

## Annex 1 The Action

### Capacitated Agricultural Practices and Consumer Awareness (CAPCA)

#### 1.1. Description of the action

##### 1.1.1. Description (max 13 pages)

**Georgian Farmers' Association (GFA)**, a leading non-governmental organization and one of the largest umbrella organizations serving as a voice of 5,000+ farmers from across Georgia, has forged a consortium with the **Center for Strategic Research and Development of Georgia (CSR DG)** and the **Beekeepers Association of Georgian Mountainous Regions (Ambrolauri District)**<sup>1</sup> (hereinafter "**The Beekeepers Association**"). CSR DG represents a prominent, expert civil society organization (CSO) leading Georgian civil society work on consumer rights protection, while the Beekeepers Association is a regional non-governmental organization registered in the Racha-Lechkhumi-Kvemo Svaneti region of Georgia, advocating the needs of beekeeping farmers, building their capacities, promoting best practices, and engaging with local stakeholders to promote the advancement of the beekeeping sector. The Consortium aims to contribute to the overall objective of the ENPARD IV Call for Proposals (CfP) and promote food safety for improved protection of consumers across Georgia. To this end, the Consortium is putting forward the project proposal titled **Capacitated Agricultural Practices and Consumer Awareness (CAPCA)** focusing on two pre-identified, high-potential value chains: **Dairy and Beekeeping**. The project activities mainly target the following regions of Georgia: **Racha-Lechkhumi-Kvemo Svaneti, Imereti, Guria, and Kakheti**, while some activities are implemented across the whole country. The Consortium members intend to join their relevant expertise, programming experience, resources, technology, and infrastructure to directly respond to *Lot 1: Food safety and sanitary and phytosanitary (SPS) measures component*.

**The Overall Goal** of the proposed project is *to advance the socio-economic development of Georgia by promoting and instilling improved food and agriculture practices*. To contribute to this goal, three specific objectives (SOs) have been identified:

**Specific Objective 1:** *Equip dairy and beekeeping supply chain actors (farmers, primary producers, Food Business Operators (FBOs), etc.) with practical skills, knowledge, capabilities and means to promote improved compliance with food safety/SPS measures*

**Specific Objective 2:** *Promote enhanced stakeholder (public, retail, farmers/producers, laboratories, public/consumers, etc.) communication and engagement to advance Georgia's compliance with the DCFTA approximation regulations*

**Specific Objective 3:** *Increase awareness of Georgian consumers, civil society groups and media regarding food safety regulatory requirements and consumer rights to promote informed and conscious consumer buying decisions and increased demand for quality products in Georgia*

The Consortium believes in **the relevance of the proposed project** for two main reasons: **A)** Georgia has aspirations to develop closer political and economic ties with the European Union (EU) and advance the implementation of the EU-Georgia Association Agreement (AA), including the establishment of the Deep and Comprehensive Free Trade Area (DCFTA) by approximating national laws, regulations and procedures with EU legislation; and **b)** there is a growing demand for better quality food and agriculture products in Georgia, evidenced by various consumer surveys and research. The Consortium would also like to stress the **urgency of the proposed action** while recognizing that the modernization of the food safety field in Georgia in line with the EU model (in the DCFTA framework) is an extremely ambitious endeavour. Georgia needs to be approximated with a high number (about 270) of EU legislative acts during a relatively short period (2015-2027), while the public sector is still far from being effective, civil oversight and participation are weak, state regulation has serious flaws, awareness of food safety issues is low among society, including FBOs themselves, and there is a lack of experts, professionals, and other resources to carry out the reform. As of July 1, 2021, only about 20 % of legal acts had entered into a force out of the full scope of the SPS approximation plan (2015-2027) elaborated in the AA framework, while more than half of the time from the start of the plan implementation had already passed<sup>2</sup>. Furthermore, because of the global pandemic, the scale of the official food safety control conducted by the National Food Agency of Georgia

<sup>1</sup> The Georgian legal name of the Association is "Sakartvelos Mtiani Regionebis Ambrolauris Raonis Permer - Meputkreta Asotsiatsia"

<sup>2</sup> CSR DG, 2021, Implementation of the Association Agreement in Food Safety, Veterinary and Phytosanitary Fields, Article, URL: <https://www.momxmarebeli.ge/articles/all/6767>

(NFA), the National Competent Authority in Food Safety, Veterinary, and Phytosanitary sectors, considerably decreased. The proposed project's relevance is discussed below in-depth:

**Approximation with EU Legislation:** Agriculture is a key sector of Georgia's economy with great export potential. The proposed project is envisaged to contribute to the implementation of Georgia's Agriculture and Rural Development Strategy,<sup>3</sup> which highlights that the signature of the AA with the EU has created a true potential for the export of Georgian products to the EU markets. The mentioned Strategy also highlights the potential for Georgian businesses to implement EU and other international standards, increase the quality of their products and become more competitive in international markets. While exporting products to the EU would have a positive impact on local agricultural farmers/producers, they would have to first comply with SPS standards, while Georgia's SPS legislation would need to be approximated with EU legal acts. The food safety-related strategy of the Government of Georgia (GoG) states that there is a genuine political commitment to establish a solid food safety system and GoG intends to bring its legislation and institutional framework in conformity with the EU and international standards<sup>4</sup>. Indeed, Georgian legislation has been approximated to over 140 EU normative acts by the end of 2021<sup>5</sup>, however, the approximation plans provide dates for approval of normative acts and not for coming into force. Thus, in many cases, it takes years for these acts to become valid and sometimes those periods are further prolonged, making the SPS reform process inconsistent, unpredictable, and hard for businesses to adapt to, decreasing their motivation to swiftly comply with new regulations. **Other challenges include and are not limited to** the low capacities of Georgian farmers/producers in terms of implementing or having means to adhere to food safety/SPS measures; the insufficient capabilities of Georgian laboratories to support all farmers/producers (for example, State Laboratory of Agriculture of Georgia<sup>6</sup> is an accredited lab, but it can test only 40 of the country's more than 200 approved agrochemicals/active ingredients)<sup>7</sup>; the low awareness, capacities, and motivation of FBOs to promote the sale of safe products; and the lack of civil participation in the food safety-related policy processes (for example, Ministry of Environmental Protection and Agriculture (MEPA) and its agencies have existing mechanisms for civic participation, such as the National Food Agency (NFA) Public Council, however, it has not been called for in the past 3 years). In addition, the 2021 Report of the State Audit Office highlighted various challenges in the food safety regulation, including lack of monitoring and risk assessment or timely dissemination of the information on contaminated products.<sup>8</sup>

**Consumer Rights Protection:** Food safety is a growing concern for Georgian citizens/consumers. According to the 2021 research, 69 % of the surveyed respondents considered food safety as a significant issue in Georgia<sup>9</sup>. Similarly, the National Democratic Institute-commissioned 2018 Public Attitudes Survey revealed that 66 % of the respondents considered food safety in Georgia as "very problematic"<sup>10</sup>. A similar survey, conducted in 2019, showed that 65 % of the respondents agreed that consumer and food safety would improve if Georgia became an EU member<sup>11</sup>. Regardless of the existing concerns, most of the Georgian population is not aware of the legislation on food safety or the activities and performance of regulatory bodies focusing on food safety, such as the National Food Agency (NFA). According to the NFA's 2019 study<sup>12</sup>, surveying consumers on food safety issues, showed that most respondents had not seen the informational materials dedicated to food safety issues or did not know where to get such materials. According to the respondents, the mass media are not interested in food safety issues, while they would like to be more informed. Most of the respondents said that safety is more important for them than the price when buying food, but many did not believe that the price of goods determined product safety in Georgia. Most respondents (87%) understood the fact that products permitted for sale may contain a variety of hazardous substances that are harmful for health, but about half of those surveyed did not know that the information indicated on the label contained notes about the harmful ingredients. **These results indicate that there is a low consumer awareness of the food safety issues which contributes to a continued supply of products that do not comply with food safety requirements.** Meanwhile, another study by NFA focusing on FBOs shows that FBOs (including sellers and suppliers) also lack awareness of the legislation regulating the sphere of food safety. Most of them admitted that they had only general knowledge of "the basic principles and requirements of foodstuff / animal food safety, as well as "the code determining

3 Georgia's Strategy for Agriculture and Rural Development, URL: <https://mepa.gov.ge/Ge/PublicInformation/20395>

4 The Comprehensive Strategy and Legislative Approximation Programme in Food Safety, Government of Georgia

5 2021 Annual Report of the Ministry of Environmental Protection and Agriculture, p. 262.

6 State Laboratory of Agriculture of Georgia, URL: <http://sla.gov.ge/En/>

7 A Local Certification System in Georgia: Steppingstones to Meeting Market Demands, Chemonics International 2021

8 CSRDG, The Audit of the Food Safety Effectiveness, 2022, URL: <https://www.momxmabebeli.ge/articles/all/6776>

9 Heinrich Boell Stiftung, 2021, [https://ge.boell.org/ka/2021/08/06/garemos-datsva-mkholod-mokalakkebis-sadardebeli?fbclid=IwAR241c8-kRYQ\\_pEWg11Yu03vwaLZEKpjeYw5lXcny0yARHD\\_Fb\\_wfAvwMPs](https://ge.boell.org/ka/2021/08/06/garemos-datsva-mkholod-mokalakkebis-sadardebeli?fbclid=IwAR241c8-kRYQ_pEWg11Yu03vwaLZEKpjeYw5lXcny0yARHD_Fb_wfAvwMPs).

10 Caucasus Research Resource Center (CSRR), Caucasus Barometer, 2019, URL: <https://caucasusbarometer.org/en/nj2018ge/EPRFOSAF/>

11 Caucasus Research Resource Center (CSRR), Caucasus Barometer, 2019, URL: <https://caucasusbarometer.org/en/na2019ge/EUCHFOSA/?embed=true&width=640&height=360>

12 Psychoproject, 2019, Public Opinion Study on Food Safety in Georgia

the obligations of business-operators". Even more surprising is that when assessing the knowledge of the Code, 7% of surveyed business operators stated that it did not apply to their enterprise. More than one-third of business operators believed that the new requirements associated with the harmonization of Georgian legislation with EU legislation would help them to produce safer and high-quality products. FBOs also stated that they would require specific recommendations and advice on food safety to make their enterprises more effective in terms of food safety.<sup>13</sup>

In light of promoting consumer rights protection as well as the implementation of food safety/SPS measures, the Consortium selected **dairy and beekeeping value chains** for a variety of reasons, including the fact that almost 50 % of the current GFA's membership base (in total 5,000+ farmers) are dairy producers and beekeepers, which places GFA in a unique position, together with the Beekeepers Association, to implement the project activities that target farmers, producers, FBOs, and other stakeholders in these value chains. **Dairy Value Chain:** Georgia has a strong consumer market for dairy products, but many dairy producers in the country lack the technical knowledge required to ensure product safety and quality production, although technical regulations for dairy products have been in place for several years. Georgian dairy producers struggle to comply with DCFTA requirements; most of them do not implement sanitary or container-related requirements during milk collection and hygiene norms and temperature conditions remain problematic. For the DCFTA approximation, Georgia has yet to adopt certain legislative norms, outlined by the GoG, such as the "Commission Regulation (EU) No 605/2010 of 2 July 2010" laying down animal and public health and veterinary certification conditions for the introduction into the EU of raw milk and dairy products intended for human consumption. The adoption of the given norm is due in 2025, and the project will contribute to the Georgian market's readiness to meet new regulations. **Beekeeping Value Chain:** Beekeeping is high-priority sector for Georgian agriculture and Georgian honey could have a great export potential (for example, in 2019 Georgia exported 6.38 tons, in 2020 21.71 tons, whereas in 2021 the number amounted to 171.92 tons (Geostat, 2021)) to the EU and other high-income markets<sup>14</sup>. The statistics show that honey has a great export potential for Georgia and the field requires development support, however, the beekeeping sector has not experienced much progress in recent years. Georgian beekeepers have limited knowledge in beekeeping technology and management techniques, which is linked to the lack of effective agricultural extension in Georgia. The production of harmless and quality honey is a complex issue, which requires proper knowledge of modern, integrated management principles.<sup>15</sup> Georgian beekeepers use a wide variety of drugs, chemicals, and other compounds capable of contaminating both the hive and hive products if improperly used, limiting their own export capabilities.

