

# **A Communications and Community Outreach Strategy for Tusheti Protected Area**

An Initiative of the Georgian Carnivore Conservation  
Project

**Consultant:**

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**Tusheti, Georgia**



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## Foreword

Communication and community outreach strategy for Tusheti Protected Areas was written by Peter Seccombe, consultant from the UK, in 2010. The strategy had a three year work plan and detailed action plan for March 2011-March-2012. After one year of its implementation, Georgia Carnivore Conservation Project management team decided to update the strategy (based on one year experience) and write an action plan for April 2012 to April 2013.

For this purpose, Nino Markozashvili, the Assistant Project Coordinator and Tamar Brortsvadze, NACRES PR person, went to Kvemo Alvani and delivered two day workshops with local staff to review the communication strategy and write one year work plan.

The workshop in Alvani was organized on April 2, 3. During the first day Nino and Tamar went through the communication strategy with workshop participants. They mainly used the Power Point Presentation and the flipcharts. Next day they wrote a detailed one year work plan.

Only few changes have been made to the strategy and action plan. The structure and the content are mainly similar to the original version. Workshop participants: Anzor Gigotidze- the Director of TPA, Nino Shankishvili- Head of Administration Department, Nugzar Idoidze – Visitor Specialist, Lasha Khizanishvili-Nature Resource Specialist, Eka Telauridze – Director of Friends of Tusheti Protected Areas.

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## 1: Introduction

Communication is a vital tool to increasing support for the management and conservation of Tusheti Protected Area. It helps local communities, decision makers and other stakeholders understand the reasons for management actions, and enables the managing directorate to understand the uses of the area by the community and their aspirations for it in the future. This Communications Strategy identifies a programme of communications actions for Tusheti that will be critical for the implementation of the management plan.

The preparation of this plan followed a defined process which included participation by protected area staff. The key components of the plan are:

- **Identifying the audiences** – who are the key audiences that the authority should be working with to contribute significantly to the long term management of the area?
- **Identifying the key messages to convey to the audiences** – what are we wanting to say to the audiences in order to maximise the benefits of the communication? The messages should be chosen carefully to be relevant to each audience.
- **Identifying the most appropriate media for conveying the messages** – is it a simple leaflet or are there better and more relevant mechanisms for getting the message across?
- **Providing a programme of activities over a defined time period** – the programme should integrate closely with other outputs of the developing management plan.

The process also identified the strengths, weaknesses, opportunities and threats of communications activities in Tusheti PA. A table showing a SWOT analysis for the PA is shown in Appendix 1.

By using this process the Communications Strategy will help the Tusheti Protected Area to anticipate and enhance publicity opportunities, develop a common vision about key issues, and fully integrate communications activities with the management of the area.

## 2: Description of Tusheti

Tusheti Protected Area lies in north-east Georgia within the Greater Caucasus Mountains. Tusheti's pine forests and deep rivers, and its old villages and towers make it one of Georgia's most special places, with an ancient highland culture and a landscape of great distinctiveness. The protected area complex comprises three different protection categories – Tusheti Nature Reserve (12, 627,2 ha), Tusheti National Park (69 515 ha) and Tusheti Protected Landscape (31, 518 ha). These three categories help to protect a diverse flora and fauna, varied landscapes of mountain, forest, meadow and river, and Tushetian village culture with its many unique traditions.

The communities of the Tusheti area, and particularly the shepherds who graze their flocks in the mountains in summer, are highly dependent on sheep products. The Tushetian shepherds are a key group within Georgia and have a culture with long traditions closely related to sheep farming. Since the 17<sup>th</sup> Century they have maintained an annual transhumance between the alpine meadows of Tusheti in the summer and the semi-arid

pastures of Vashlovani in the winter. There is a strong interdependence, therefore, between the management of the Protected Area as a diverse ecosystem and the maintenance of livelihoods by local communities. Establishing and developing good communications between the PA administration, the local authority (which owns the protected area) and the community, both permanent and seasonal, is crucial in supporting this interrelationship.

