

EMPOWERING LOCAL ECONOMIC OPPORTUNITIES FOR SUSTAINABLE GROWTH, GORI, GEORGIA

Mayors for Economic Growth (M4EG) Pioneer Project



PROJECT FACTSHEET

The project in a nutshell

Timeframe: 2018-2020

Budget: EUR 695,997 (EU contribution - EUR 600,000)

Partners: Gori Municipality

Geographic coverage: Gori, Shida ('Inner') Kartli, Georgia

Target groups: Craftsmen, SMEs in the tourism sector, local entrepreneurs, civil society organizations, students and young people interested in the tourism sector

CONTEXT



The municipality of Gori is located in the central part of eastern Georgia. It has a surface area of 2,327 km² and a population of around 144,000 inhabitants. Its economy mostly consists of agriculture, industrial production, construction, transport, trade, management, education, health care and other services.

Gori municipality comprises 2 cities, 22 communities and 143 villages. Its administrative centre is the town of Gori—an industrial city and the economic centre of the surrounding agricultural region.

PROJECT GOAL AND OBJECTIVES

The Project's main goal is to create new opportunities for local economic development and sustainable economic growth in Gori municipality. The Project will aim to achieve the three following **objectives**:

- 1) To develop tourism infrastructure and to attract more investment to the tourism sector;
- 2) To create new opportunities for SMEs in the tourism sector, to develop their capacities and to increase their income;
- 3) To improve the professional skills of local business sector representatives and students/young people in the tourism sector through internships, training courses and business advisory services.

PROJECT ACTIONS

The Project will develop a new complex of tourism infrastructure in Gori municipality, including a recreational park in the city centre, a new tourism information centre, exhibition spaces, car parks, cycling infrastructure and a bicycle rental service, working spaces for craftsmen.



The Project's partner—Gori's Museum of History and Ethnography—will provide 200m² of working spaces and *workshops* for the production of national handicrafts and/or other souvenirs and products. The workshop area will include: a sewing shop for traditional costumes, a bakery for Georgian traditional bread, carpet weaving workshops, a wine tasting area, an area for the confection of Georgian sweets, etc.

An internship programme for students/young people will be developed in cooperation with the private sector. Young locals will have the opportunity to develop their skills through internships in the tourism information centres, various departments of Gori municipality responsible for tourism development, local companies and enterprises).

The Project's actions include:

1. A **public-private partnership** will be established to consider suggestions from local businesses;
2. Gori municipality, in partnership with the Georgian National Tourism Administration, will organize *workshops* for the employees of tourist information centres in order to ensure proper levels of service delivery to the city's international visitors;
3. A special *training programme* will be developed in cooperation with the Gori's State Teaching University in order to improve the capacities of students and young people in the tourism sector;
4. *Business consultations and advisory services* (group or individual) will be offered to local SMEs and students/young people in order to help them launch or develop their business.

ESTIMATED RESULTS

- **45** SMEs will improve their skills in the tourism development sector;
- At least **30** students/young people a year will take part in the training programmes to further develop their careers in tourism;
- At least **7** work spaces/workshops (200m² in total) will be set up within the Gori's Museum of History and Ethnography for the production of national handicrafts and/or other national-related souvenirs and products;
- Over **20** jobs will be created in different parts of the tourism infrastructure complex in Gori.

In terms of outcomes, the Project will contribute to local economic development and sustainable economic growth in Gori municipality. The development of new tourism infrastructure will attract more external investment, create new job opportunities for young people and will increase the income of local SMEs in the tourism sector.

The pioneer project "Empowering Local Economic Opportunities for Sustainable Growth" is being implemented in Georgia as part of the Mayors for Economic Growth (M4EG) Initiative. The M4EG Initiative began to operate in January 2017 within the Eastern Partnership framework. Its overall goal is to help mayors and municipalities in Eastern Partnership countries to become active facilitators for economic growth and job creation at local levels. For more information, please visit www.m4eg.eu.



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