By focusing on the implementation of food safety/SPS measures in dairy and beekeeping value chains as well as promoting consumer rights protection, the proposed project is designed to address the challenges described earlier. **It is intended to complement other existing and ongoing development initiatives, especially the EU-funded initiatives, focused on food and agriculture sectors and rural and agricultural development of Georgia.** Due to its complementary nature, the project will be designed to avoid duplication with other initiatives and support them by filling in the existing gaps. It is envisaged that the project synergies will be developed with various initiatives, including, and not limited to:

- **EU-funded initiatives** such as "ENPARD-3: Sustainable Rural Development in Georgia" implemented by UNDP Georgia and "EU Innovative Action for Private Sector Competitiveness in Georgia", a joint initiative of the European Union and four UN Agencies.
- **Food and Agriculture Organization (FAO) in Georgia**, which has implemented an action "Technical Assistance to the Georgian National Food Agency (NFA) for Meeting the AA Priorities". The program provided capacity-building support and established a database as well as the legal frameworks required for the development of the agriculture sector, as related to WTO, FAO, OIE, and DCFTA recommendations and requirements. The program strengthened institutional capacities of government stakeholders by sharing development solutions, including knowledge, tools, methods, good practices, policies, technologies, and resources<sup>16</sup>. The project team will communicate with FAO to collect studies and lessons learned and apply them during the project implementation.
- **CSR DG's other consumer rights projects protection programmes** - Main activities of the CSR DG Consumer Rights Protection Program (civic education, monitoring, advocacy, and consultations to consumers) are currently funded by a German donor organization "Bread for the World" through mid-2023. The Program is also a part of the EU funded STAR Project for civil society development (2021-2025), where it was foreseen to implement three crowdfunding initiatives for testing of consumer products (food and/or non-food). The project awards small grants (about EUR 10,000) to various CSO

<sup>13</sup> Psychoproject, *Assessment of the Activities Carried-out by Food Business Operators to Ensure Food Safety*, 2019

<sup>14</sup> GiZ, 2018, *SME Development and DCFTA in Georgia*

<sup>15</sup> Ministry of Environmental Protection and Agriculture, *Guidelines for safe and high-quality honey production*, avail. in Georgian

<sup>16</sup> Food and Agriculture Organization, 2022, URL: <https://www.fao.org/3/cb8847en/cb8847en.pdf>

initiatives for monitoring and advocacy of the AA implementation in Georgia, including in the food safety field. The proposed action will complement and scale the activities of the Consumer Rights Protection Program (CRPP). Moreover, CSO Hubs functioning in all target regions within the STAR Project and 15 community centres in Kakheti and Guria supported by the UNDP-funded CSRDG project “Women Empowerment for Change” will actively engage in the action for regional networking.

- **GFA’s other food and agriculture-focused programs** such as “Safety and Quality Investment in Livestock” (SQIL), funded by the United States Department of Agriculture (USDA), and “Dairy Modernization and Market Access,” financed by the International Fund for Agriculture Development (IFAD). These projects focus on medium- and large-sized dairy producers, while the proposed project will focus on small-scale producers to fill in the gap and cover the whole dairy industry. Furthermore, GFA will leverage its local certification standard GeoGAP, which is a scaled-down version of the internationally acclaimed GLOBAL G.A.P standard, tailored to the local Georgian context. The local certification scheme is one of many steps necessary to promote better food safety for improved protection of consumers across Georgia and GFA has long recognized the need to promote food safety practices to meet international standards, such as those mandated by the DCFTA.<sup>17</sup>
- **Other food and agriculture-focused initiatives implemented in Georgia to promote food safety and/or consumer rights’ protection.** The existing networks and partnerships with other civil society and business support organizations as well as international development organizations in Georgia will be leveraged to facilitate communication and synergies. Some examples include the Retail Association of Georgia, Georgian Laboratory Association<sup>18</sup>, Packaging Manufacturers Cluster (formerly Packaging Manufacturers Association of Georgia)<sup>19</sup> and other associations of food packaging producers, retailers, and laboratories that are crucial for the targeted value chains.

**Target Groups and Stakeholders:** The project takes a **dual market approach** focusing on the **supply** (for ex. Farmers) and **demand** (Consumers) benefitting a wide range of target groups. By targeting consumers, farmers/producers, FBOs and regulatory agencies, the project will contribute to increased demand for safe food and enhanced supply of safe food to the Georgian market, as well as to improved adherence to the rules, which shall have a multiplication effect on the expected results.

**Target Groups on the supply side will include:**

- **Approximately 2,500 Dairy and Beekeeping Farmers and Producers** (including Micro, Small, and Medium-Sized Enterprises (MSMEs), Producers’ Organizations and Cooperatives) which require enhanced knowledge, skills, and awareness on how to implement food safety/SPS measures as well as targeted means/support to comply with the requirements. The project will help them improve their knowledge, skills, and capabilities to implement food safety and SPS measures in practice.
- **Food Business Operators (FBOs)** including a) **approximately 50 Food Processors across Georgia** and b) **various manufacturers, distributors, wholesalers, exporters, retailers, and other supply chain stakeholders** which need to increase their awareness and understanding of the business value of safely produced and certified products in relation to product sales and consumer loyalty. Food Processors currently rely on farmers/producers to collect safety information; however, it cannot be verified. To address this issue, GFA’s local certification scheme (GeoGap) will be leveraged in the project and Food Processors will be able to verify the safety of products. The project will also increase their knowledge of the food safety/SPS measures and regulations as well as the need to promote the sale of safe and high-quality products.
- **Government Regulatory Agencies** including all relevant government bodies engaging in policymaking and policy implementation related to the safety of food and agricultural products in Georgia as well as the approximation of Georgia’s laws and regulations with EU legislation. Currently, civil participation in the process of the implementation of food safety/SPS measures remains limited. Government stakeholders will benefit from increased communication and coordination with public and private stakeholders (including farmers/producers and food and agriculture business networks) which could inform, support, and accelerate their specific activities to advance the full and timely implementation of food safety/SPS measures.

**Target Groups on the demand side will include Georgian consumers at large.** The project will target the Georgian public as there is a growing demand among local consumers for safely produced and verified food and agriculture products. As a result of the project, Georgian consumers will be better equipped with

<sup>17</sup> A Local Certification System in Georgia: Steppingstones to Meeting Market Demands, Chemonics International 2021

<sup>18</sup> Georgian Laboratory Association, URL: <https://gelab.org.ge/en>

<sup>19</sup> PMAC Packaging Cluster, URL: [http://pmag.ge/en/mainnews/8\\_pmag-cluster](http://pmag.ge/en/mainnews/8_pmag-cluster)

knowledge of food safety issues as well as opportunities to purchase safely produced products. Below is the **preliminary list of stakeholders** that will be expanded during the project implementation:

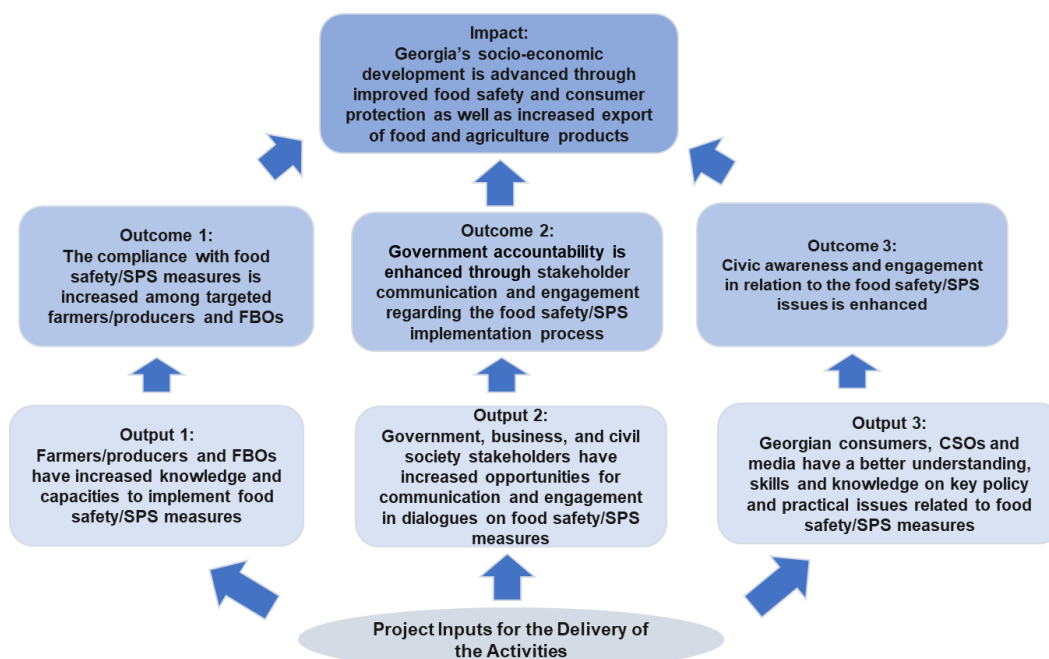
- **Government of Georgia (GoG)** stakeholders include the Ministry of Environmental Protection and Agriculture (MEPA) and its agencies, such as the National Food Agency of Georgia (NFA) (responsible for food safety risk assessments), the Scientific Research Center of Agriculture, Information Consultation Centres (ICC) and State Laboratories. Other stakeholders include the National Center for Disease Control and Public Health, Revenue Service of the Ministry of Finance responsible for SPS border control; the Ministry of Economy and Sustainable Development; Ministry of Education and Science, Culture and Sport of Georgia as well as Vocational Education and Training (VET) Institutions; **Government stakeholders have been and are continuously consulted through GFA's ongoing programming.** They express their commitment to promoting the food safety/SPS measures implementation in Georgia, however, the effectiveness of the process remains low as mentioned earlier. To address this challenge, the project will promote enhanced communication and coordination between government, private and public (consumer) stakeholders in addition to policy implementation monitoring and advocacy of the specific policy recommendations that would accelerate the process. Government stakeholders will be highly informed, engaged, and monitored.
- **Food and agriculture business players including** farmers/producers and FBOs. The attitudes of business actors in food and agriculture are mixed. They have concerns that new legislation and regulations may cause disruptions and make it more difficult to do business as usual. For this reason, the project will keep these actors highly informed and engaged. Business industry players have been consulted through GFA's ongoing programming.
- **Civil Society Organizations (CSOs)/Initiative Groups/Consumer Advocacy Groups** - These organizations/groups to an extent possible advocate food safety and SPS measures due to the nature of the socio-economic development work that they do in Georgia. They have the potential to serve as strong allies in terms of raising awareness about food safety across Georgia and engaging in civic oversight and advocacy. They will be well-informed and engaged in the project. Civil society groups have been consulted through CSRDG's ongoing consumer rights protection programming.
- **Business Support Organizations (BSOs)** including sectorial business associations - BSOs are generally supportive of actions promoting food safety with concerns that the new regulations may negatively affect their membership base or the farmers they support. They will be informed and engaged in the project as GFA unites sub-sectoral associations and has access to a database of 50 sub-sectoral associations. BSOs have been consulted through GFA's ongoing programming.
- **Media** - Georgian media's attitude towards food safety is mostly positive. It is noteworthy that media organizations are not well-informed about the AA and DCFTA measures and their practical implications for food safety in Georgia. The proposed project will keep them informed and engaged in project activities, ultimately contributing to better coverage of food safety issues across various channels and media outlets. CSRDG has been working with media organizations and consulted them through its ongoing programming.
- **Environmental organizations** working on climate change and waste management, including agricultural waste (both organic and chemical), that are closely linked to food/environmental safety. The Working Group on Climate Change and Environmental Protection at GFA has been created for a systematic and strategic environmental approach at the organization, therefore it would be engaged in climate change and environmental aspects of the project.

**The Project Intervention Logic:** The Consortium has identified multiple challenges related to the implementation of food safety/SPS measures and consumer rights protection in Georgia, including low awareness of farmers/producers and FBOs on food safety/SPS measures as well as a lack of capacities and means to implement them; low awareness of consumers regarding food safety issues, including the activities of key government agencies responsible for food safety in Georgia, which contributes to a continued supply of low-quality products in the Georgian market; and the need to increase communication and engagement of government, private and public (consumers) stakeholders to promote accountability, monitoring and advocacy of the implementation of food safety/SPS measures. The Consortium believes, that as consumers become increasingly aware of food safety issues, their demand for safe, quality food and agriculture products will increase, which will create a larger market for safe products, prompting farmers/producers and FBOs to comply with food safety/SPS measures.

The project will deploy awareness, capacity building, and grant support interventions to support the food and agriculture suppliers in the process. At the same time, the project's monitoring and advocacy actions will promote government accountability and the private sector's adherence to food safety principles in the country. The project activities will result in the outputs such as enhanced government accountability to

promote food safety/SPS measures implementation; more knowledgeable and capacitated farmers/producers and FBOs to comply with food safety requirements; and more informed consumers, CSOs and media on the food safety issues. These outputs will result in the outcomes such as the enhancement of government accountability related to food safety reforms in Georgia; increased civil participation in food safety policy and practices; and increased compliance among farmers/producers and FBOs to food safety/SPS measures. The outcomes will lead to Georgia's socio-economic development through improved food safety and increased consumer protection and food and agriculture product exports.

