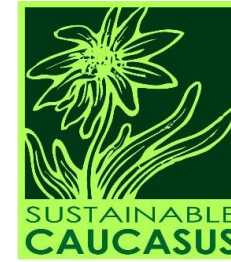


XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



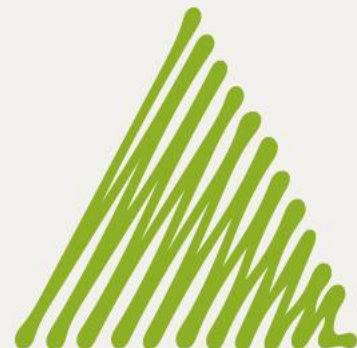
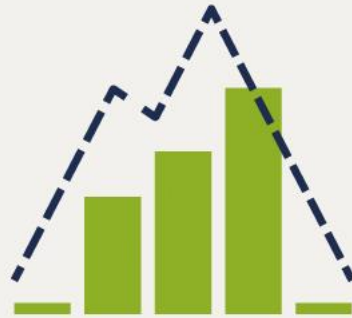
Natia Chopliani

Deputy Director

Caucasus Network for Sustainable
Development of Mountain Regions
(Sustainable Caucasus)

**Caucasus Trading Platform –
Bridge to global markets for
the niche products of the
South Caucasus**

nchopliani@sd-caucasus.com

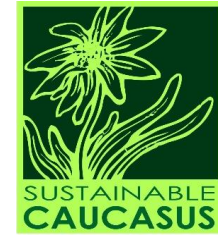


Background

- The Scientific Network for the Caucasus Mountain Region (SNC-mt) — an open network of Caucasus scientists and scientific institutions — July 2014; More than 500 members
- Founded by the 7 Caucasus scientific institutions of the six Caucasus countries by the MoU in cooperation with UNIGE and UNEP



Objectives and main target of Sustainable Caucasus



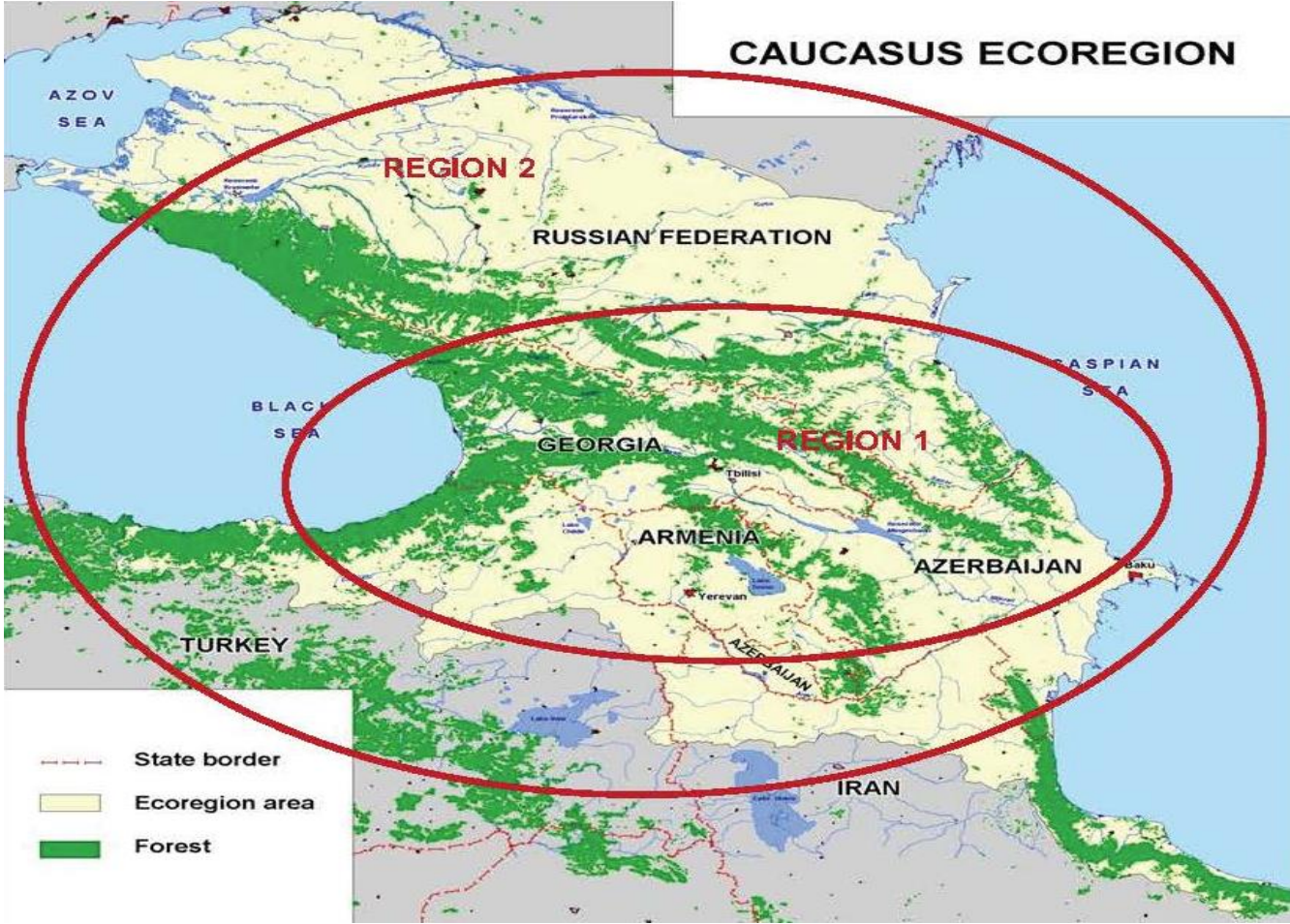
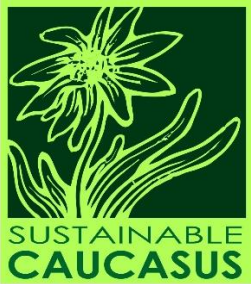
- The Primary goal:
 - to promote coordination and advocacy in support of sustainable development of the Caucasus ecoregion and beyond.
 - to foster regional collaboration by bringing together key stakeholders, and implementing innovative solutions on the ground.



