

## Presenting the hosts of the Legends Trail

*These businesses were established with support from the EU4Tourism project*

### Tea & Chat Room

The Tea & Chat Room is located along the Legends Trail in Tatev. Visitors and locals can enjoy chatting, playing games, and drinking tea in a pleasant environment. There are plans to stage a variety of classes and events once the epidemiological situation permits.



### Ttenut

Ttenut is one of the businesses established on the Legends Trail in Karahunj, Goris. It offers a camping zone, food, mulberry workshops, and other services.

### Shahnazar Adventure Campsite

The Shahnazar Adventure Campsite is situated in Hartashen, close to Goris, and offers hiking, camping, horseback riding, fishing, birdwatching, bonfires, and tours to abandoned villages nearby.



### Khustup Guest House

The Khustup Guest House, based along the Legends Trail in Verin Vachagan, is a bed and breakfast offering a variety of adventure tours in the Kapan area.

## Legends Trail



### E-bikes in Tadzaver

Pegasus Tadzaver provides bike rentals, as well as electric and mountain bike tours to Tatev and to the settlements around Tatev.

### Restoration of the Legends Trail

Our crew is working hard on the restoration of the Legends Trail. Thanks to our collaboration with the NGO Trails For Change and the Transcaucasian Trail, it will soon be easier to navigate the beautiful segment between Khndzoresk and Khustup.

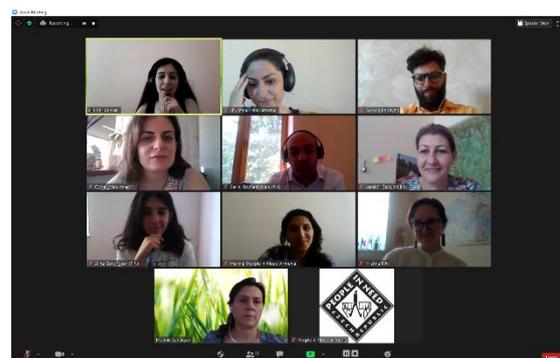


### Hosting Travel Bloggers on the Legends Trail

Travel bloggers Aram and Megan of Absolute Armenia recently explored the Legends Trail. They stayed at camping zones along the trail, and visited a number of the locations and businesses funded as part of the EU4Tourism project. They shared their experiences from southern Armenia on their blog, [www.absolutedarmenia.com](http://www.absolutedarmenia.com).

### Pitching ideas to be implemented along the Legends Trail

New business ideas and initiatives have been pitched to the selection committee of the EU4Tourism project of PIN. The most competitive ideas that meet the project's requirements will receive grants, in addition to specialised training on tourism-related services and how to promote them.



## Legends Trail

### Five new businesses and five community initiatives to receive funding

Five new businesses and community initiatives have received grants in order to improve the areas of Goris and Kapan along the Legends Trail. Stay tuned as they begin their journey with the Legends Trail family.



The Mobile Café – **Fresh Stop** in Shinuhayr will offer fresh, local berries, as well as juices made from local berries and fruits.

**The Bakery** in Shinuhayr will introduce a wide variety of local, fresh food. Visitors can also participate in a traditional lavash baking ceremony.

**The Hilltop Camp** will offer tent-based, modern tourism services as part of a recreational complex for visitors interested in science and eco-tourism. The camp will provide excursions, a telescope for visitor use, and glimpses of the local rural culture, including gardening and animal care. In the evening, the camp will offer outdoor screenings of movies and sports games on a big screen.

**Verin Khotanan Guesthouse and Knarik's Guesthouse** in Tandzaver will undergo renovations, enabling them to offer traditional food and accommodation for six to eight people. The guesthouses will utilise solar water heaters for their warm water needs.

**A wildlife observation area** will be built in the Tatev community, a few hundred metres from the Legends Trail, between the villages of Tatev and Tandzatap. It will provide pleasant spaces for education and relaxation with magnificent views of the Vorotan gorge.

**Cave Library – Boheme**: a cave will be transformed into a cultural centre with the addition of furniture and equipment. Visitors will have the opportunity to watch films or play games for free.

**The Kum-Kum Hub** initiative aims to revive a shared cultural and entertainment centre in order to create a new community landmark for the village. The town museum will be improved and made more accessible to local and foreign visitors. Workshops targeting the area's young people will be organised, and the centre will create new opportunities for education and self-development.

