

# THE RESULTS THE L.A.G.

Through a participatory process, one micro project having territorial value has been singled out, approved and realized.

## Tourism Development and Professional Training Centre

Thanks to the creation of such Centre, this pilot Micro-Project promoted not only the development of regional territory and public/private tourist organizations, but also the improvement of local workforce professional competencies and of human resources involved in the tourist sector (restaurants, hotels, tour operators, guides) as well as in related sectors (such as business management, accounting, office management, handicraft, etc). The objective has been achieved thanks to the establishment of a Travel Agency within the Centre, which realises and disseminates video and other promotional material (brochures, leaflets, etc.), achieves, manages and updates one database and Tour Packages to be distributed to national and international Tour Operators. At the same time several certified professional training courses have been held within the Centre, in order to ensure offered tourist services a correspondence to the proper standards.



“Vayots Dzor” RDA is a L.A.G. located in the mountainous region of Vayots Dzor, in the central-western Republic of Armenia. It was founded in 2005 as a Union of Legal Entities and reformed in 2007 as an Association.

The main purposes of RDA are:

- to promote sustainable initiatives aimed at narrowing the gaps in regional and interregional different levels of development;

- to find out and put in practice means for the best usage of natural, economic and human resources;

- to support institutions which encourage the creation of “entrepreneurial culture”, the development of entrepreneurship and rural communities;

- to promote inter-regional and inter-community partnership networking.

Other major objectives of RDA Vayots Dzor are the development of a Regional and Local Action Plan, finding and raising funds to implement regional projects, developing business plans, etc.

The intervention area of RDA is the whole region of Vayots Dzor (total area 1.619 sq. km, almost 68.000 inhabitants distributed in 44 Communities). Its main economic sector is agriculture (especially viticulture and livestock) but it also has a rich historical and natural heritage.

“Vayots Dzor” Association is lead by the Council, which has managing and decision-making powers. The Executive Director carries out the decisions taken by the Council and coordinates technical and administrative staff.



# RDA VAYOTS

REGIONAL DEVELOPMENT AGENCY

A project implemented by



# BACKGROUND

RDA implemented not only ordinary activities envisaged by its Statute, but also activities carried out in collaboration with international donors and organizations like Eurasia Foundation, USAID and GTZ to foster cooperation and partnerships between SMEs, NGOs, communities and civil society. At the present moment the most important activity of “Vayots Dzor” RDA is the participation, as official Armenian partner together with ICU Vedi, in the international cooperation project called “Regional Network for the promotion of integrated sustainable development of Ararat and Vayots Dzor Regions” co-financed by European Community (Ref. EuropeAid/124645/C/AC/AM) and granted in the framework of the TACIS Programme (ReDAM, phase II – Tacis Contract 2007/140637). The Community’s TACIS Programme was set up in 1990 by the European Council; the Programme aims to encourage democratization, the strengthening of the rule of law and the transition to a market economy in the New Independent States arisen by the break-up of the Soviet Union as Armenia.

# THE “REDAM II” PROJECT

The project intends to implement a pilot procedure in order to reinforce the understanding of methods and procedures aimed at socio-economic development and planning in rural areas, as provided by the EC LEADER approach, engendering direct and participatory involvement of all local operators throughout the whole life of development actions, from the decisional to the managing phase. The overall objective of the project (total budget 2.224.600 Euro) is to introduce innovative development strategies and to support concrete social and economic projects in both concerned regions.

# ACTIVITIES REALIZED

The different activities implemented by RDA’s personnel in the framework of ARM-LEADER Project, which had a 24 months duration (starting from August 2007), are the following:  
Performing SWOT Analysis of all the economic sectors of the Region;

Organization of meetings with representatives of private and public sectors (Tourism, Agriculture, Industry, Local Government, entrepreneurs, cooperatives, NGOs, etc.), to create a wide partnership. Rural development planning and elaboration of Local Action Plan. Supporting local stakeholders in the preparation of Project files and in the development of sustainable project ideas.