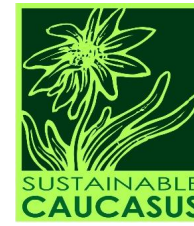
- *Ensure knowledge-based and scientifically-grounded decision-making and development*
- *Strengthen connections between scientists, practitioners, and decision-makers.*



Geographical Coverage Sustainable Caucasus

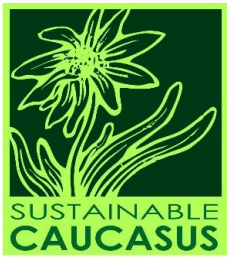


Key Guiding Document Sustainable Caucasus



- **B.1** Climate change
- **B.2** Biodiversity
- **B.3** Forestry conservation and development of forests
- **B.4** Water resources and management
- **B.5** Land use and land cover change
- **B.6** Natural hazards and risks
- **B.7** Population and cultural diversity
- **B.8** Tourism and recreation
- **B.9** Socio-economic development and planning
- **B.10** Mountain cryosphere





Tourism and Recreation Socio-economic Development

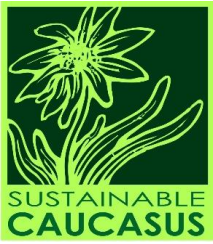


Tourism and Recreation Socio-economic Development

COMMUNITY-BASED TOURISM (CBT)

- Focus on Community Engagement
- Experiential and transformational concepts
- Promote learning-by-doing Approach
- Green and Digital (twin) Transition
- Cultural Authenticity and Conservation of Heritage
- Capacity Building and Value Chain Development
- Environmental Ramifications and Carrying capacity
- Circular models and improved waste management





Instruments for Development Sustainable Caucasus



Community Development Strategy



Grant Opportunities and No-interest loans

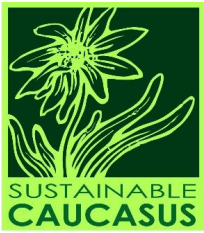


Workforce Development Trainings and Workshops



Marketing Campaigns to strengthen
networks and raise awareness






E-commerce Sustainable Caucasus

Caucasus E-marketplace

Regional Trade Platform



Cheese board

€280.00
Share: [f](#) [t](#) [@](#)


1 in stock

[ADD TO CART](#)

Categories: All Cheese Boards Tableware Trays

Additional Information [Reviews \(0\)](#)

Dimensions 25 x 35 cm



Sterling Silver Blue Synthetic Sapphire Dangle Earrings, "Armenian Wonders"
Product ID: 448071

by Armine Harutyunyan

Crafted in the traditional Armenian style, these round sterling silver dangle earrings shine gracefully with classic details. Armine Harutyunyan draws... [more](#)


In stock **Only 4 left!**

Retail Value: \$228.95
\$107.99 On sale - was \$119.99

Quantity: [ADD TO CART](#)

15% OFF Sitewide.
Use code: **LABORDAY24** in checkout.