**Fig. 1: Illustration of the Achievement of the Project Impact**



**Main Assumptions:** The project design will be based on the assumptions that a) the project inputs such as EU financial resources, teams/personnel, knowledge/expertise, technology, infrastructure, and partnerships and networks will enable successful development and implementation of the project activities; b) close coordination of the project implementation by the project Consortium will lead to the delivery of the project on time and under budget. c) the project will be implemented without major challenges. d) project approaches and methodologies, including baseline analysis, stakeholder mapping, behaviour insights,<sup>20</sup> coordination, communication, and collaboration with a wide range of networks, will be acceptable for the target groups and stakeholders, enhancing changes for local ownership and replication; and e) incorporating a dual market approach with target groups and stakeholders on both, supply and demand sides will make the project successful. **Risks:** The deterioration of the socio-economic and political situation in the country could delay the project implementation or make it impossible to implement certain activities; the lack of engagement of government representatives in the project could reduce the government accountability and cooperation in terms of accepting policy recommendations; and low levels of engagement of main target groups could diminish the potential of project's positive impact.

The Consortium believes that the **proposed action will improve the situation of the target groups and final beneficiaries as well as the co-applicants** in the following ways:

- **Key stakeholders such as government agencies, laboratories, FBOs and farmers/producers** will have increased opportunities to communicate and coordinate actions promoting the implementation of food safety/SPS measures in Georgia and the compliance with DCFTA approximation regulations; **Farmers/producers** will improve their knowledge and skills to implement food safety/SPS measures in addition to receiving financial means to increase their opportunities to produce safe products, better position on domestic market, and ultimately, export goods to the EU market; **FBOs** will improve their

<sup>20</sup> An inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically tested results to discover how humans actually make choices.



understanding of the business benefits of collecting verifiable information from farmers/producers on purchased products, in addition to promoting the sale of safe food and agriculture products; **Consumers** will be equipped with relevant knowledge on food safety and their rights in this regard, to make more informed, conscious decisions and increase demand for quality food and agriculture products; **CSOs and media** will be better informed regarding food safety/SPS measures and equipped with relevant skills and knowledge to implement initiatives promoting food safety in the country.

- **CSR DG's** programmatic activities related to the promotion of civic engagement, consumer rights' protection, food safety and AA/DCFTA implementation in Georgia will be enhanced and expanded. CSR DG will advance its relevant track record and experience in the design, development and implementation of the awareness-raising, monitoring and advocacy activities targeting wide consumer audiences, civic and advocacy groups and the government. To reach wide audiences, the project will leverage the existing communication channels set up by CSR DG, including the consumer-focused website – [www.momxmarebeli.ge](http://www.momxmarebeli.ge) (or [www.consumer.ge](http://www.consumer.ge)) and Facebook page (up to 30,000 followers) – [momxmarebeli.ge](http://momxmarebeli.ge), in addition to Tbilisi and region-based contacts and mail lists. **The Beekeepers Association** will also be able to offer better services to its member honey producers in the region of Racha-Lechkhumi and Kvemo Svaneti. The project will contribute to the enhancement of the technical and capacity-building activities of the Association's staff members as well as the improvement of their approaches in terms of providing tailored production and export-focused support to honey producers

### Proposed Activities:

The proposed project will be implemented over the course of **36 months** with a sequence of preparatory and execution activities to be implemented, corresponding to the SOs outlined earlier:

**Conduct preparatory activities (Months 1-2, Y1)** - After the finalization of the contractual agreements, GFA will lead the process of the completion of preparatory activities preceding the execution of the project. The activities will include the following: 1) Set up the project's Steering Committee consisting of the project partner, consortium-member organization representatives; 2) Develop and finalize the project management plans, including workplan and M&E plan; 3) Develop an Awareness Campaign Strategy Document; 4) Develop a Project Communications and Visibility Plan; 5) Conduct a project kick-off meeting with all project implementing (GFA and Co-Applicants) organizations present to go over the project goal and objectives, workplan, indicators, and other themes to ensure alignment on the next steps.

**Specific Objective 1: Equip dairy and beekeeping supply chain actors (farmers, primary producers, Food Business Operators (FBOs), etc.) with practical skills, knowledge, capabilities and means to promote improved compliance with food safety/SPS measures**

**A.1.1. Conduct a Baseline Study Focused on the Beekeeping Sector (Months 2-5, Y1)** - GFA, with support from the Beekeepers Association, will conduct a baseline study across the **four target regions of Kakheti, Imereti, Guria, and Racha-Lechkhumi & Kvemo Svaneti** targeting the local honey producers. Beekeepers Association will contribute to the process by providing a database of beekeepers as well as by conducting field research. The baseline study will attempt to provide both, qualitative and quantitative assessments of the current situation of beekeeping, answering the following (and other) questions: 1) *What is the estimated number of beekeepers in total/per region?* 2) *How many of the targeted beekeepers are in the informal sector? How many of them are registered as business entities?* 3) *What is the size of the beekeeping farms?* 4) *What is the gender and age distribution of the targeted beekeepers? (In case the study finds that the youth are less engaged in beekeeping, the information campaign strategies will be adjusted to actively target youth to popularize the sector).* 5) *The number of beehives per beekeeper and the amount of honey they produce per year;* 6) *What local and regional (Georgian regions) or international markets do the targeted beekeepers access through their sales?* 7) *What distribution channels do the beekeepers use to sell their produce?* 8) *How many of the targeted beekeepers export their products?* 9) *How many of the targeted beekeepers sell their products locally vs. regionally. vs nation-wide?* 10) *What is the current state of pest management among beekeepers, what resources and strategies are used?* 11) *What are the existing needs of the targeted beekeepers?* 12) *What are some of the beekeeping practices? Do they move beehives?* 13) *What are some of the challenges the targeted beekeepers face in the production process?* 14) *What are current honey production practices used by the targeted beekeepers?* 15) *What is their level of current knowledge about food safety and SPS measures?* 16) *What is the level of their technical capabilities in terms of honey production and the compliance with SPS measures?* 17) *What are their perceptions and attitudes towards new food safety and SPS measures?* 18) *What are their attitudes towards trading with the EU / accessing EU markets?*

The baseline study in the dairy field will not be conducted because GFA is currently implementing two large-scale projects focused on the sector: 1) “Safety and Quality Investment in Livestock” (SQIL), funded by the United States Department of Agriculture (USDA) and 2) “Dairy Modernization and Market Access”, financed by the International Fund for Agriculture Development (IFAD). The projects support Georgia’s dairy and beef industries to improve competitiveness and increase local value addition by emphasizing food safety and quality standards and improving product and business models, as well as innovation and marketing. GFA possesses up-to-date information on the dairy sector including challenges and opportunities.

**A.1.2. Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors (Months 2-5, Y1)** - In parallel to the baseline study, GFA, will also conduct stakeholder mapping, i.e., identify key figures such as export-oriented farmers, primary dairy and honey producers, etc. in the mentioned two fields. The Beekeeping Association will participate in the stakeholder mapping for the beekeeping sector. To specify further, **in terms of the dairy production field, the emphasis will be placed on the domestic market, in contrast to the field of beekeeping, where the focus will be on export-oriented actors.** Both, GFA and CSRDG have regional offices across Georgia, and they are fully capable to undertake the action and implement planned activities (some of which have a countrywide scope and others are directed in four target regions). The Beekeepers Association will also participate in the process, as they will help identify the players in the beekeeping industry. The project will involve all types of farmers, producers and FBOs. It is noteworthy, that GFA has experience in stakeholder mapping, the organization has developed a web-based platform - AgroMap.ge where the information on all agriculture-related stakeholders such as farmers and agro-businesses; Agritourism farms; Agriculture education facilities (universities, colleges, etc.); Agro-food product collector, trader and distribution companies; Agro-food processing companies; Storage facilities; Agro-associations; Sector-related state agencies; Input and veterinary pharmacy shops; Laboratories; Agro-mechanisation centres; Financial institutions (banks, MFIs, insurance, and leasing companies); Agro open markets; Food supermarkets; Agro-export companies and others are digitally mapped. The platform serves as a digital trailblazer for the given field in those municipalities that the platform covers. In addition, within the framework of Sida/Helvetas funded project - “Rural Economic Empowerment in the South Caucasus Countries” as well as USAID funded project - “Promoting Agritourism in the South Caucasus Countries (Activities in Georgia, Armenia, and Azerbaijan) the GFA has mapped a number of agritourism properties, including Destination Management Organizations (DMOs), Business Support Organizations (BSOs) and Tour-Operators (including guides) across the three countries.

**A.1.3. Launch an awareness-raising campaign amongst farmers/producers on the DCFTA approximation process and laws concerning dairy and beekeeping sectors (Months 5-34, Y1, Y2, Y3).** GFA will lead the implementation of the campaign targeting farmers/producers to increase their awareness of food safety/SPS measures (including the DCFTA approximation process and laws concerning dairy and beekeeping sectors). The campaign will be developed based on a coherent strategy, i.e., distinguished branding, tagline, message composition, and positioning statement, which will be aligned through all the communication activities implemented in the project framework. A key to the success of this campaign will be simplifying the theoretical information into practical steps that any farmer/producer can take and implement in their dairy and beekeeping farms daily. One of the misconceptions impeding the approximation with DCFTA is that being compliant with EU regulations is extremely costly and everyday farmers cannot afford to implement required measures. To dismantle such misconceptions and raise awareness amongst the target group on the issues of food safety/SPS measures and DCFTA regulations, a specifically designed and targeted campaign will be launched. To ensure the effectiveness of the campaign, which will eventually trigger an actual change in the behaviour of the target group, GFA will hire behaviour experts, who will help shape the campaign from a behavioural and strategic communications perspective. Behaviour experts will firstly conduct a study, in both beekeeping and dairy sectors, that will be based on the current best behaviour model; and they will be able to diagnose the behavioural barriers and motivators of beekeeper and dairy sector farmers. The swarm of behaviours (identified during the study) will be analysed, a change manual will be constructed, which will serve as the basis for content and messaging of the awareness raising campaigns, as well as for defining diverse formats for communication that might include graphic elements, visual materials or in-person formats. The application of a behaviour insights approach will enable the Consortium to propose informed solutions and develop an evidence-based change strategy leading to sustainability of envisaged goals.

**A.1.4. Launch GFA’s web platform for on-farm record keeping and traceability of primary production (Months 7-36, Y1, Y2, Y3)** - As part of the proposed project, GFA will finalize and launch a web-platform to ensure traceability of products. The platform supports the GeoGAP standard which has been established by GFA in 2018 and is a local replication of GLOBALGAP (an internationally recognized set of farming standards based on Good Agricultural Practices), which is tailored to local conditions. Through GeoGAP,



GFA supports local farmers in the process of adopting sustainable agricultural practices so that they are in line with food safety requirements, thus helping farmers to move towards European standards. It is noteworthy that the on-farm record keeping, and traceability web platform is currently at the development stage. For example, the web platform will provide key information on the pesticides and other chemicals used; if a farmer uses pesticides, the information will detail the reasons for using pesticides as well as the locations (sections of a farm). Every registered farmer will have an account and it will be possible to generate reports for customers, NFA, supermarkets, or other parties. Customers will be able to view the information through the platform using a product code or a QR code. In addition, products certified through GeoGAP will be sold separately, which will stimulate compliance with GeoGAP procedures among farmers.

**A.1.5. Develop a general theoretical training module on Good Agricultural Practices (GAPs) as well as Health, Safety, and Environment (HSE) practices (Months 7-17, Y1, Y2)** that are farming methods that will contribute to safe and sustainable practices in dairy and beekeeping farms. This activity will be implemented by GFA, and the training sessions will target 1,250 farmers/producers from the targeted value chains (who will improve their understanding of the aforementioned practices) and will be delivered from the AA/DCFTA approximation perspective, also providing information of the proposed project and the EU's support to Georgia's rural and agriculture development. It is noteworthy that within the framework of previously implemented projects, GFA has already offered GAP module training for those involved in livestock and vegetable farming.

**A.1.6. Identify and Develop 4 (four) Beekeeping and 4 (four) Dairy Demo Farms (Month 13-24, Y2)** - GFA will develop demo farms in the focal regions of Kakheti, Imereti, Guria, Racha-Lechkhumi & Kvemo Svaneti (1 dairy and 1 beekeeping demo farm per region), which will allow cross-site, study visit tours for farmers across Georgia to raise awareness about quality standards, popularize SPS approaches and ensure that farmers are motivated to replicate the practices. The beekeeping demo farms will be developed together with the Beekeepers Association. GFA's team will determine criteria to identify and select high-potential dairy farms that may be transformed into demo farms. The Beekeepers Association will participate at all stages of beekeeping demo farm development (from criteria outlining to selection and development).

