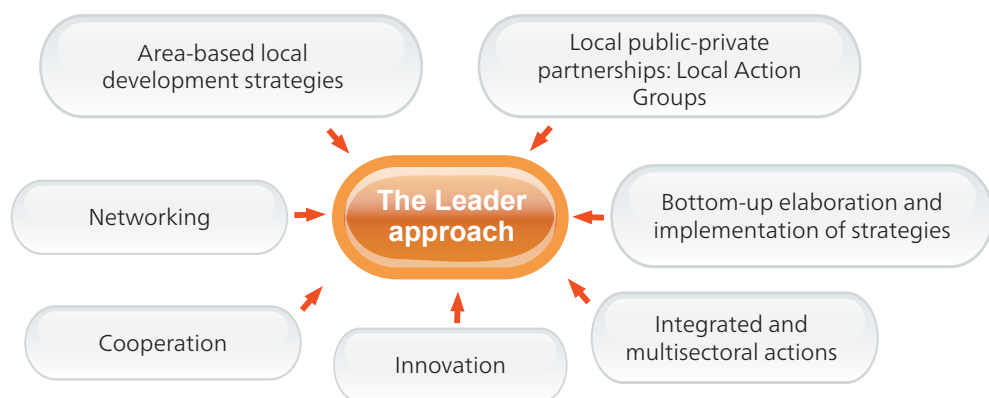




The European Union
for Georgia
ENPARD

What is LEADER Approach?



How it changed the
reality of rural areas
of Georgia.

**LEADER approach rocks Kazbegi, Lagodekhi and
Borjomi Municipalities.**

Need proofs? SEE Facts and figures:

- ▶ Local Residents of Kazbegi, Borjomi and Lagodekhi know best what are the most important challenges of their regions. They identified priorities of their regions and established the region's development strategies.
- ▶ Over the course of a 4 year period and according to the established priorities, more than 150 local initiatives were supported. These initiatives tackled the most fundamental, long-standing regional problems and provided development opportunities for the local residents. As a result, more than 250 job opportunities were created.
- ▶ Created meaningful job opportunities that encouraged young people to return to their homeland as more than 100 young people returned to their homeland.
- ▶ In the project municipalities number of LAGs direct and indirect beneficiaries reach 40,000.
- ▶ LAGs managed to raise the interest of European businesses to invest in their regions.
- ▶ LAGs independently sourced grant opportunities that brought additional funding for the development of their regions.
- ▶ Ensuring full inclusion of ethnic minorities in the processes is very important for LAGs. As a result, ethnic minority groups such as the Azeris are fully integrated and involved in LAG's work in Lagodekhi.



A brief history of Leader

Leader was launched in 1991 with the aim of improving the development potential of rural areas by drawing on local initiative and skills, promoting the acquisition of know-how on local integrated development, and disseminating this know-how to other rural areas.



The Leader concept

The main concept behind the Leader approach is that, given the diversity of European rural areas, development strategies are more effective and efficient if decided and implemented at local level by local actors, accompanied by clear and transparent procedures, the support of the relevant public administrations and the necessary technical assistance for the transfer of good practice.