Eighty percent of the sub-alpine and alpine meadows in the Nature Reserve and National Park areas of the PA are used for livestock grazing, with much evidence of erosion and habitat degradation through over grazing. Reliance on sheep products together with the limited capacity for economic diversification results in a vulnerability for communities, especially with changing climate and support mechanisms. Recently the tourism sector has been developed and many local people directly or indirectly have been involved in this business. It is important to consider this fact, while working on communication strategy, There is also a general lack of awareness of the natural and cultural heritage of the area, and the potential the PA has in supporting the livelihoods of local people.

### 3: Evaluation of Communication Issues

#### The current situation

The Tusheti PA directorate has been active in running a wide range of communications activities to help forge an effective link between the PA, the community, local government and other organisations. These activities include:

- **Television, national and local newspapers** – The Agency issues regular press releases and write articles for national newspapers and magazines, including English language newspapers. The PA writes articles for local newspapers. Press articles about the festival last year led to increased visitors and use of guest houses, and to other invitations from the media
- **Contact with Embassies** – The park through the Agency has been in touch with almost all embassies in Tbilisi. They often hold meetings with government agencies and donors.
- **Participation in exhibitions and fairs** –PA participates in annual exhibitions and also in Tourism Fairs in Berlin and London
- **Education and awareness raising – PA staff have given presentations to schools and universities.** They also invite local authorities and PA resource users to presentations.
- **Website** – The PA website has two-way links with other sites. It is planned to reconstruct the PA website.
- **Individual communication**– Staff meet shepherds and other local people individually The most effective communication in Tusheti are individual meetings as there are no other communication sources available in region (mountains, Omalo).They always try to show the results of their actions and get aware about people’s needs.
- **Education courses – Staff** have added special courses in rangering and tourism at the local University. Some staff have taken training while others contribute to the courses.
- **Working with schools and Universities** – The PA has the largest number of children involved in education activities of any park in Georgia. They are piloting a programme for young rangers through the Friends of Tusheti. The program was launched and initiated by IUCN South Caucasus Program Office.

240 children are involved in the programme. Some of these have been trained to write new projects and plan campaigns. This summer has been organised an ecological camp for those children in Tusheti. The PA also does an education work for interested students at Telavi State University (Seminars, presentations, conferences). The Administration works with the local students, studying at different Universities in Georgia. This year some of them had been in biodiversity monitoring.

- **Working with local business** – They work closely with local guest house owners and livestock owners, with the help of the American Embassy. There is a tourism association, with a leaflet and website. They want further support from UNDP/FFI for the future. The Administration works also to gain support big business organisations.
- **Training for shepherds and livestock owners** – They help them to receive additional skills to enable them to work more in tourism – connecting shepherding with tourism.  
**Farm stays** – There is a plan to develop this with some farms – to promote traditional farming methods and involve the farmers in biodiversity conservation.
- **Working with local, National and International NGOs** – The Administration cooperates and implements joint projects with local NGOs: Alvani 2000, Association Friends of Tusheti and Tusheti tourism association Tusheti Guide. They also work with ELKANA and NACRES and also with International Organisations such as: WWF, EPF, Slow Food International and etc.
- **Working with local Border Police** – Tusheti Protected Areas share border with Russian Federation and Georgian Border Police Units are present there to guard the border. They have legal responsibility to protect local flora and fauna and have the measures for law enforcement. Considering this fact, good communication with Border Police is very important for PA Administration.
- **Establishing voluntary and junior ranger schemes** – IUCN funded project has established a voluntary and a junior ranger scheme to help with the management of the PA and to help build relationships with the community.
- **Establishing volunteer conservation events** – The PA has set up a volunteer programme to encourage volunteers from local communities to participate in the management and protection of the area.
- **Establishing the ‘Friends of Tusheti’ programme** – IUCN funded project has established the ‘Friends of Tusheti’ – a group that helps to support and manage the PA.