**(i) the overall objectives, the specific objective(s) and the outputs (i.e. the results) to be achieved with the financial support:**

The overall objective (i.e., impact) of the demo farm development component, through financing to the third parties is that it will popularize and contribute to the adoption of more sustainable, climate-friendly dairy and beekeeping farm management practices (in line with food safety standards and SPS measures) by the sectoral farmers. The latter in turn, is directly linked to the anticipated project impact – “Georgia's socio-economic development is advanced through improved food safety and consumer protection as well as increased export of food and agriculture products” and project Outcome 1 – “The compliance with food safety/SPS measures is increased among targeted farmers/producers and FBOs”. To elaborate further, the developed demo farms will become one of means of the extension education delivery for dairy and beekeeping field actors across Georgia. These demo farms (depending on the field) will illustrate and popularize modern and sustainable practices in milk management, milk hygiene, animal health and welfare, fodder production and conservation, maintenance of bee colonies, beehive management, honey production and etc. Through the practical, on-site trainings that will be offered on the stated farms (details on this available under A.1.8 Develop informal, practical training modules on the topics of farm management and HSE practices) the sectoral farmers will have the opportunity to learn and/or deepen their knowledge about modern technologies and witness how different methods (both old and new) work in practice. The latter directly contributes to the achievement of project Output 1 – “Farmers/producers and FBOs have increased knowledge and capacities to implement food safety/SPS measures”.

**(ii) the different types of activities eligible for financial support, on the basis of a fixed list:**

The activities eligible for the demo farm development through financial support includes purchase of inputs/farm infrastructure equipment/installation of modern farming technologies, which as an example are: for dairy sector - milking machine/parlor, milling and mixing machines, milk cooling tank, drinking trough; lactoscan (milk analyser), mastitis detector, manure removal system, single calf cage, hoof cleaning equipment, massage brush, cow mattress, renewable energy sources (such as solar panels, especially for transhumance farming), electric fence, etc., for beekeeping sector - beehives, honey creaming machine, decrystallizers, honey extractors, wax melter, uncapping table, trailer for beehive transportation, honey containers, electric uncapping knife, queen incubator, honey processing mini line, renewable energy sources (e.g., solar panels, especially for transhumance farming). All of the above will contribute to the upgrade of existing farms. The fixed list on eligible activities will be agreed with the donor and developed based on the

results/findings of the following activities: A.1.1 Conduct a Baseline Study Focused on the Beekeeping Sector and A.1.2 Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors.

**(iii) the types of persons or categories of persons which may receive financial support:**

The criteria for selecting the beneficiaries for financial support are as follows (but not limited to): (I) farm established in the target regions; (II) must be registered as a taxpayer; (III) **for dairy sector** – must have a fully operational farm building, built in accordance with the guidelines established within the largest livestock projects in Georgia (SQIL and DiMMA – details on both projects are mentioned above). For reference, please see the following two guidelines: 1) 5 Principles to be Considered for the Design of Animal Stalls (available in Georgian: <https://rda.gov.ge/api/media/blob/49c7d4d4-aace-46f2-9631-08da925d606f/>) and 2) How to build a livestock farm (available in Georgian: <https://agronavti.ge/htbfarm/>). The following requirements are discussed in both guidelines: farm wall and rafter height, lighting, ventilation, water and electricity availability, farm flooring and etc. **For beekeeping sector** – must have turnover between 10,000 GEL – 100,000 GEL annually, must have between 30-150 beehives; their demo farm must be easily accessible (road in good condition), potable water and electricity should be available at demo farm; must have experience in honey processing and marketing. A more detailed criteria on categories of persons which may receive financial support will be agreed with the donor and developed based on the results/findings of the following activities: A.1.1 Conduct a Baseline Study Focused on the Beekeeping Sector and A.1.2 Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors.

**(iv) the criteria for selecting these entities and giving the financial support:**

The selection process of grantees will be in line with the GFA's Grant Management Manual and implemented in the following sequence:

(Extract from Grant Management Manual) “5.1. The selection procedure of Grantees is based on the special rules and go through the following main and sub-stages:

- Pre-selection procedure - Provision of filled Application Forms (document enclosed to grant announcement) (including provision of all required documentation)
- Preliminary selection stage (shortlisting of applicants)
- Main selection stage (evaluation of business plans, score allocation, individual interviews, monitoring visit)
- Decision making and publishing the protocol with the winner name.

5.2. Prior to issuing each Grant, information about the Grant should be published on the website of the Association. Social networks and internet websites, radio, television and / or personal communication with relevant stakeholders can also be used to disseminate information and to ensure maximum access to information in regions and cities. Information about the Grant shall be made available to all interested parties, and detailed information on selection procedures and required documentation should be provided to interested parties. The Grantor shall provide QA session and/or answer the questions of Beneficiaries through the Association website till the expiration of application submission deadline.

5.3. Depending on the content of each type of Grant, additional requirements may be applied that meet the specifics of each Grant (such as a requirement for co-financing / financial or material participation, etc.).

5.4 Prior to the commencement of the main selection process, all Beneficiaries must submit their application in an electronic form (document enclosed to the grant announcement) that includes:

- A Letter of Intent indicating their willingness to participate in the selection process, and confirming possession of the appropriate knowledge, experience, and the ability to participate in the project and their preparedness to fully comply with the Grant requirements.
- Business development plan in an electronic form (document enclosed to the grant announcement).
- Project budget

5.5. If the number of interested Beneficiaries does not meet the expectations (sum of the requested budget by the Beneficiaries is significantly less than total Grant budget and/or not number of Beneficiaries applied is not enough for healthy competition) determined for each announcement individually, the duration of information posting can be prolonged (if possible).

5.6. At the main stage of selection, before reviewing and evaluating the business plan and the budget submitted by the Beneficiaries, the Commission shall check that the technical, legal and other documents submitted by each of the Beneficiaries meet the project requirements (pre-selection procedure). The Beneficiaries who provided incomplete documentation or the documentation provided by them do not meet the requirements of the respective project will be given 5 (five) business days for the correction. If the Beneficiary does not submit the corrected documents in the given period or the provided documentation is still incomplete, business plan will not be reviewed by the Commission. The Commission should perform the background check procedure of the Beneficiaries, who submitted complete documentation (Check the registration details, key individuals, negative media coverage and the criminal record (if any) and make respective references of identified information).

5.7. *Candidates who have passed the preliminary selection stage and fell into the so-called “short list” will be notified that the documentation they submitted have met the requirements of the project and that they will proceed to the next stage where their business development plans will be evaluated.*

5.8. *A business development plan will be evaluated according to the specific Grant award scoring criteria.*

5.9. *High-scoring business development plans may be reviewed by the Grant Commission during individual interviews with the Beneficiaries in order to reveal the best candidate. The Commission may also decide to carry out on-site inspection of the Beneficiary's existing business in order to verify compliance of the circumstances and information provided in the business development plan by the Beneficiary.*

5.10. *The decision of the Grant Commission on financing will be made in favor of the Beneficiaries with the highest evaluation scores, depending on how many of them can be financed from the Grant budget of the current financial year.*

5.11. *The Grant Commission's decision on the funded projects and Grant funds will be published as a protocol.*

5.12. *All Beneficiaries should be informed of the results of their evaluation”<sup>21</sup>.*

**(v) the criteria for determining the exact amount of financial support for each third entity:**

As for determining the exact amount of financial support for the demo farm development per beneficiary, after careful evaluation of the business plans (as indicated above in the grant award sequence), individual interviews and monitoring visit, the grant commission members and GFA's procurement team will analyze the candidate's proposed budget and cost expenditure based on the market prices and determine the final amount.

**(vi) the maximum amount which may be given:**

The minimum amount that the GFA will allocate for the demo farm development is 8,000 EUR, whereas the maximum is 20,000 EUR. The average amount of each grant will be 15,000 EUR.

**A.1.7. Create Video Material on the Development Stages of Demo Farms (from the inception phase to the final) for Educational Purposes (Months 13-16, Y2) -**

GFA, in cooperation with the Beekeepers Association, will develop short and practical videos explaining in detail each step of the demo farm development process. Whilst developing the video tutorials, the project team will be in close cooperation with the Ministry of Education and Science of Georgia. Access to such video tutorials will also help increase the scope of operation of Vocational Education and Training (VET) institutions and enrich their list of offered programs. VET students from the given fields will also benefit by having access to practical video tutorials and engaging in on-field activities (in established 8 demo farms). The videos will be uploaded on AgroSkills Platform (a digital, learning platform developed and owned by GFA), the consortium member organizations' YouTube channels and the following communication/social media channels: GFA's website, Facebook/LinkedIn pages, GeoGAP Facebook page, Agronavti website, and Facebook group (Agronavti is a digital platform, established by GFA, which has been designed with the one-stop-shop principle for agri-players); Farmers' Council Facebook group, SQIL project Facebook page. Through such multi-media material, that will be accessible to a wider audience, more farmers across Georgia will have the opportunity to gain information on sustainable farming and the ways they can improve their farming practices in the relevant fields. Behavioural experts will also be involved, and they will review materials to ensure that the content is developed to increase knowledge retention.

**A.1.8. Develop informal, practical training modules on the topics of farm management and HSE practices (Months 25-35, Y3) -**

The activity will be implemented by GFA, together with the Beekeepers Association and it will be conducted on demo farms for the reinforcement of Work-Based Learning (WBL) approach. The Beekeepers Association will participate in the training outline and material development. From those 1250 farmers/producers, who will participate in the theoretical training, the project team will shortlist/select 864 who will then participate in the on-site practical training, on newly developed demo farms. These 864 individuals will be shortlisted based on the predetermined selection criteria. Through such training, the beneficiaries will have the opportunity to get exposed to practical knowledge, which will allow them to replicate the outlined techniques and approaches on their farms as well, which in turn will contribute to the spread of the adoption of more sustainable practices in dairy and beekeeping fields.

**A.1.9. Develop a beekeeping module for GeoGAP<sup>22</sup> standard engaging a foreign expert and add it to the current certification scheme (Months 10-20, Y1, Y2) -**

GFA will develop a beekeeping training module for the GeoGap standard in collaboration with the Beekeepers Association and a foreign firm/expert with an experience related to Global G.A.P. The foreign expert/organization will conduct the following

<sup>21</sup> Georgian Farmers' Association's Grant Management Manual 2020

<sup>22</sup> Local Standard for primary agricultural products, established by GFA

activities: Identify requirements for GeoGap standard in beekeeping; 2) Create detailed instructions for fulfilling every requirement; 3) Create templates in accordance with requirements, to be used by farmers to record-keeping on pesticides, training, sales, etc.; 4) Train farmers/employers; 5) Train local farm staff (employees, both seasonal and permanent); 6) Train GFA staff in monitoring; 7) Introduce the new standard to certification bodies in Georgia, such as Georgian Farmers' Certification (GFC) and train their experts in terms of certification.

**A.1.10. Work with the Retail Sector to Introduce Separate Selling Shelves for Local and Certified Products (Months 15-36, Y2, Y3)** - GFA will collaborate with various retail sector actors, including the Retail Association of Georgia (bringing together 1,300+ supermarkets), to differentiate between certified and uncertified products on product shelves. The collaboration will ensure that supermarkets will have shelves with only GeoGap certified (and marked) products. The awareness-raising campaigns will be leveraged to popularize the products certified under GeoGap. It is important to point out the fact that the USAID funded a project in Georgia - "Solidarity Branding - Promoting Entrepreneurs Living in the Shida-Kartli Region Next to the Occupied Territories" and within the framework of the stated project, the implementer organization contracted GFA to introduce the GeoGAP standard to the project target group (farmers). Once the products, produced by the project target group, receive GeoGAP certification, they will be sold on a separate shelf in the supermarkets (the shelves will be branded in the following way: Produced in Georgia (near occupied territories), certified with GeoGAP). To ensure the latter, the GFA is currently negotiating with the Retail Association and the separate shelves will be introduced in the supermarkets in fall 2022. Hence, for the given project implementation period, GFA will already have a successful example of cooperation with the Retail Association and product placement in the supermarket chains and therefore, will continue negotiations as part of the proposed project.

**A.1.11. Implement a Sub-granting Component for beekeeping/ dairy value chain actors (Months 15-36, Y2, including monitoring throughout Y3)** - GFA will implement a financing to the third parties for the target sector actors in three phases: Selection of Grantees, Implementation of Projects, and Monitoring.

**(i) the overall objectives, the specific objective(s) and the outputs (i.e. the results) to be achieved with the financial support:**

The primary objective of financial support to third parties is that it will contribute to the delivery of high-quality dairy and honey products to consumers. The specific objective of this component is the capacity-building and hence strengthening of all beekeeping and dairy value chain actors, from the project target regions. Such strategic approach to allocate financial support to not just producers but collectors, distributors, processors, those working in the direction of packaging, branding and marketing will ensure the creation of a stronger dairy and beekeeping value chain in general.

