for the creation of eco-corridors is developed and functional, including a robust monitoring concept.

Land users at local, regional and national level have sufficient capacities for the implementation and monitoring of community conservation agreements.

Ecological corridors and intervention sites identified with consent of local administrations and the population.

OP1.3: Market infrastructure and facilities in local businesses improved to provide services and inputs to the tourism and

OP1.4: Skills and capacities of input and tourism service providers enhanced and expanded (accommodation, caterers, guides, hosts, language interpreters, wild harvesters, edible products/produce etc.)

OP2.3: Resilience of pasture and forest ecosystems to climate change impact strengthened through improved management and capacity building.

LILA Interventions (SDC-funded project component)

ECF Programme Interventions (ECF programme)

Country: Armenia

Regional Project: Armenia, Georgia, Azerbaijan

## Parallels between ECF and LILA



- **Geographic coverage**
- **Sustainable management of natural ecosystems**
  - **Pastures**
  - **Forests**



- **Landscape-based value chain development based on MSD**
- **Increased resilience to climate change**
- **Improved legal framework**
- **C4D: citizen journalists network**
- **Etc.**



# Living Landscapes for Market Development in Armenia (LILA) – Interim results

Outcome Indicator	Achieved (as of 31.12.2023)	Phase Target
Number of persons are employed/self-employed in activities related to natural resources and ecosystems.	151	600
Number of persons having new or better employment (IED_ARI_2, SPO 3.3, 1.6)	27	120
Number of enlarged communities applying new approaches and policies to natural resource-based value chains and conservation.	2	6
Total area under sustainable management as a result of project intervention.	20,086 ha	50,000 ha


**Embassy of Switzerland in Armenia**

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On September 18, 2023, the Arevi Gosh Hotel, built with the support of the  SDC-funded Living Landscapes in Armenia (LILA) project, officially opened its doors.

The Gosh village in the Dilijan Municipality of the Tavush Province of Armenia  is not only home to the cultural pearl of Goshavank Monastery, which attracts 700,000 visitors annually. It is also an ideal starting point for nature-based and ecotourism activities such as hiking, trekking and mountaineering. The ne... [See more](#)








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## Living Landscapes for Market Development in Armenia (LILA) – Lessons learned

- **Market dynamics** - latest research reveals that only 5% travelled to Armenia with the tour operators, while the critical share are fully independent travelers (FITs).
- **Market systems** – local medium and large hospitality businesses hesitant in buying from locals due to small amount of the products, disruption in supply, lack of trust in quality.
- **Fragile context** – it is difficult to engage with private sector and other stakeholders on the ground when the context becomes fragile and there is a security threat. Environmental sustainability becomes less important.
- **Public-private partnership** – successful engagement of private sector helps to replicate the results and such modalities of cooperation need to be encouraged and promoted (example of ArpiSolar LLC).



# Thank you



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**Embassy of Switzerland in Armenia**  
**Swiss Cooperation Office South Caucasus**

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