## Planning communication

Communication can be undertaken at a number of levels from providing simple **information to the community**, to supporting independent community initiatives. These levels can be expressed in the Ladder of Participation (developed by Sherry Arnstein in 1969). The Ladder presents a series of steps that an organisation can take for developing a relationship with people for different purposes. It is helpful for a protected area authority to understand where its communication activities ‘stand’ on this ladder and for what purposes. The key stages of the Ladder are:

|  |
|--|
| <p><b>Community Control</b></p> <p>The community takes control of decisions and actions and seeks advice and support from other agencies.</p>  |
| <p><b>Community Involvement</b></p> <p>People become involved in an activity and arrive at decisions jointly with the agency. They have a stake in action plans and a sense of ownership of projects or activities.</p>                            |
| <p><b>Community Participation</b></p> <p>People participate in an activity, such as path building, or a guided walk, provided by the agency. Although they are participating they have no sense of ownership of the activity.</p>                  |
| <p><b>Consultation</b></p> <p>People are consulted and their views are recorded. The agency may change its approach, but those consulted have no role in decision-making. Communication is two-way but the agency is still largely in control.</p> |
| <p><b>Information</b></p> <p>The agency provides information, through leaflets, exhibitions or questionnaires. People may feel more informed but they have no opportunity to influence the work of the agency.</p>                                 |
| <p><b>Persuasion</b></p> <p>The agency <b>tells</b> the community what it wants to do, or what is going to happen. Communication between the agency and the community is entirely one-way.</p>   |
| <p><b>Agency control</b></p> <p>The National Park, or the organising agency, is in full control and carries out its work without any contact with the community.</p>   |

The ladder can be simplified as:

**Supporting independent community initiatives**

You help others do what they want - perhaps within a framework of grants, advice and support provided by the resource holder.

**Acting together**

Not only do different interests decide together what is best, but they form a partnership to carry it out.

**Deciding together**

You encourage others to provide some additional ideas and options, and join in deciding the best way forward.

**Consultation**

You offer a number of options and listen to the feedback you get.

**Information**

The least you can do is tell people what is planned.

Most public awareness work falls into the 'Information' category of the ladder which is satisfactory as a first step in developing a relationship with the community and visitors. Consultation becomes a valuable tool for testing ideas and plans and for exploring community reactions and aspirations. Deciding together and acting together are important stages for encouraging the community to participate more actively and to undertake their own activities and projects. Supporting independent initiatives is at an advanced stage for



most authorities and may be particularly relevant for developing eco-tourism economic development projects, for example.

Many of the activities already undertaken by the Tusheti PA directorate fall into the 'information' and 'consultation' levels, but staff have also conducted activities that involve the community and seek to engage them in discussion about the management of the PA. 'Information' and 'consultation' are important in their own right, and also as pre-cursors to more advanced activities of community and visitor participation, which would be important long term aims for the directorate in its successful management of the Tusheti area.

The media chosen for conveying messages to specific audiences is crucial to attracting their attention and interest. Leaflets are generally the most commonly used medium in protected areas but are not always the most effective in conveying a message. Other forms of communication, including public meetings, the use of press and media and fun activities, will also be used to help build a positive relationship between the Tusheti directorate and users of the area.

## **4: Aims for communication**

The aims for enhancing communication in Tusheti Protected Area include:

- People feel oppressed by the designation – the zoning was done without consultation. There is a need to reduce this atmosphere of oppression
- Reduce conflict between the park administration and the community
- Increase community participation with the park administration
- Encourage dialogue between residents and visitors
- Involve local community in reviving eco-cultural traditions
- Involve people in new tourist businesses – finding alternative methods of economic development
- Improve the skills of the local community in terms of small business management and sustainable use of natural resources.
- Help sustainable use nature and cultural resources to build the local economy

## **5: Management priorities**

The management priorities of Tusheti PA are identified as being:

### **High priority**

- The park infrastructure is poor. There are 11 tourist trails and 3 more planned. Each trail has orientation signs and interpretation boards and 3 trails are waymarked. Camping and picnic areas need to be better managed – there is opportunity for the community to be involved in their management.
- Grazing pressure needs to be reduced in two places, specifically in Protected Landscape, where it is currently excessive.
- Local authorities, NGOs and other organisations currently have little information about the park and are not aware of the impact of their activities. They need more information.