**(ii) the different types of activities eligible for financial support, on the basis of a fixed list:**

The activities that will be regarded as eligible for financial support are: (I) purchase of inputs/farm infrastructure equipment/installation of modern farming technologies, which as an example are: for dairy sector - milking machine, small milling machine (e.g., fodder shredder, fodder and root crushing and cutting machines), drinking trough, cow mattress, renewable energy sources (such as solar panels, especially for transhumance farming), calf pacifier, etc., for beekeeping sector - beehives, honey creaming machine, decrystallizers, honey extractors, wax melter, uncapping table, honey containers, electric uncapping knife, queen incubator, honey processing mini line, renewable energy sources (e.g., solar panels, especially for transhumance farming); (II) marketing services, branding services, development/creation of eco-friendly packaging (e.g., purchase of small packaging machine). The fixed list on eligible activities will be agreed with the donor and developed based on the results/findings of the following activities: A.1.1 Conduct a Baseline Study Focused on the Beekeeping Sector and A.1.2 Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors.

**(iii) the types of persons or categories of persons which may receive financial support:**

The types of persons which may receive financial support are as follows (not limited to): (I) must be small and medium sized: for dairy producers<sup>23</sup>: must own up to 25 head of dairy cattle (small-sized: 1-5 head of dairy cattle; medium-sized: 6-25 head of dairy cattle); for beekeepers: must own between 5-100 beehives (small-sized are those who have up to 11 beehives, medium-sized are those who have 11+ beehives<sup>24</sup>);

<sup>23</sup> The clear definition of small and medium sized producers does not exist in the agriculture sector of Georgia. Therefore, our definition of small and medium sized producers (for dairy sector) derives from the current practices of the two fields (governmental and donor-financed programmes). Please see for reference DiMMA project criteria, available on the Regional Development Agency's (RDA) website: <https://rda.gov.ge/programs/490937-merdzeveobis-dargis-modernizatsiis-da-bazarze-tsvdomis-sakhelmtsipho-programa/82a8d01a-845b-41c3-b62f-a5f725469f1d>

<sup>24</sup> Geostat – 2014 Agricultural Census



(II) farm or business established in the target regions; (III) must be registered as a taxpayer; (IV) for processors, distributors, collectors, packaging/branding/marketing entities: must have minimum 2 years of experience, must employ up to 10 individuals, for processors: small-sized are ones who process up to 1 tons of milk per day and medium-sized are ones who process between 1-10 tons of milk per day; (V) must have clearly articulated and results-driven plans how they are going to utilize the provided funds to scale their businesses. More specifications on this will be made (together with donor) after results/findings of the following activities: A.1.1 Conduct a Baseline Study Focused on the Beekeeping Sector and A.1.2 Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors.

**(iv) the criteria for selecting these entities and giving the financial support:**

The selection of the grantees will take place according to the GFA's Grant Management Manual (the extract from the stated manual on the selection of grantees is available on pages:11-12, under **A.1.6. Identify and Develop 4 (four) Beekeeping and 4 (four) Dairy Demo Farms**). Each selected grantee will be required to provide a co-financing of 30 % of the total requested amount. It is notable that the Beekeepers Association (operating in the Racha-Lechkhumi-Kvemo Svaneti region) will be involved in the beekeeper grantee selection process.

**(v) the criteria for determining the exact amount of financial support for each third entity:**

As for determining the exact amount of financial support for per beneficiary, after careful evaluation of the business plans, individual interviews and monitoring visit, the grant commission members and GFA's procurement team will analyze the candidate's proposed budget and cost expenditure based on the market price and determine the final amount.

**(vi) the maximum amount which may be given:**

GFA will award 90 grants in total which will be distributed to the following beneficiaries in the given manner:

- (I) Small and Medium Sized Primary Producers – average 70 beneficiaries (total for both dairy and beekeeping fields), grant amount: minimum 1000 EUR and maximum 3000 EUR (2000 EUR on average);
- (II) Small and Medium Sized Collectors and Distributors – around 16 beneficiaries (3-5 per region), grant amount: minimum 3000 EUR and maximum 5000 EUR;
- (III) Small and Medium Sized Processors, Entities operating in the direction of Packaging, Branding, Marketing – at least 4 beneficiaries (1 per region), grant amount: minimum 10,000 EUR and maximum 25,000 EUR.

Moreover, should there be a need, the branding may also be outsourced to experienced creative agencies – contracted by the beneficiary through FSTP; GFA will also have the possibility to leverage the resources of the project co-applicant CSR DG, in particular the Pro-bono Network of Georgia, which is an informal network managed by CSR DG that brings together Georgian and international companies operating in Georgia that are willing to use their expertise and professional resources for the benefit of the society<sup>25</sup>. In this case, the grant would partially cover the cost of branding and packaging design and the rest of the amount would be provided on a pro-bono basis by the companies.

Furthermore, with the intention to raise awareness of the grant beneficiaries, spread information on the project activities and the donor efforts, the GFA team will initiate a social media campaign, where the success stories (with photos) of grant beneficiaries will be shared in both Georgian and English languages on GFA's communication/social media platforms. It is also important to note that the GFA's Chairwoman, Ms. Nino Zambakhidze, is a guest anchor at one of the largest TV stations in Georgia (BMG), which broadcasts business/economic news. Ms. Zambakhidze leads a segment introducing various agro businesses/actors to the audience. Within the framework of the proposed project, the grant beneficiaries will be invited to the mentioned television outlet to be featured in the segment led by the Chairwoman of the GFA. The latter will highlight the donor efforts, and further increase the visibility of the grant beneficiaries as well as the project itself.

**A.1.12. Strong Collaboration with the Laboratory Sector (M6-36)** - GFA will maintain close cooperation with the laboratory sector of Georgia to promote the implementation of food safety and SPS standards through micro-biological and chemical tests to determine the levels of heavy metals, pesticides, antibiotics, etc. in products. To ensure the safety of products, laboratory services must be promoted among the targeted farmers. Furthermore, before farmers are certified through GeoGAP, they will have to conduct tests. Since it is a must for grant beneficiaries to introduce GeoGAP standard in their farms, it is an absolute prerequisite for them to conduct certain analysis, in particular the following: For beekeeping sector: (I) Bee disease/pest identification; (II) Honey product testing (antibiotics, heavy metals, etc); for dairy sector: (I)

<sup>25</sup> Pro-bono Network Georgia, URL: [www.probonogeorgia.ge](http://www.probonogeorgia.ge)



Water analysis; (II) Mastitis testing. The GFA will cooperate with local laboratories and will support the grant beneficiaries in terms of covering laboratory testing costs from the project budget.

**Specific Objective 2: Promote enhanced stakeholder (public, retail, farmers/producers, laboratories, public/consumers, etc.) communication and engagement to advance Georgia's compliance with the DCFTA approximation regulations**

**A.2.1. Establish a Multi-Stakeholder Communication Platform on Food Safety in Georgia (Months 9-36, Y1, Y2, Y3)** – GFA will establish the communication platform will be intended for the representatives of the Georgian government, civil society groups/consumer rights groups, civil society organizations, representatives of retail entities, farmers/producers, consumers, FBOs, laboratories, media, and other field actors. **After the completion of the project, GFA's Farmers' Council<sup>26</sup> will take over the responsibility for further functioning of the above-mentioned mechanism.** In total 5 meetings (30 participants per meeting) will be held to facilitate a multi-stakeholder dialogue on the existing challenges, priorities, as well as solutions/opportunities to improve food and SPS measures in the targeted value chains. Understanding the number of the targeted stakeholders, GFA will organize the meetings in a hybrid format and attendees will participate in both in-person and digital/online formats. Furthermore, a communication platform will include communication channels such as social media groups and e-mail newsletters to maintain communication and information exchange in between the meetings and beyond.

**A.2.2. Conduct Monitoring and Advocacy Campaigns on challenges related to the implementation of reforms (Months 8-35, Y1, Y2, Y3)** - CSRDG will conduct targeted monitoring and advocacy on various challenges related to the implementation of the legislation and reforms in SPS/food safety field in Georgia. Based on its extensive knowledge of SPS/food safety regulation, following consultations with respective stakeholders and its project partners, CSRDG will identify topics for monitoring and advocacy campaigns. This activity will focus on Georgian government agencies as key stakeholders in the process, ensuring that the challenges and opportunities are identified in a timely manner and communicated to national policymakers and implementers. Information will be gathered through multiple sources: official data, available reports, stakeholder interviews, and laboratory testing of selected food products. 5 campaigns will be implemented throughout the project period. In the framework of each campaign, CSRDG will issue Monitoring and Advocacy Briefs, detailing the findings and policy recommendations. The briefs will be leveraged for the success of other ongoing activities and utilized as evidence-based tools. They will be presented and discussed at the special conferences, bringing together representatives of all interested parties. Recommendations will be sent to the relevant government entities and their fulfillment will be monitored during the project period and beyond, if necessary, as part of the mandate of the Consumer Rights Protection Program of CSRDG.

**Specific Objective 3: Increase awareness of Georgian consumers, civil society groups and media regarding food safety regulatory requirements and consumer rights to promote informed and conscious consumer buying decisions and increased demand for quality products in Georgia**

**A.3.1. Conduct Nationwide Consumer Awareness and Behaviour Survey in relation to food safety/SPS issues (Months 2-4, Y1)** – CSRDG will commission (through tendering) a nationwide survey to find out about the knowledge and attitudes of consumers about SPS/food safety issues and ongoing reforms, including performance of relevant public entities. The study will have two components: quantitative and qualitative. **1) Quantitative Component:** A comprehensive questionnaire will be developed comprised of about 50 questions and 1800-2000 face to face interviews will be conducted covering all territory of Georgia, based on representative sampling. Data will be segregated according to respondents from Tbilisi, regional towns, and rural areas, as well as according to several age groups. Report summarising survey findings will serve as a hands-on tool for CSRDG, as well as other organizations engaged or interested in supporting SPS/food safety reforms in Georgia to better target their civic education, awareness raising and citizen engagement activities. Presentation of the survey report will be organized in Tbilisi gathering a broad range of stakeholders - government, CSOs, business associations, field experts, international organizations, diplomatic corps, and media. **2) Qualitative Component:** The qualitative part will be conducted through the Consumer Behaviour Mapping and Context Analysis by relevant Behaviour Insights experts. Unlike the traditional research methods, Consumers' Behaviour Drivers' study (Behaviour Map) will reflect how and why people behave rather than how they would or should behave. To this end, behaviour change experts will directly engage with target individuals by speaking to them with pre-designed

<sup>26</sup> Established by GFA in 2017, Farmers' Council serves as the main advocacy body for farmers' interests. It comprises farmers and sub-sectoral associations (including beekeeping and dairy associations).

behaviour surveys as well as by observing the process to receive real-time feedback. In the end of the process a detailed Behaviour Map will be produced, which provides full behaviour journey of consumers. By in-depth analysis of this journey, will be diagnosed those behaviours that drive the problem. Once the target behaviours are identified, BI Experts will learn why individuals behave as they do, particularly understand the context in which individuals make decisions and act, the root causes of the target behaviours will be determined, such as intrinsic human biases and mental models as well as existing social or physical context which create barriers or triggers of behaviours. Consumers' Behaviour Drivers study and Context Analysis will empower CSR DG to design civic education and participation campaign, detailed below, in such a manner so that to lead to sustainable behaviour change of consumers.

**A.3.2. Launch a civic education and participation campaign for consumer rights protection in the SPS/food safety field (Months 5-34, Y1, Y2, Y3)** - In parallel to the awareness campaign targeting farmers/producers, CSR DG will implement civic education campaigns targeting consumers to inform them about their consumer rights as well as compliance requirements for farmers/producers and other supply chain actors. The campaign will be developed according to the project communication strategy. It is envisaged that this approach will result in higher awareness, trust and lasting behaviour change related to food safety issues. The information communicated through the campaign will be adapted to various segments of the targeted population starting with formal and short e-mail news, ending with simple, colourful booklets (6 issues), infographics (for social media postings), online quizzes (6 issues) and short clips (3 issues) with 'consumer family' characters.<sup>27</sup> Among other things, those materials will include practical advice to consumers on how to choose a safe product, what to do if they detect a faulty product on the market, etc. In cooperation with relevant behaviour experts, the communication campaign will be based on the behaviour strategies, to address intrinsic human biases and heuristics and test them for the better outcome on actual individual behaviour. Perceptions and attitudes revealed by the Behaviour Drivers' study mentioned above, will be used to design messages and visuals and other interventions to influence decision making and judgement and will work on behavioural level as well as perception and attitude level.