## CONTACT US

RDA Vayots Dzor, 15 Shahumyan St.,  
City Yeghegnadzor, Vayots Dzor Marz, Armenia  
Tel. 00374-281-25307; Fax 00374-281-24007  
rdavayk@yandex.ru

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**Gal Consorzio Appennino Aretino s.c.r.l.**  
 Viale Dante 74/Q  
 52010 Capolona (AR)  
 Tel e Fax +39 0575 48267  
[www.galaretino.it](http://www.galaretino.it) - info@galaretino.it



**Gal Etruria s.c.r.l.**  
 Via XXV Aprile 7, Loc. La Pila  
 57034 Campo nell'Elba (LI)  
 Tel e Fax +39 0565 979114  
[www.galetruria.it](http://www.galetruria.it) - gal@galetruria.it

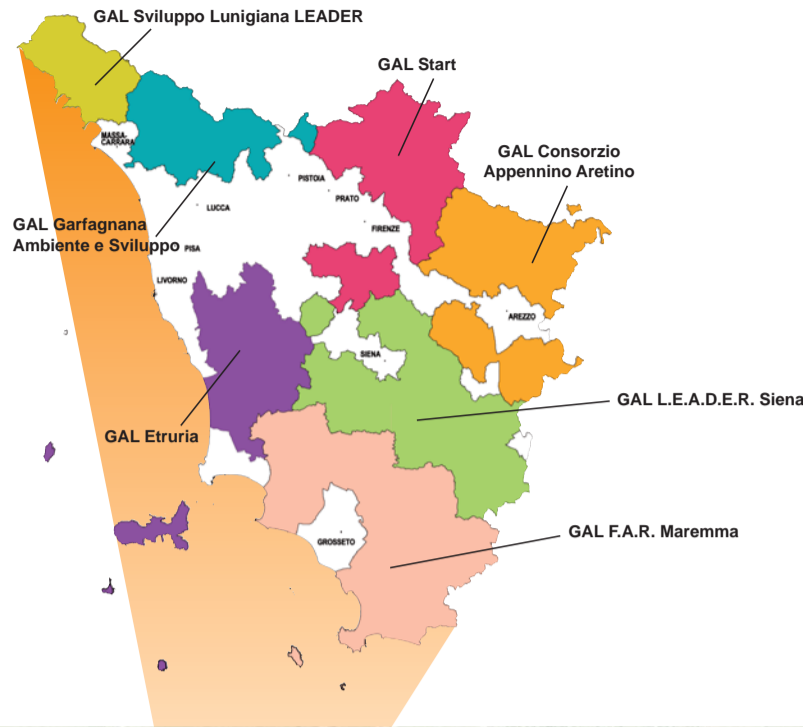
**Gal Siena s.c.r.l.**  
 Via F. Hamman 98  
 53021 Abbadia S. Salvatore (SI)  
 Tel +39 0577 775067 Fax +39 0577 773971  
[www.leadersiena.it](http://www.leadersiena.it) - info@leadersiena.it

**Gal Garfagnana Ambiente e Sviluppo s.c.r.l.**  
 Via Vittorio Emanuele 9  
 55032 Castelnuovo di Garfagnana (LU)  
 Tel +39 0583 644449 Fax +39 0583 644474  
[www.galgarfagnana.com](http://www.galgarfagnana.com) - gal@galgarfagnana.com

**Gal Start s.r.l.**  
 Via A. Moro 2  
 50032 Borgo San Lorenzo (FI)  
 Tel +39 055 8496100 Fax +39 055 8496753  
[www.gal-start.it](http://www.gal-start.it) - posta@gal-start.it

**Gal Sviluppo Lunigiana s.coop.r.l.**  
 Via Baracchini 80  
 54028 Villafranca in Lunigiana (MS)  
 Tel +39 0187 494675 Fax +39 0187 495227  
[www.gal-lunigiana.it](http://www.gal-lunigiana.it) - leader@lunigiana.ms.it

**Gal F.A.R. Maremma S.c.a.r.l.**  
 Via Grossetana, 43/p  
 58036 Sticciano Scalo (GR)  
 tel 0039 0564 405252 - fax 0039 0564 405460  
[www.farmaremma.it](http://www.farmaremma.it) - info@farmaremma.it



## BACK-GROUND

## THE "REDAM II" PROJECT

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"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".

The European Commission is the EU's executive body



## ACTIVITIES REALIZED

### INFO ASSOGAL Associazione dei GAL Toscani Tuscany LAGs Association

Main Office:  
 Via Grossetana, 43/p  
 58036 Sticciano Scalo (GR)  
 tel 0039 0564 405252  
 fax 0039 0564 405460  
[www.assogaltoscana.it](http://www.assogaltoscana.it)  
 info@assogaltoscana.it  
 tacisarmeria@assogaltoscana.it

### Armenian Partners

**LAG Vedi Intercommunity Union**  
 Tumanyan 5  
 Vedi - Ararat Region - Republic of Armenia  
 Tel. 00374 234 21960 Fax 00374 234 23332  
 vediintcom@mail.ru

**LAG Regional Development Agency Vayots Dzor**  
 Shahumyan 11  
 Yeghegnadzor - Vayots Dzor Region  
 Republic of Armenia  
 Tel. 00374 281 24007 Fax 00374 281 24011  
 rdavayk@yandex.ru