- The park zoning needs to be adjusted. It is being changed but much work still needs to be done. There is a document on reclassification but no changes have been done yet. NACRES is working on this document through UNDP Project.
- Communities should be involved in protecting nature resources. There needs to be more community participation.
- Improve communication with donors and the business community.
- Illegal grazing is causing damage to grasslands and needs to be stopped.
- Communication with local authorities is poor and needs to be improved.
- The relationship between the park and users of natural resources needs to be improved.

## 6: Audiences for Tusheti

The audiences for communication and community outreach activities, and their characteristics, for each of the management priorities are identified as follows:

| Management Aim  | Audiences  | Characteristics   |
|---|--|---|
| 1 Rehabilitation of illegally grazed, damaged habitat                             | Communities  | Interested  |
|   | Livestock owners                                   | Irritated – but when told they need to change they are willing to communicate |
|   | Local authorities                                  | Interested  |
| 2 Protect natural resources and preserve the unique natural and cultural heritage | Local community                                    | Interested  |
|   | Business sector                                    | Interested  |
|   | Local and central government                       | It is their duty  |
|   | Scientific agencies                                | Interested  |
| 3 LAs, NGOs and others need more information about the park                       | Local authorities                                  | Interested  |
|   | Education organisations                            | Interested  |
|   | Media  | Interested  |
|   | NGOs   | Interested  |
| 4 Arrange and develop tourist infrastructure                                      | Tourist Agency GUIDE                               | Friendly  |
|   | Agency of Protected Areas                          | In their interest to improve infrastructure                                   |
|   | Donor organisations                                | Friendly  |
|   | Central and local Authorities                      | Interested  |
| 5 Develop better relationship with resource users                                 | Livestock owners                                   | Some are irritated, some are OK   |
|   | Local people and long term visitors                | Some are happy, some are not  |
|   | Visitors – short term                              | Some are happy  |
|   | Business sector – such as owners of guest houses   | Interested and some are already participating                                 |
| 6 Good communication would increase support from donors and businesses            | Local, regional and international funding agencies | Friendly  |
|   | Businesses   | Interested and friendly   |
|   | Friends of Tusheti                                 | Interested  |
|   | NGOs   | Interested and friendly   |

## 7: Messages

The key messages for each management aim are identified as:

| Management aim  | Message   |
|---|---|
| 1 Rehabilitation of illegally grazed, damaged habitats                            | By reintroduction of traditional grazing practice, we help recovery of pastures                             |
| 2 Protect natural resources and preserve the unique cultural and natural heritage | Taking care of the Tusheti environment helps to care for our future   |
| 3 LAs, NGOs and others need more information about the park                       | Tusheti has an international importance – let's protect it together   |
| 4 Arrange and develop tourist infrastructure                                      | To keep and maintain the tourist infrastructure is very important for economic development of the community |
| 5 Develop better relationship with resource users                                 | Through collaboration we will achieve mutual satisfaction   |
| 6 Good communication would increase support from donors and business              | With your efforts you will become participants in the Tusheti revival                                       |

## 8: Media and activities

Available media that could be utilised to deliver this strategy include:

**Leaflets and brochures** – relatively easy to produce, though can be costly and need distributing carefully to reach the desired audience. An interpretive map is useful for explaining features of a protected area or site.

**Newsletter** – Easy way to get up to date information and explanation about the PA to the community. Annual, biannual or quarterly.

**Children's leaflet** – inviting young people to prepare a leaflet about the PA using their own illustrations and photographs and their perspectives about the area.