**A.3.3. Conduct In-person Meetings with Civil Groups in the Municipal Centres of the Targeted Regions (Months 7-30, Y1, Y2, Y3)** - CSR DG will conduct on-site informational-educational meetings in all municipal centres of the targeted regions and the meetings will be completed in 3 rounds, 1 each year comprised of 9 meetings. The meetings will ensure close, face-to-face communication with the regional target groups, to raise public awareness about various SPS/food safety related issues, challenges and to engage citizens in the project activities. CSR DG will present information and education materials elaborated in the framework of the project, share and discuss findings and recommendations prepared within its monitoring and advocacy campaigns and invite attendees to participate in advocacy for improved food safety. Broad range of stakeholders will be invited to the meetings – local authorities, CSOs and initiative groups, youth, businesses and media. CSR DG will utilise its broad network of regional partner CSOs and community (mostly women) groups to raise the interest of local public to those meetings. It is estimated that up to 700 persons in total will participate at those meetings and interest of local media will be attracted.

**A.3.4. Implement a Sub-Granting Component for CSOs (Months 4-32, Y1, Y2, Y3)** - CSR DG will award grants to CSOs in the targeted regions (Racha-Lechkhumi-Kvemo Svaneti, Guria, Imereti, Kakheti) based on a competition based on grant project applications, inviting them to engage in the project as partners of CSR DG in its civic education, monitoring and advocacy activities. CSR DG will create a grant selection committee consisting of civil society experts. Priority will be given to those organizations or project participants, who have experience in civic education, monitoring and advocacy, preferably in food safety and SPS fields. Previous experience in the EU-funded projects will be a plus, but not required. Regional CSOs will be responsible for active involvement of each region in the CSR DG activities, as liaisons between CSR DG and regional target groups. They will collect local data and forward it to CSR DG, while the latter will coordinate efforts of all its regional partners, process and analyse data, elaborate reports and on behalf of all involved stakeholders advocate resolution of the problems on the central level. CSR DG intends to select two CSOs per region with up to 25,000 EUR for each grant. This learning by doing approach shall considerably contribute to capacity building of CSOs and sustainability of the action.

**(i) the overall objectives, the specific objective(s) and the outputs (i.e. the results) to be achieved with the financial support:**

FSTP - a Sub-Granting Component for CSOs (A.3.4) shall result into CSOs having better understanding, skills and knowledge on key policy and practical issues related to food safety/SPS measures (Output 3.1), what shall enhance civic awareness and engagement in relation to the food safety/SPS issues

<sup>27</sup> Examples can be viewed through the Momxmarebeli.ge website; URL 1: <https://www.momxmarebeli.ge/resources/publications/22>; URL 2: <https://www.momxmarebeli.ge/resources/animations>

(Outcome/Specific objective 3) and thus contribute to improved food safety and consumer protection, advancing Georgia's socio-economic development (Overall objective/Impact).

**(ii) the different types of activities eligible for financial support, on the basis of a fixed list:**

The following types of activities will be eligible for financial support: liaison between CSRDG and regional target groups - authorities, FBOs, media, civil society and citizens; elaboration and distribution of civic education materials, organization of public meetings, collection of information locally, organization of laboratory testing of products, elaboration of monitoring reports, presentation of the monitoring findings to various target groups both locally and outside of their regions.

**(iii) the types of persons or categories of persons which may receive financial support:**

CSO grantees will engage in the project as partners of CSRDG in its civic education, monitoring and advocacy actions. The criteria for selecting these entities will be the following:

- Established in the targeted regions;
- Experience of the CSO, or the project staff in at least one of the directions - civic education, monitoring and advocacy, preferably in food safety and SPS fields;
- Experience in implementation of the EU-funded projects will be a plus, but not required.

**(iv) the criteria for selecting these entities and giving the financial support:**

The details about the criteria for selecting the entities is described above (under (iii) the types of persons or categories of persons which may receive financial support). As for the criteria for giving the financial support, CSRDG will conduct the process in accordance with the lead organization's (GFA) Grant Management Manual 2020. The details on the grantee selection process is available under A.1.6 (pages:11-12).

**(v) the criteria for determining the exact amount of financial support for each third entity:**

CSRDG will elaborate a sample budget to be used by each applicant, based on foreseen engagement of the grantee CSOs in the project. The exact amount of financial support for each grantee will be determined based on cost-efficiency, taking into account an exact scale of activities planned by each CSO, size and location of the targeted regions and other specificities.

**(vi) the maximum amount which may be given:**

The minimum amount which may be awarded to each CSO is 20,000 EUR, whereas the maximum is 28,000 EUR. On average, the amount of each grant (FSTP) will be 25,000 EUR.

**A.3.5. Train the Representatives of Regional CSO Grantees (Months 6-7, Y1) –** After awarding of grants to regional CSOs, CSRDG will bring their representatives together and conduct an intensive 2-day training on all major themes (SPS/food safety regulation in Georgia and major challenges) and practical topics related with implementation of the project activities and collaboration between the partners. 2 representatives from each CSO will participate in the activity.

**A.3.6. Establish a Coalition of CSOs (Grantees) Working on Consumer Rights Protection (Months 32-36, Y3) –** At the end of the project, based on cooperation experience gained in the framework of the project, CSRDG will lead the establishment of a coalition of regional CSOs (the grantees of the sub-granting component) who will continue working on consumer rights issues, advocating improved food safety and SPS measures in the targeted regions of Georgia. The coalition will be aiming at regular cooperation, coordination and fundraising in the consumer rights field and include concrete interaction mechanisms. The coalition will be open for membership for the like-minded CSOs.

**A.3.7. Conduct Informational-Educational Workshops for Media Representatives (Months 7-30, Y1, Y2, Y3)** CSRDG engaging behaviour change experts will conduct informational-educational workshops for representatives of various media organizations, with a strong focus on media organizations operating in the target regions of the project. Respective authorities, all project partners and CSRDG grantees will also participate in the workshop and discuss most acute problems in the field, with an emphasis on topics covered by the project. The workshops will enable the media representatives to improve their understanding of practical aspects of the food and SPS measures' implementation in Georgia as they relate to AA/DCFTA implementation and approximation with EU regulations. This will improve their capacities to engage in civic education, monitoring and advocacy in SPS/food safety field. Two workshops will be conducted with a design thinking methodology to ensure collaboration and increase motivation to take practical steps to utilize the acquired knowledge.

**A.3.8. Hold a competition for the best media products (Months 13-19)** – CSRDG will announce a competition for media representatives for the best media products that promote food safety in Georgia. Various journalistic pieces including TV/radio programs, articles, blogs, multimedia pieces, etc. will be eligible for the competition and in total 6 top products (two per each type of media - TV/video, radio/audio and newspaper/online article) will be revealed by a jury comprising food safety and media professionals. Competition results will be announced at special events and winners will get financial awards. Two competitions will be conducted.

**Financial Support to Third Parties** - The project Consortium intends to issue grants to two types of target groups - farmers/producers and CSOs. The intended financial support to farmers/producers is intended to provide financial means to implement food safety/SPS measures, as well as utilize the funds to brand and market their products. The support intends to increase their capacities to comply with the food safety/SPS requirements as well as popularize locally certified products among Georgian consumers. The maximum amount to be issued to each grantee will be EUR 3,000 (70 % of the total project cost), while the remaining 30 % will be financed by grantees. The financial support to CSOs is intended to finance actions increasing the awareness of Georgian consumers about food safety issues, the need to make informed buying decisions, as well as monitoring compliance to food safety regulations. The financial support is intended to fund activities that are action- and results-oriented, and present creative and innovative solutions with a potential of replication. The maximum amount given to each CSO will be EUR 25,000.

The **main studies conducted in view of defining the scope of the action**: The project scope has been informed by a variety of studies conducted by GFA and CSRDG. CSRDG as a leading CSO in consumer protection has been observing and analysing the situation concerning food safety and SPS regulation since 2009. Those analyses can be found on CSRDG's websites focusing on consumer protection: [www.momxmarebeli.ge](http://www.momxmarebeli.ge)<sup>28</sup> and [EU-Georgia Association Agreement \(AA\)](#)<sup>29</sup>. GFA's project reports and findings have also been leveraged to define the project needs and priorities, in addition to analysing external resources, surveys, studies, Government strategies, and other materials provided in the footnotes of the proposal. **No eventual changes have taken place since the submission of the Concept Note of the proposed project.** Furthermore, no changes have been made to the project's overall goal or objectives or other key information with one exception - the project Consortium split Activity 3.a. (in the concept note) focusing on the development and distribution of multimedia informational-educational products for civic engagement in two activities - A.3.1. Nationwide Consumer Survey and A.3.2. Civic education and participation campaign, as the survey results are envisaged to inform the civic education and participation campaign strategies, including the development and distribution of informational-educational materials.

### 1.1.2. Methodology (max 5 pages)

GFA (Lead Applicant) has devised the methodology of the proposed project together with CSRDG and the Beekeepers Association by reflecting the policies and best practices of all three organizations, as well as international and national standards for project methodologies and operations. Below are the principles that guide the project's methodology:

- 1. Coordination** - The project will be managed by a Steering Committee consisting of representatives of all three organizations. The activities and project approaches and methodologies will be closely aligned and coordinated, and thorough inputs will be ensured by each partner to avoid any overlaps and mitigate project risks. The project will be coordinated in a cyclical manner, going through the Plan, Act, Do, Check cycle, ensuring to implement activities after thorough planning, collect lessons learned, and adjust approaches as appropriate. This approach will be especially important given the long-term nature of the project which will span 3 years. As mentioned above CSRDG will implement all its major activities with direct participation of its grantees, with division of functions among central and regional level, at the same time complementing and contributing to each other's work. The parties will plan their activities at the initial Training/Planning workshop, followed by regular bi-annual coordination meetings.
- 2. Collaboration** - The project will be implemented in a participatory manner to ensure that it is fully aligned with the local context and that all stakeholders' voices are heard in the process. The project strategies will be informed by the inputs of the target groups and stakeholders, such as consumers, producers, food and agriculture business players, government representatives, civil society organizations working in rural and agriculture development fields, consumer rights protection, food safety, etc. and other stakeholders. The project consortium believes that when target groups and

<sup>28</sup> CSRDG, Consumer Rights Protection, Articles, URL: <https://www.momxmarebeli.ge/articles/?f=3>

<sup>29</sup> A website dedicated to the EU-Georgia Association Agreement, URL: [www.asocireba.ge](http://www.asocireba.ge)

stakeholders have a say in the project design and implementation, the local ownership as well as engagement increase, the action leverages what exists and works well, improves what does not work, and fills in the missing gaps. To ensure inputs from target groups and stakeholders, the project consortium members will implement a variety of activities of a participatory nature, including workshops, communication and awareness campaigns, surveys/questionnaires, in-person communication, electronic communication, exchange of inputs/ideas as well as thorough feedback gathering and analysis after every capacity-building activity. Furthermore, the coordinated efforts throughout this project will signify the importance of collaboration and partnership between state and non-state bodies for the achievement of mutually beneficial objectives. Such an example will positively impact public-private cooperation in the future. Furthermore, the project will ensure inclusiveness through the involvement and targeting of rural populations in the implementation phase of the action, including women, youth, ethnic minorities, internally displaced people (IDPs), and other marginalized and underrepresented groups. Human and children's rights protection will also be an integral part of the project, since consumer rights, right to life, and health are directly related to food safety/SPS measures.

3. **Communication and Outreach** - The Consortium will conduct communication and outreach activities to increase awareness, promote stakeholder engagement, and influence the behaviour of the target groups to better promote food safety in Georgia. The methods used will include creative communication content, storytelling, traditional and social media, electronic communication, audio-visuals, etc. As communication and outreach will be cornerstones of the action, the project implementing team will ensure that the project methodology remains acceptable to all national and local stakeholders and empowers stakeholders on the both - supply and demand sides.

**Other project approaches and methodologies include** a) thorough stakeholder identification and analysis to ensure effective communication and management of all stakeholders that can positively or negatively affect the project implementation; b) working on both – supply and demand sides and devising a dual market approach; c) drawing evidence-based policy solutions and recommendations through the project monitoring and advocacy activities; d) empowering local stakeholders, such as CSOs to ensure local ownership and multiplication of the project learnings and results; and e) inclusion of diverse social groups, including vulnerable and underrepresented groups as direct project beneficiaries.

**The project will also incorporate Behaviour Insights approach** which is an inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically tested results to discover how humans make choices. The incorporation of the Behavioural Insights (BI) approach will demonstrate in the local market that the consideration of contextual possibilities and constraints with a scientific understanding of people's behaviour allows for the development of more effective, efficient policies. As recent literature review suggests grouping behavioural factors related to food safety into three categories: dispositional factors (such as personality, resistance to change, risk tolerance and environmental concern), social factors (e.g., social norms and signalling motives) and cognitive factors (such as knowledge, perceived control and risk, perceived costs, and benefits)<sup>30</sup>. Such conceptual groundwork is relevant since tackling the different behavioural factors needs distinct policy approaches.<sup>31</sup> **The proposed approach is in full compliance with an approach of the European Commission, which supports policymaking with evidence on human behaviour. Considering that European farmers are key to a sustainable EU, one of the directions of the Competence Center on Behavioural Insights<sup>32</sup> of the European Commission includes Behavioural Insights for Agriculture, which aims to better understand farmers' decisions that can lead to more effective agriculture policies.**

The project will be co-implemented by GFA, CSR DG, and the Beekeepers Association. The project planning, execution, M&E, and closing will be ensured through the dedicated project staff and consultants (invited experts, trainers), evidence-based approaches, such as project research and studies, strong communication through digital/online and in-person (including regional) communication and travel, office infrastructure, computer equipment and software, external project evaluation, and audit. All three organizations will have their respective staff that will implement the activities assigned to each organization.