**The Healing Water Spot** initiative aims to create a recreation spot around this popular mineral water source, making the area more accessible and enjoyable for tourists and visitors.

**The Kapan Adventure Tourism Centre** initiative aims to make Kapan more attractive by promoting and increasing awareness about the attractions of the town and surrounding villages. Signage with information on the sights of the Kapan area will be installed in the town's central park.

## Expansion of the wool value chain in the Shirak Province



### Nine job openings created

A new fur and leather workshop has been created in Gyumri, in the Shirak Province of Armenia, with support from the EU4Shirak: Wool for Jobs project. The workshop is part of the wool value chain and has added nine new jobs to the area.

### Two new companies to use Amasia products

Two newly-established companies in the Shirak Province will use products from the Amasia Wool Factory to produce cradle pads, pillows for pregnant women, feeding pillows, orthopaedic mattresses, machine-made wool mattresses, blankets, linen for children and adults, as well as other bedding. Together, these companies will add another nine jobs to the wool value chain.



### Producing unique natural yarns

Our mixed-breed rams have been sheared. They are a mix of Coridel rams and local Amasian sheep; this breed is being piloted as part of the EU4Shirak: Wool for Jobs project. The intent is for the Amasia Wool Factory to produce new, unique types of yarn from the wool.

### Catalogue published for the Amasia Wool Factory

The Amasia Wool Factory, established as part of the EU4Shirak: Wool for Jobs project, has published a catalogue about the factory's history, production methods, and products. You can download the catalogue [here](#).



## Expansion of the wool value chain in the Shirak Province

### Assistance for new entrepreneurs

In cooperation with the Gyumri Employment Centre, People in Need (PIN) Armenia organised an informational meeting with entrepreneurs from the EU4Shirak: Wool for Jobs project. The goal was to tell entrepreneurs about the opportunities offered by the employment centre, and explain the application process for grants to support new businesses. Opportunities for future cooperation were also explored. .



### Diversifying production during the pandemic

In response to the COVID-19 pandemic, JuLiAna, a company established with support from the EU4Shirak: Wool for Jobs project, has started producing masks and special uniforms for health care workers in the Amasia community, in addition to its usual line of wool clothing.

### Amasian “hygge”

Handwoven fabrics from the Amasia Wool Factory are being used at the Herbs & Honey Teashop to create a “hygge” space for its customers.



## Meeting with the staff of Shirak's TVET institutions

As part of the EU-funded Transition from Education to Employment project, PIN organised a meeting with representatives of Shirak's four TVET institutions, employers in the textile sector, and the Gyumri Employment Centre. The group discussed the possibilities and peculiarities of the implementation of a system of dual education, which combines apprenticeships with vocational education, while taking into consideration labour market demand.



## Technical and Vocational Education and Training



### Videos featuring PIN projects



The champions in this [video](#) are from Amasia. The knowledge and skills they gained at the Amasia Craftsman State School helped them find jobs.



Graduates of the Maralik and Amasia TVET colleges [talk about](#) their education and work experience.



Graduates from Artik State College and the Shirak State Agricultural College [share their stories](#) about the TVET education and job opportunities.

## Good Governance

### Supporting newly established civil society organisations

We have announced a call for participation in the EU-funded “Civil society actors as drivers of change in South Caucasus and Moldova” regional project. Once we have selected the participants, we will support them in developing a vision and concrete plan for change, building up their capacities, and accessing the necessary resources to turn their visions into reality. We will work with participants to design tailored programmes to help them achieve their goals.

### PIN helps civil society organisations respond to COVID-19

PIN has launched the regional EU COVID-19 Solidarity Programme 2020-2022 project with financial support from the European Union. This project helps civil society organisations respond to the immediate and long-term impacts of the COVID-19 pandemic in Eastern Partnership countries.



### Discussions on the draft Audio Visual Media Law

In June, a range of propositions for the draft of the Audio Visual Media Law were evaluated by an expert group in Yerevan. The discussion centred on the chapters on regulation and management of the Council of the Public Broadcaster. Among the issues covered were amendments made to the number of members in the council, and the need for shortening council membership terms. Mr. Joan Barata, a well-known media expert and the leading expert from the Council of Europe, held a remote discussion with the expert group and later provided the members with his written recommendations.