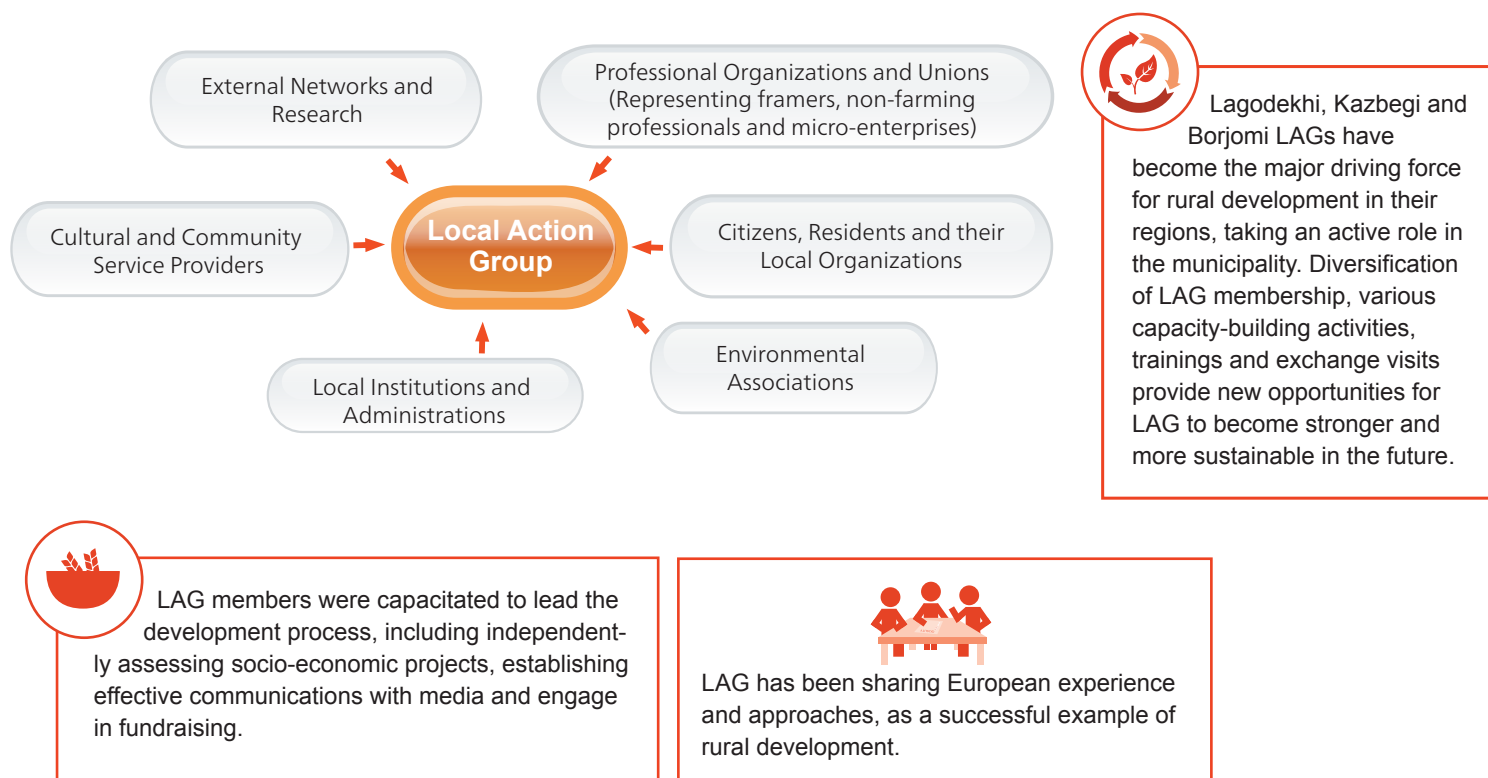


"It is great honor and huge responsibility to be part of LAG Borjomi. I have the feeling that I am important part of local development. This gives me additional motivation to do my best and create opportunities for the youth to stay and realize their potential here in Borjomi."
Lana Chaduneli, LAG Borjomi



"I am 34 and never had the feeling empowerment - that I am part of the development processes in my region. Thanks to LEADER, it changed. Now, I am a proud member of the LAG and have ownership on many decisions that are changing my region for the better."
Aleksandre Chkareuli, LAG Kazbegi

- ▶ Promoting the image of the region is one of the main goals of the LAGs. To achieve this, LAG Kazbegi created the "Kazbegi Brand".
- ▶ It is very important for LAGs to encourage youth participation in civil society processes. For a strong future, youth need to be an integral part of LAGs. Showing initiative and independence, they established a web page www.visitlagodekhi.com which promotes the Lagodekhi municipality to visitors and gives diverse information on Lagodekhi and its services.
- ▶ For better gender practices, LAGs ensured that women are included and engaged in local processes and decision-making. A gender platform at the LAG was created to promote women's empowerment on different levels.
- ▶ LAG's youth group had also diversified its networks with their peers from different countries.
- ▶ Behavioral changes are obvious as the number of people showing enthusiasm to join LAGs and spend their time working for the municipality on a voluntary basis steadily increasing.
- ▶ LAG Kazbegi created the webpage to showcase the Kazbegi experience. Visitors of the web page can find different types of information on the history of Kazbegi municipality, its culture, various tours, and touristic routes.



"My sister and I studied dentistry in Tbilisi. Because there were no opportunities in Kazbegi, we stayed in the capital to practice. But now, thanks to LAG Kazbegi, things are changing fast. This gave me the encouragement to try and establish myself in my home region. I succeeded. And now, thanks to LAG Kazbegi, my sister and I have a dental clinic and hope for future."
Mariam, LAG Kazbegi Beneficiary



"From the very beginning, LAG established an effective platform, where we, as representatives from different sectors can gather and discuss the development needs and priorities of our region. This ensures exchange of information, coordination, proper decision-making and planning. Working in LAG gave another dimension and advantage to our work. I strongly believe that LAG institution has no alternative, because this is the direct reflection of local democracy and effective mechanism for participation." George Bokeria, LAG Lagodekhi president



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