Project Staff	GFA	CSR DG	The Beekeepers
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<sup>30</sup> Kahneman D. (2011). *Thinking, Fast and Slow*. 1st edition, New York, NY: Farrar, Strauss and Giroux.

<sup>31</sup> Lucia A Reisch, Shaping healthy and sustainable food systems with behavioural food policy, *European Review of Agricultural Economics*, Volume 48, Issue 4, September 2021, Pages 665–693, <https://doi.org/10.1093/erae/jbab024>

<sup>32</sup> [https://knowledge4policy.ec.europa.eu/behavioural-insights\\_en](https://knowledge4policy.ec.europa.eu/behavioural-insights_en)

			rs Assoc.
<b>Project Lead/Manager</b> - Lead the project team; manage the co-ordination of the partners engaged in project work; carry out detailed project planning and control; develop and maintain a detailed project plan; manage project stakeholders, risks, and budget; serve as a focal point of contact of the action.	X	X	
<b>Project Coordinators</b> - Participate in working meetings with project team members, experts, and other stakeholders; coordinate the design, development, and implementation of all project activities and assist Project Manager with delivering all project activities.	X	X	X
<b>Project Assistant</b> - Assist in all programmatic, administrative, and logistical tasks during the project implementation.		X	X
<b>Subject Matter Experts and Technical Personnel</b> (both employees and consultants/contractors) dedicated to all key thematic areas of the project including consumer awareness, Food Safety and SPS Measures, Regional Mobilization, Farm Management and Agro-Business/Agriculture, Behavioural Insights (BI), strategic communications, etc.	X	X	X
<b>Support Staff:</b>			
Executive Level Staff Members (Chairmen/Chairwomen, Executive Directors) for strategic project leadership, coordination, and guidance in addition to donor relations and key stakeholder engagement.	X		
HR/Administrative Specialist/Managers - Administrative Specialist/Managers will handle all human resources, and administrative tasks related to project, logistics and procurement	X		
Procurement Managers - Implement organizational procurement practices; ensure timely and cost-effective purchases.	X		
<b>Finance Personnel (Managers/Officers/Assistants)</b> - Conduct all the financial transactions for the entire project and report to the donor. GFA's Financial Manager will also work closely with the representatives of the consortium-member, partner organizations. CSRDG Financial Manager will also support and supervise CSO grantees.	X	X	
<b>Accountants</b> - Accountants will oversee the project accounting and reporting activities.	X		X
<b>M&amp;E Manager/Specialist</b> - Collect relevant data on the project success indicators at output/outcome levels; design and implement pre-and post-training evaluation surveys and other M&E tools.	X		
<b>Grant Manager</b> - Ensure effective design, development and implementation of the sub-granting components of the project.	X		
<b>Communications/PR Managers</b> - Communication Manager will handle all outreach, including social media, web postings, press conferences/releases, assist with publication designs.	X	X	
<b>Drivers</b> - Driver will provide transportation to regional meetings, orientation, roundtable, trainings, monitoring, etc.	X	X	



**Equipment to be purchased:** The project Consortium member organizations have their existing offices and facilities to utilize for the project implementation. Generally, the organizations hold sufficient office supplies and equipment to carry out activities, however, to ensure effective project implementation and provide required technology to the project staff, GFA requests the purchase of 4 laptops (for Project Staff) with the EU funds. Similarly, CSRDG requests the purchase of 3 laptops and 1 printer to provide them to the project management personnel. The rest of the office equipment will be leveraged by GFA, CSRDG and the Beekeepers Association for the project.

**Roles and Responsibilities of the Lead and Co-Applicants:**

- **GFA** will serve as a Lead Applicant and spearhead the project design, development, and implementation process, while liaising with the EU Delegation in Georgia. GFA will be responsible for the full implementation of the project and all its components, in addition to thorough Monitoring and Evaluation and narrative and financial reporting from all co-applicants and sub-grantees. In terms of project target groups, GFA will focus mainly on capacity building activities of farmers/producers, food processors, and FBOs in addition to engaging closely with other stakeholders, including the GoG agencies and facilitating the Multi-Stakeholder Communication Platform on Food Safety. GFA has been assigned the abovementioned responsibility as it represents a leading, expert organization focusing on food and agriculture sectors in Georgia, bringing together over 5,000 farmers, strengthening and building their capacities, and advocating for their needs at the national policy level.
- **CSRDG** will serve as a co-applicant and contribute to the project implementation process through focusing on consumers, civil society organizations and media because of its extensive experience working on the issues related to consumer rights protection. CSRDG is a leader CSO in Georgia in food safety and consumer rights protection. Citizens, media, public agencies, and other interested parties regularly refer to CSRDG on the given matter. CSRDG has played an important role in the improvement of legislation for enhanced state control of the food market in line with the EU model as well as contributed to the advancement of civic advocacy. Through monitoring the food market, CSRDG has identified hundreds of violations in the market and engaged with relevant stakeholders to advocate for the enhancement of food safety/SPS measures in Georgia.
- **The Beekeepers Association** will serve as a co-applicant and support the implementation of a variety of activities. In particular, the organization will participate in the design process of the beekeeping demonstration farms as well as criteria development for the selection of beekeeping farms for scale up to transform them into demo farms. The organization will also take part in the development of the training module in beekeeping (both the field and video training), including the training materials as well; the development of the video tutorials; and the development of the GeoGAP certification module. The Beekeepers Association will conduct training in the demo farms, where other beekeepers (from different regions of Georgia) will be invited as well, with the intention to raise awareness and trigger the demo farm replication. The Beekeepers Association will also have a responsibility to promote GeoGAP standard among its members and networks.

**Planned monitoring arrangements and subsequent follow up:** GFA will develop an effective Monitoring and Evaluation system to ensure that project is in line with pre-determined Key Performance Indicators (KPIs), principles and approaches envisaged for its effectiveness, including the collection of gender-segregated data, where possible. Each consortium-member organization will develop an internal Monitoring and Evaluation Plan that their Project Staff will follow, measuring and reporting on all indicators. GFA will ensure continuous supervision and management of Consortium Members as well as sub-grantees in addition to providing the support necessary in terms of programmatic, financial, administrative, and logistical aspects. Reporting will be conducted every quarter through convening the project Steering Committee members and on a bi-annual basis (every 6 months) through narrative/financial reporting; every consortium-member partner organization will report to GFA. Each partner and all sub-grantees will be required to follow the EU narrative/ financial reporting standards.

**Internal and External Evaluation:** GFA will ensure continuous internal evaluation of the project with the engagement of financial and administrative tools developed internally. The internal evaluation will explore a) achievement of intended indicators b) cost-effectiveness of the project c) ways to improve financial and programmatic aspects, if needed. As for the external evaluation, GFA intends to hire an external project evaluator upon the completion of the project through a competitive process; furthermore, audit costs will be included in the project budget as the project cycle will cover 3 financial years. Towards the end of the project (during the final three months) the team will conduct a final evaluation, across the target regions (and the capital (Tbilisi)) engaging with the target groups and stakeholders and evaluating the impact of the project.

**Visibility:** GFA together with its partner, consortium-member organizations will develop the Project Communication Plan which will map-out all existing social media channels as well as national and regional media contacts to ensure that all project activities are covered both at the local/regional and national levels.

- All partners will regularly publish coordinated project news and updates, success stories, reports, findings, and other materials.
- All external-facing events, including training and awareness-raising will result in increased visibility of the action and the recognition of the EU as the project funder.
- The project and all produced and/or published content will have tailored communication and outreach materials incorporated with an EU logo and branding that will be developed in compliance with the EU Branding and Visibility Guidelines.
- Traditional and social media will be engaged to ensure high visibility of the project; this may include publication of articles, development of TV programmes, ads, social media postings, and other ways to inform the Georgian public about the project.
- The existing websites and social media pages of each partner will be leveraged:
  - **GFA's website:** [www.gfa.org.ge](http://www.gfa.org.ge); GFA's social media/YouTube channels: **Facebook:** <https://www.facebook.com/gfa.com.ge/>; **LinkedIn:** <https://ge.linkedin.com/company/georgian-fatmners-association>; **Instagram:** [https://www.instagram.com/georgian\\_farmers\\_association](https://www.instagram.com/georgian_farmers_association); **YouTube:** [https://www.youtube.com/channel/UCfUOrH47IccdyIHG\\_CJJAoQ](https://www.youtube.com/channel/UCfUOrH47IccdyIHG_CJJAoQ)
  - **GeoGAP Facebook Page:** <https://www.facebook.com/GeoGAP.SQIL>
  - **Agronavti website:** <https://agronavti.ge/>; **Agronavti Facebook Page:** <https://www.facebook.com/agronavti>; **Agronavti Facebook Group:** <https://www.facebook.com/groups/113638867222641/?ref=share>
  - **Farmers' Council Facebook Group:** [https://www.facebook.com/groups/2257360207823721/?ref=share\\_group\\_link](https://www.facebook.com/groups/2257360207823721/?ref=share_group_link)
  - **CSR DG:** [www.new.csr dg.ge](http://www.new.csr dg.ge)
  - **CSR DG consumer website** [www.momxmarebeli.ge](http://www.momxmarebeli.ge)
  - **CSR DG consumer Facebook page:** [www.facebook.com/momxmarebeli.ge](http://www.facebook.com/momxmarebeli.ge)
  - **CSR DG's Facebook Page -** [www.facebook.com/CSR DG](http://www.facebook.com/CSR DG)
  - **CSR DG's website dedicated to the EU Association Agreement (AA) -** [www.asocireba.ge](http://www.asocireba.ge)
- The European Union will be recognized as the project funder and supporter in every communication piece, while the project consortium members will also ensure to engage the representatives of the EU Delegation in Georgia in all external-facing project activities, including media activities, as relevant and appropriate.

**1.1.3. Indicative action plan for implementing the action (max 4 pages)**

Year 1													
Activities	Half-year 1						Half-year 2						Implementing Body
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
A.1.1. Preparation Activities (Y1)													
Finalize agreements/Project Launch	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
Set up the project's Steering Committee and implement an internal kick-off workshop	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
Develop a project workplan and M&E plan	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
Develop an Awareness Campaign Strategy	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Develop a Communications and Visibility Plan	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Conduct quarterly Steering Committee Meetings	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Hold an annual Project Review Meeting	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Execution Activities (Y1)													
A.1.1. Conduct a Baseline Study focused on the beekeeping sector (M2-5)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.2. Conduct stakeholder mapping in the dairy and beekeeping sectors (M2-5)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.3. Implement an awareness campaign targeting dairy and beekeeping value chain actors (M5-34)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.4. Launch a platform for on-farm record keeping and traceability of primary products (M7-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M7	M8	M9	GFA
A.1.5. Develop a theoretical training module on GAPs & HSE (M7-17)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M7	M8	M9	GFA
A.1.9. Develop a beekeeping module for GeoGAP standard engaging a foreign expert and add it to the current certification scheme (Months 10-20)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.12. Promote strong collaboration with the Laboratory Sector (M6-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.1. Establish a Multi-Stakeholder Communication Platform on Food Safety (M9-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.2. Conduct monitoring and advocacy campaigns incl. the Conference #1 (M8-35)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG

A.3.1. Conduct a nationwide Consumer Survey on SPS/food safety issues and reforms, including a presentation (M2-4)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.2. Implement a civic education campaign on consumer rights (M5-34)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.3 Conduct meetings with civil groups in 9 municipal centres of the targeted regions (M7-30, R1)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.4. Announce a Sub-Granting Component for CSOs, including a selection of grantees (M4-6)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.4.1 Implement the Sub-Grants (M7-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.5. Train CSOs in Food Safety/SPS Measures and AA/DCFTA Approximation (M6-7, Y1)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.6. Conduct an informational-educational workshop for media representatives (M7, 1)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
A.3.7. Hold a competition for the best media products (M10-19, R1)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSRDG
Bi-annual reporting (1 <sup>st</sup> Year)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Annual Reporting (1 <sup>st</sup> Year)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
<b>Year 2</b>													
<b>Preparation Activities – Year 2</b>	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
Adjust project plans, M&E plans, communication, and visibility plans, etc.	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Quarterly Steering Committee Meetings	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
<b>Execution Activities – Year 2</b>													
A.1.3. Implement an awareness campaign targeting dairy and beekeeping value chain actors (M5-34)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.4. Launch a web platform for on-farm record keeping and product traceability (7-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.5. Develop a general theoretical training module on GAPs and HSE practices (M7-17)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.6. Identify and develop 4 beekeeping and 4 dairy demo farms (M14-26)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association