## Videos featuring PIN projects



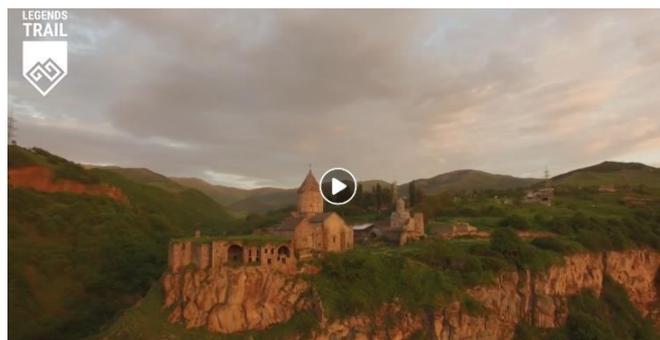
**Retreat:** If you are tired of the noise and traffic of the city, the Legends Trail is the place for you.

[Watch](#)



**Adventure:** We are looking forward to hosting adventure lovers on the Legends Trail.

[Watch](#)



**Explore our culture:** There is a lot to learn about the culture of Syunik; come and hike the Legends Trail to find out more!

[Watch](#)



## PIN's work in the media

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### New companies in Shirak featured on Iragir.am



The online news platform Iragir.am recently featured the founders of two newly established businesses who received grants from the EU4Shirak: Wool for Jobs project. The businesses use products from the Amasia Wool Factory, thus expanding the wool value chain in Shirak. [READ MORE](#)

### Banks.am features our work in Shirak



Banks.am platform featured EU4Shirak: Wool for Jobs project. Apart from the above mentioned newly established businesses, in October, 2019 four other companies were founded in the wool value chain as part of the project. They produce various wool products, overall creating 25 new job places. [READ MORE](#)

### Goristoday.am features the Legends Trail



The Legends Trail and the new businesses springing up alongside it are important to the development of the nearby regions. Goristoday.am showcased the Shahnazar Adventure Campsite, which was established in Hartashen in the Syunik Province as part of the EU4Tourism project. [READ MORE](#)

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## PIN's work in the media

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### GALA TV: Training for TVET institutions in the Shirak region



Gala TV featured the “Transition from Education to Employment” project, which enabled staff from the Amasia Craftsman State School, Maralik Craftsman State School, Artik State College, and the Shirak State Agricultural College to participate in six training courses for a total of 96 academic hours. During the training, participants were instructed in career counselling, marketing and communication,

strategic planning, and other topics. [READ MORE](#)



### The TVET project on Public TV



Public TV in Armenia featured a project aimed at supporting socio-economic development in the Shirak Province by improving the synergy between TVET institutions and the private sector. This project is implemented by PIN with the support of the European Union. As part of the project, the capacities of TVET institutions are being enhanced, and new mechanisms for coordination between TVET institutions and

the private sector are being established. In addition, work-based learning WBL initiatives are being supported, as are apprenticeships in the agricultural and textile sectors. [READ MORE](#)



## f Social media at a glance

### PIN protects Amasia Medical Centre staff

PIN provided personal protective equipment to medical workers at the Amasia Health Centre CJSC to help protect them from COVID-19 and limit the spread of the disease in underserved regions.

[READ MORE](#)



### The Magic Forest included on HIKE Armenia

The Magic Forest, one segment of the Legends Trail, has been included in the HIKE Armenia website and application. We are proud to see the ongoing impact of our EU4Tourism project on rural tourism development.



### The Ttenut Distillery

Thanks to EU support, micro-entrepreneur Irina Darbinyan has been able to establish the Ttenut Distillery. Irina believes that the distillery will provide an authentic experience for tourists visiting the Syunik Province. Watch Irina's success story [HERE](#).





## Goodbye and best of luck, Kristina!



Kristina has worked with PIN Armenia for the last two years. She came to Armenia first as a volunteer, and fell in love with the country, the team, and PIN's mission. Kristina went on to successfully manage our tourism and green projects in Syunik. Her work, her mind set, and her work ethic were a great inspiration to both our team and our beneficiaries.

Kristina has finished her mission to Armenia and is heading back to Slovakia. We wish her the best of luck in her career and send her long-distance hugs from the PIN Armenia team.



## Big thanks to our donors & partners