**Press release** – simple, effective and low cost way to get information to the media. Use at least once a month. (We have to consider that preparation and distribution of press releases is a pure responsibility of the Agency PR department).

**Information sheet** – low cost and effective way to provide information to a desired audience. Care is needed to distribute to the desired audience. An information sheet is usually about a single issue aimed at a specific audience. It provides information about, for example, park policy on hunting or grazing, or on different types of wildlife you can find in parts of the park. It is not 'news' like in the newsletter, but information on different aspects of park management.

**Community meetings** – very useful way to discuss issues with the community and to get their involvement in decision-making about PA management. Can be used for regular updates about issues and PA management.

**Meetings with organisations** – Can provide an opportunity for regular exchange of information both ways. Very useful if combined with site visits to places in the PA and hospitality.

**Photographic surveys and competitions** – useful for engaging with the community, particularly young people. The photos can then be used in exhibitions and visitor centres as temporary displays.

**Environmental education** – A wide range of activities for young people including traditional arts and crafts; using natural materials; constructing nest boxes; writing stories, plays and music; outdoor study sessions; storytelling and roleplay.

**Community education** – Similar activities to children's but more adult-focused, including traditional arts and crafts, music and storytelling, poetry, painting and sculptures, and re-enacting traditional ceremonies.

**Working groups** – establishing issues-based working groups of representatives of the community and organisations to find solutions to management challenges.

**Training courses** – offering local people training in better sheep grazing, diversifying livelihoods, sustainable tourism, guiding visitors, languages, species identification, habitat management.

**Participating in exhibitions and fairs** – run by other organisations including local government.

**Organizing exhibitions and fairs** – Park organises the exhibitions on annual bases.

**Website** – including pages for specific issues of interest to the community and visitors.

**Working with local businesses** – regular meetings and training sessions with local businesses to explain the role the PA has in enhancing opportunities for sustaining livelihoods in the area and attracting donor organisations

**Interpretation / information boards** – prohibition and warning boards for park boundaries and also it is important to put additional interpretation boards on important places.

Border markers – marker boards are planned to the PA boundary.

**Information boards** – posters for urban areas to attract people to the PA

**Voluntary and junior ranger schemes** – running voluntary rangers, with a ranger training and events programme, to assist with the management and protection of the PA.

**Volunteer conservation events** – running volunteer programmes for local people and visitors to help with the physical management of the PA.

**Friends of Tusheti** – running the 'Friends' group to support the conservation of the PA and help secure additional funding for PA management.

## 8: Action Plan

| Issue 1 : Rehabilitation of illegally grazed, damaged habitat  |  |  |                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--|--|--|---------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Message: By reintroduction of traditional grazing practice, we help recovery of pastures.                              |  |  |                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Activity   | Audience   | Sub-message  | 3 year timetable (Quarter year) |   |   |   |   |   |   |   |   |   |   |   | Organiser   | Funding   | Output  |
|  |  |  | 1                               | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |   |   |   |
| 1. Park newsletter - Article about the problems related to untraditionally used grazing fields.                        | Community and shepherds  | Former cultivation used as pastures are important for community. Untraditional grazing affects the habitat of these areas. | +                               |   | + |   | + |   | + |   | + |   | + |   | Administration, Friends of Tusheti Local Government     | Friends of Tusheti Local Government Donor Organisations | Information paper   |
| 2. Information Sheet - Information about Protected Area Administration Activities                                      | community Livestock owners, Guest house owners, Educational Institutions | Lack of information affects understanding and cooperation to each other  | +                               | + |   |   | + | + |   |   | + | + |   |   | Protected Areas Local Government                        | APA NGOs  | Information Sheet   |
| 3. Information meetings with livestock owners and shepherds and dissemination of leaflets.                             | Livestock owners and shepherds   | Information dissemination helps cooperation  |                                 |   | + | + |   |   | + | + |   |   | + | + | Administration of Protected Areas Local Self government | APA Local self Government NGOs                          | Information meetings  |
| 4. Local school children meetings with elders about traditional methods of livestock care & grazing; photo exhibition. | Herders, Livestock owners, shepherds, school children                    | Future generation should return to traditional way of shepherding if we want to protect our nature.                        |                                 |   |   |   |   |   |   |   |   |   |   |   | Administration  | APA School Directorate                                  | Meetings with school children, old herders, shepherds and livestock owners. |