A.1.7. Create video materials on demo farms (M13-16)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.9. Develop a beekeeping module engaging a foreign expert (M10-20)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.10. Work with the Retail Sector to Introduce Separate Selling Shelves for Local Certified Products (M15-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.11. Implement a Sub-granting Component for beekeeping value chain actors (M15-36 incl. monitoring)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.12. Promote strong collaboration with the Laboratory Sector (M6-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.1. Establish a Multi-Stakeholder Communication Platform on Food Safety (M9-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.2. Conduct monitoring and advocacy campaigns incl. Conferences #2 and #3 (M8-35)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.2. Implement a civic education campaign for consumer rights protection (M5-34)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.3. Conduct meetings with target groups in 9 municipal centres of the targeted regions (R2)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.4. Implement a Sub-Granting Component for CSOs – Implementation of Grants (Months 7-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.5. Conduct a workshop #2 for media representatives (Months 11-30)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.7. Hold a competition for the best media products (Months 10-20)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
Bi-annual Reporting	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
2 <sup>nd</sup> Year Report	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
<b>Year 3</b>													
<b>Preparation Activities – Year 3</b>	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
Adjust project plans, M&E plans, communication, and visibility plans, etc. as required	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Quarterly Steering Committee Meetings	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
<b>Execution Activities – Year 3</b>													
A.1.3. Implement an awareness campaign and target dairy & honey value chain actors (M5-34)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA

A.1.4. Launch GFA's web platform for on-farm record keeping and traceability (M8-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.8. Develop informal, practical training modules on the topics of farm management and HSE practices (Months 25-35, Y3)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.10. Work with the Retail Sector to introduce separate selling shelves for local, certified products (M15-36, Y2, Y3)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.1.11. Implement a Sub-granting Component (financing to the third parties) for beekeeping value chain actors (M15-36, Y2, Y3)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA, Beekeepers Association
A.1.12. Promote strong collaboration with the Laboratory Sector (M6-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.1. Establish a Multi-Stakeholder Communication Platform on Food Safety (M9-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA
A.2.2. Conduct monitoring and advocacy campaigns incl. Conferences #4 and #5 (M8-35)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.2. Implement a civic education campaign for consumer rights protection (M5-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.3. Conduct meetings with target groups in 9 municipal centres of the targeted regions (M7-31)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.4 Implement a Sub-Granting Component for CSOs – Implementation of Grants (M4-36)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.6. Establish a Coalition of CSOs (Grantees) on Consumer Rights Protection (M34-36, Y3)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
A.3.7 Hold a competition for the best media products (M10-29)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	CSR DG
Bi-annual Reporting	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Final Reporting	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	All partners
Final External Evaluation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	GFA



#### 1.1.4. Sustainability of the action (max 3 pages)

**Expected Impact:** In the long run, the project will contribute to accelerated food safety reforms for the DCFTA approximation and increased compliance among farmers/producers and FBOs with food safety/SPS requirements. Georgian consumers' food safety knowledge will be enhanced, and they will be making more informed and conscious buying decisions, increasing demand for locally certified and safety-verified products; while CSOs will be better positioned to implement effective consumer rights protection programs, and media will develop better quality journalism pieces to inform Georgian public on food safety issues. The project will have a long-lasting effect on its target groups through the communication, awareness, capacity building, and advocacy approaches that are embedded in the project design and promote a multiplier effect of the project's achievements.

- **At the technical level**, the project will promote increased knowledge/awareness about food safety measures and regulations, including compliance requirements, on the one hand, and enhanced capacities of relevant target groups to promote compliance with SPS/food safety requirements, on the other. By the end of the project implementation, the target groups will have improved their attitudes and increased their knowledge, skills, and capacities about SPS/food safety measures via tailored training, information exchange, communication and awareness campaigns, and other project approaches.
- **At the socio-economic level**, the project will contribute to the more inclusive and sustainable socio-economic development of Georgia. Improved food safety will contribute to the social well-being of citizens through enhanced health conditions and better protection of their financial interests by diminishing healthcare costs and risks of expenses for unfit food. This will be especially important for the most vulnerable and underrepresented social groups. At the same time, improved food safety regulation will enhance fair competition in the Georgian market, as a space for fraudulent practices will diminish, and instead prospects for the development of a modern, internationally competitive business sector will grow. The project will result in farmers/producers and FBOs improving their business practices and compliance and increasing their sales/revenue, which will lead to local economic growth.
- **At the policy level**, the project will promote the improvement of the national policymaking and implementation related to food safety and SPS measures. The project will contribute to the approximation of the Georgian legislature to EU legislation, also contributing to the successful AA and DCFTA implementation. The promotion of stakeholder coordination as well as monitoring and advocacy for the implementation of food safety/SPS measures will result in the laws, regulations, requirements, decrees and procedures protecting human, plant and animal health and life from pests, diseases and unlawful additives and contaminants in food and feedstuffs.

**Sustainability:** The proposed project is designed to result in long-lasting, multiplier effects of the project's results and empower its target groups to carry on the project activities beyond the project implementation period. The sustainability of the project will be ensured in the following ways:

- **Financial sustainability:** GFA and CSRDG have a successful track record of implementing various donor-funded projects that promote the socio-economic development of Georgia at large. They also have effective financial instruments and measures in place that allow for thorough financial planning to be able to implement future activities to promote food safety in Georgia. The implementation of the given action will further enhance the experience and capacities of the project partners, including the Beekeepers Association, which will contribute to their successful fundraising in future. Furthermore, the establishment of a CSO coalition led by CSRDG is expected to enhance technical and management capabilities of all coalition members, enhancing their fundraising prospects as well.
- **Institutional sustainability:** Institutional sustainability of the project will be achieved through creating structures that will continue operating after the project ends. The Multi-Stakeholder Communication Platform will continue the coordination process as the GFA-led Farmers' Council will take over its maintenance and facilitation. CSRDG will establish and maintain a coalition of regional CSOs that will focus on consumer rights protection issues. The Coalition will be an excellent monitoring and advocacy tool to promote the acceleration of the food safety reforms in Georgia and strengthen its member CSOs to continue consumer rights protection work on the ground and replicate the project model in the future. CSRDG as the most experienced CSO in consumer rights protection in the country will lead the coalition, bringing regional problems to the central level and ensuring the communication of the developments in the capital to its regional partners. Local ownership will be achieved through the engagement of direct beneficiaries in the project and the dissemination of the knowledge and skills locally through cooperating with various civil society and food safety advocacy groups. The linkages developed as part of the project will promote its institutional sustainability, as those groups will also be able to contribute to the improvement of food safety in Georgia through newly acquired information, skills, knowledge, and other capacities to sustain project results. Furthermore, GFA and CSRDG as well as the Beekeepers Association will continue

developing projects to promote food safety in Georgia for additional financial support from national and international organizations.

- **Policy level sustainability:** The project expects changes at the policy level through advocacy of developed recommendations on effective food safety legislation implementation measures. Identification of systemic failures and active advocacy for their improvement will be one of the major activities of the project. Although, actual policy/legislation changes are out of the project control, it is expected that a part of the recommendations will result into concrete improvements, which shall have a long-term impact. During their future activities, the project partners will continue advocacy for fulfilment of the remaining recommendations developed in the project framework.
- **Environmental sustainability:** The project will have a minimal impact on the environment given the nature of the proposed interventions. Where possible, audio-video calls will be utilized to minimize regional travel and fuel usage; the project's offices will also adhere to good practices of environmental sustainability and will try to be energy and resource-efficient, as much as possible. More importantly, project activities and approaches will lead to better environmental practices conducted by the targeted farmers, and producers as increasing compliance with food safety regulations will reduce the environmental impact caused by chemical agents, pesticides, or other materials applied by various producers.

#### DETAILED RISK ANALYSIS AND CONTINGENCY PLAN

RISKS	MITIGATION EFFORTS	CONTINGENCY EFFORTS
<b>Political Risks:</b>		
<ul style="list-style-type: none"> <li>GoG agencies support the action only in a declarative manner and do not fulfil their food safety reform commitments</li> <li>Electoral cycles and potential political crisis/turmoil create disruptions that prevent the successful implementation of the project activities</li> </ul>	Maintain close communication and coordination with the targeted GoG agencies, introduce them to the project and its benefits, and explain their expected contributions and conduct continued monitoring and advocacy for evidenced-based policy solutions. Embed the risks in the project design and plan accordingly.	Increase coordination with the relevant EU stakeholders; engage directly with Central Government representatives (for ex. Administration of the Government of Georgia and/or the Prime Minister's Office) to acquire buy-in from the GoG agencies.
<b>Physical Risks:</b>		
<ul style="list-style-type: none"> <li>Project offices, facilities and equipment are damaged</li> <li>The health and safety of the project staff and beneficiaries are at risk due to the pandemic, accidents, and other physical threats</li> </ul>	Implement security and insurance measures for the offices and vehicles. Prioritize the health and safety of project staff and beneficiaries and proactively address potential threats, reduced travel, virtual activities, etc.	Hire local consultants; invest in health protection measures for the staff; amend project logistics (and timelines) to match the needs and priorities of the beneficiaries.
<b>Environmental Risks:</b>		
Natural disasters pose risks to the farms/facilities of the beneficiaries and limits them from participation	Embed environmental planning approaches in the capacity building activities of the project beneficiaries	Tailor the project approaches to the affected farmers/producers to enable their participation
<b>Economic Risks:</b>		
Currency fluctuations decrease cost-efficiency of the project; the budget becomes not viable	Strictly follow project budget and the EU currency rates; where not possible, ensure the best price possible through tendering	Coordinate with the EU stakeholders; ensure sufficient co-funding of the action
<b>Social Risks:</b>		

<ul style="list-style-type: none"> <li>• The participation in the project is skewed toward certain social groups and the project is not inclusive towards women, youth, ethnic minorities, and other underrepresented groups.</li> <li>• The project does not reach as many direct beneficiaries as intended.</li> </ul>	<p>Develop inclusive project approach to ensure that underrepresented groups are included in the project; Make targeted efforts to reach out to underrepresented groups, especially those residing in the targeted regions; Conduct thorough M&amp;E to assess project progress and results over time.</p>	<p>Cooperate with CSOs working with underrepresented groups; Deploy tailored communication and awareness strategies to reach wider audiences; Involve multiple individuals from different stakeholder groups. Conduct regular consultations with key stakeholders/ community leaders.</p>
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#### **Dissemination plan and the possibilities for replication and extension of the action outcomes:**

- The project team will focus on reflecting, learning, documenting, and sharing best practices to increase its reach to wide audiences and scale impact.
- The project is designed incorporating the previous experience, expertise and best practices accumulated by the consortium-member organizations, which will contribute to the possibility of the project's replication and or extension of its outcomes beyond the project duration.
- The openness of the project will enable relevant stakeholders to replicate its success and experience. In addition, the project partners and grantees will be empowered to capitalise on experience gained during the project and replicate it in other regions of Georgia and in various future projects.
- By capitalizing on the communication, coordination, awareness-raising and capacity-building, the project team will create multiplier effects. Furthermore, the Consortium will utilize diverse dissemination channels throughout the project implementation to reach a wide audience, increase awareness on the EU's role and contribution to the project, inform the public on the intended results and promote discourse on food safety and consumer rights' protection in Georgia.
- Educational materials, programmatic reports, news pieces, success stories, research, case studies and other information developed by the project will be available online and partially in the printed form and will be actively distributed among all stakeholders and the wider public.
- Organizational websites and social media accounts in Facebook, Twitter, LinkedIn, YouTube, and Instagram (as relevant); Creative audio-visuals, targeted marketing and copywriting will be applied to make shared content attractive, popular/viral and shareable by wide audiences.
- The project communications team will also develop creative hashtags (for ex. #SafeFoodSafeU #GEOFoodSafety, etc.) that will be used during informational/awareness campaigns as well as to track public content, engagement, and conversations.
- To disseminate the project results and success stories, and increase awareness about the project's activities, the project consortium members will leverage their mail lists/existing contacts and create and disseminate e-mail updates.
- GFA, CSRDG and the Beekeepers Association will also leverage their long-standing and professional contacts with national and regional media representatives to ensure extensive coverage of the project. Media workshops and competitions implemented by the project will certainly contribute to this aim.
- The project team will also facilitate invitations to various TV channels and talk shows to share information on the proposed projects, highlight success stories and inform wide audiences across Georgia.