| <b>Issue 2: Protect natural resources and preserve the unique natural and cultural heritage</b> |  |  |   |   |   |   |   |   |   |   |   |   |   |   |           |   |   |  |
|---|--|--|---|---|---|---|---|---|---|---|---|---|---|---|-----------|---|---|--|
| <b>Message: To care about our cultural and natural resources means to care about our future</b> |  |  |   |   |   |   |   |   |   |   |   |   |   |   |           |   |   |  |
| Activity  | Target group   | Sub message  | 3 year plan (according to the quarters) |   |   |   |   |   |   |   |   |   |   |   | Organiser | Funding   | Product   |  |
|   |  |  | 1                                       | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |           |   |   |  |
| Photo competition on Facebook about the importance of Tusheti Natural and Cultural heritage.    | Users of the social network  | Let us together protect Natural and Cultural Heritage of Tusheti<br>Natural and Cultural heritage of Tusheti is our wealth and all of us should care about it. | +                                       |   |   |   | + |   |   |   |   | + |   |   |           | Administration<br>Friends of Tusheti Protected Areas                      | Donor organization  | Photos that will be published and posted in Tusheti Visitor Centre |
| 2. Updating and publishing a Guide-Book for travellers on Customs and Rituals                   | Local Communities<br>Guest house<br>Educational Institutions),<br>NGOs<br>Visitors<br>Tush people who go to Tusheti for recreation | Natural and Cultural resources are important to preserve and develop Unique culture and nature in Tusheti,   | +                                       |   |   |   | + |   |   |   |   | + |   |   |           | Administration<br>Local NGOs<br>(Friends of Tusheti, Tourism Association) | Administration<br>Donor Organisations<br>Local government | Printed Brochure   |

|  |  |   |  |   |   |   |  |   |   |  |  |   |   |  |  |   |
|--|--|---|--|---|---|---|--|---|---|--|--|---|---|--|--|---|
| <p>3. Holding seminars at schools in Zemo and Kvemo Alvani about the importance of Tusheti Natural and Cultural Environment and dissemination of brochures<br/><i>(Combine with meetings with shepherds – Issue 1, no 4 above)</i></p> | <p>Community Educational Institutions</p>  | <p>Natural and Cultural environment of Tusheti is unique, let us care together to maintain it.</p>        |  | + |   |   |  | + |   |  |  | + |   | <p>Administration<br/>Friends of Tusheti</p>                           | <p>APA</p>   | <p>Reports of seminars</p>                  |
| <p>4. Information meetings in the villages in Tusheti and dissemination of Information sheet messages about the sustainable use of natural resources</p>   | <p>Local Community<br/>Livestock owners<br/>Herders<br/>Shepherds<br/>Guest house owners<br/>local residents<br/>people who are in Tusheti for recreation)</p> | <p>Tusheti Cultural and Natural Environment is important, let us care about its preservation together</p> |  |   | + | + |  | + | + |  |  | + | + | <p>Administration<br/>Local self government<br/>Friends of Tusheti</p> | <p>APA<br/>Local self government<br/>Interested NGOs</p> | <p>Information Sheet<br/>Meeting report</p> |

| <b>Issue 3: Local government and other organizations need more information about the activities of Protected Areas</b> |  |   |   |   |   |   |   |   |   |   |   |   |   |   |           |         |   |   |                       |                |
|--|--|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|---------|---|---|-----------------------|----------------|
| <b>Common Message: Dissemination of information about the Protected Areas is our success</b>                           |  |   |   |   |   |   |   |   |   |   |   |   |   |   |           |         |   |   |                       |                |
| Activity   | Target Group   | Sub Message   | 3 year plan (according to the quarters) |   |   |   |   |   |   |   |   |   |   |   | Organiser | Funding | Product                                   |   |                       |                |
|  |  |   | 1                                       | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |           |         |   |   |                       |                |
| 1.<br><i>Annual Report about the activities of Tusheti Protected Areas</i>   | Local Self government,<br>Educational organisations,<br>Information sources,<br>Business organisations,<br>Community | Information helps integration and success   | +                                       |   |   |   | + |   |   |   |   |   |   | + |           |         |   | Administration of Tusheti Protected Areas | Donor Organization    | Annual Report  |
| 2. Meetings with target groups   | Local self-government,<br>Resource users<br>Local businesses<br>Education Organisations,<br>Information sources      | Come to the meeting to share ideas to each other  | +                                       |   |   |   | + |   |   |   |   |   |   | + |           |         |   | Administration                            | APA                   | Meeting Report |
| 3<br>Dissemination of news by internet   | Local self-government,<br>Education Organisations,<br>Information sources  | Information dissemination helps cooperation<br>It will be more beneficial if we work together | +                                       | + | + | + | + | + | + | + | + | + | + | + | +         | +       | Administration of Tusheti Protected Areas | APA                                       | Electronic Newsletter |                |



| <b>Issue 4: Arrange and develop tourist infrastructure</b>                                       |  |  |                                      |   |   |   |   |   |   |   |   |   |   |   |  |  |  |
|--|--|--|--------------------------------------|---|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>Message: Developed infrastructure will support tourism and help protect the PA</b>            |  |  |                                      |   |   |   |   |   |   |   |   |   |   |   |  |  |  |
| Activities   | Target Groups  | Sub message  | 3 year plan (according the quarters) |   |   |   |   |   |   |   |   |   |   |   | Organiser  | Funding                                    | Product  |
|  |  |  | 1                                    | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |  |  |  |
| 1.<br>Sending e mails about the status of tourist infrastructure (This can be combined with 3.3) | Association Tusheti 'Guide'.<br>Donor Organisation.<br>Tourist Agenciesy.<br>Local Government. | Useful and timely information helps tourism development  | +                                    |   |   |   | + |   |   |   | + |   |   |   | Administration of Tusheti Protected Areas                                  | APA  | Updated information on the website and news written in PDF |
| 2.– Meeting with the target groups.  | Association Tusheti Guide.<br>Donor organisation.<br>Tourist agencies.<br>Local government     | Come to the meeting to express your ideas.<br>Come to the meeting to discuss together the opportunities for tourist infrastructure development | +                                    |   |   |   | + |   |   |   | + |   |   |   | Administration   | APA<br>Association Tusheti Guide           | Meeting Report   |
| 3.Information Meeting with the community   | Community (Guest houses, livestock owners, transport providers, local product providers)       | What is needed for infrastructure development?<br>How can we help you?   |                                      | + |   |   |   | + |   |   |   |   | + |   | Administration, Tourism National Agency, Local government, invited experts | APA<br>Tourism Association "Tusheti Guide" | Meeting Report   |
| 4. Information sheet - with information and instructions.  | Local Government.<br>Representatives of service providers                                      | Right and detailed information is a guarantee for valuable rest and travelling   |                                      | + |   |   |   | + |   |   |   |   | + |   | Administration   | APA  | Information Sheet  |

| <b>Issue 5: Develop better relationships with resource users</b>  |  |  |   |   |   |   |   |   |   |   |   |   |   |   |           |                      |                           |                               |                 |
|---|--|--|---|---|---|---|---|---|---|---|---|---|---|---|-----------|----------------------|---------------------------|-------------------------------|-----------------|
| <b>Common Message: Sustainable use of natural resources of Tusheti, is our and future generation interest</b>                 |  |  |   |   |   |   |   |   |   |   |   |   |   |   |           |                      |                           |                               |                 |
| Activity  | Target Group   | Sub Message  | 3 year plan (According to the quarters) |   |   |   |   |   |   |   |   |   |   |   | Organiser | Funding              | Product                   |                               |                 |
|   |  |  | 1                                       | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |           |                      |                           |                               |                 |
| 1. Quarterly Newsletter about the activities of Tusheti Protected Areas   | Community Visitors<br>(Tush people who stay in Tusheti for recreation) | Information about the sustainable use of natural resources.                          | +                                       | + | + | + | + | + | + | + | + | + | + | + | +         | Administration       | APA<br>Friends of Tusheti | Park Newsletter with Articles |                 |
| 2. Information Sheet - Information about Protected Area activities and instructions about the sustainable use of resources    | Community Local Government   | Untraditional use of natural resources damages the Protected Areas                   | +                                       |   |   |   | + |   |   |   |   |   |   | + |           | Protected Areas NGOs | Protected Areas NGOs      | Information Sheet             |                 |
| 3. Community meeting – to discuss the difficulties of resource use and individual meetings with resource users at their farms | Community Livestock owners   | Let us care about the future of Tusheti together and we can achieve success together |   |   | + | + |   |   |   | + | + |   |   |   | +         | +                    | Administration            | APA                           | Meeting Reports |

| <b>Issue 6: Good communication will increase support from donors and businesses</b>  |                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |           |                |   |                |
|--|----------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|----------------|---|----------------|
| <b>Common Message: With your efforts you become the part of the revival process of Tusheti natural and cultural heritage</b> |                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |           |                |   |                |
| Activity   | Target Groups                    | Sub message   | 3 year plan (according to the quarters) |   |   |   |   |   |   |   |   |   |   |   | Organiser | Funding        | Product   |                |
|  |                                  |   | 1                                       | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |           |                |   |                |
| 1. Power Point Presentation (English and Georgian) About the importance of Tusheti unique natural and cultural environment   | NGOs, Embassies, Business Sector | Good communication is the guarantee of revival<br>Tusheti natural and cultural heritage | +                                       |   |   |   | + |   |   |   |   | + |   |   |           | Administration | No funding is needed. Administration will do with their own resources | Presentation   |
| 2. Meetings with the government representatives  | Media, Government                | Let us think together about effective communication                                     | +                                       |   |   |   | + |   |   |   |   | + |   |   |           |                | Protected Areas   | Meeting report |

## Appendix 1: SWOT Analysis

An analysis of the Strengths, Weaknesses, Opportunities and Threats of communication activities at Tusheti Protected Area.

|   |   |
|---|---|
| <p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• Experience of organisations and traditions</li> <li>• Highly motivated staff</li> <li>• Good relationships with communities</li> <li>• Good relationships with NGOs</li> <li>• Good existing infrastructure – visitors centre and interpretation boards</li> <li>• The community already participates actively in the park</li> <li>• There is a good image for the region</li> </ul> | <p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• Lack of communication ability within the park – no mobile phone coverage and no radios</li> <li>• No radio or TV coverage</li> <li>• Lack of human resources</li> <li>• Lack of skills and experience</li> <li>• Poor legislation</li> <li>• Lack of funding</li> <li>• Poor roads</li> <li>• Relationship with local government</li> <li>• No management plan</li> <li>• Lack of international experience and knowhow</li> </ul>  |
| <p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• Natural and cultural resources</li> <li>• International programmes</li> <li>• Economic potential of the region</li> <li>• Create transboundary parks and agreements</li> </ul>  | <p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Neighbouring unstable regions</li> <li>• Political crises</li> <li>• Armed people on Protected Areas (border police)</li> <li>• Indecision on the precise location of the border with Russia</li> <li>• Unstable political situation affects numbers of visitors and could result in cut in funding</li> <li>• Visitor pressure</li> <li>• Pollution</li> <li>• Authorities making bad decisions – eg heli-skiing</li> <li>• Incorrect planning with the management plan</li> </ul> |