[More than one? Unlock quantity discount price](#) view




Baku Style Carpet

Price: **\$893.01**
4 interest-free installments, or from **\$80.60/mo** with [shop Pay](#)
[Check your purchasing power](#)
\$937.66 Inc. GST

Quantity:

- Type: Pile weave
- Material: Wool
- Size: 152 x 126 = 1.92
- Density: 36 x 46
- Stock: 9483
- Hand-knotted in Azerbaijan

[Add to cart](#) [Buy with shop Pay](#)



Pitcher

€170.00
Share: [f](#) [t](#) [@](#)

1 in stock

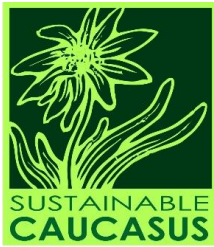
[ADD TO CART](#)

SKU: 1415352002770
Categories: All Pitchers Tableware

Additional Information [Reviews \(0\)](#)

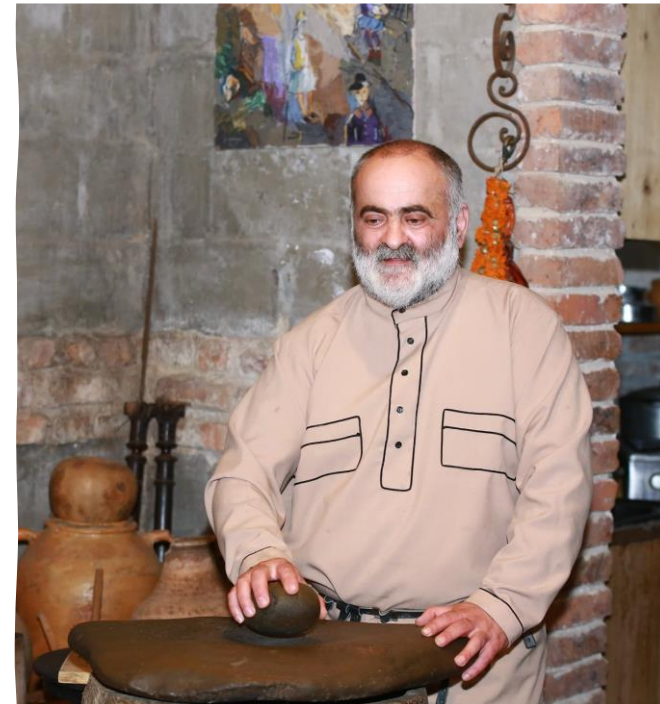
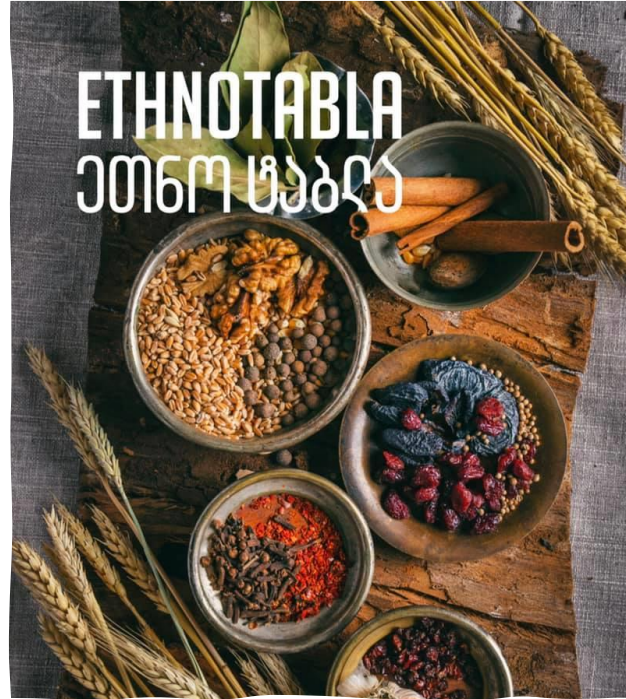
Dimensions 18 cm





Products and Services online

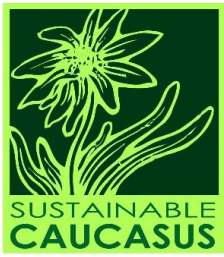
Sustainable Caucasus



Culinary Classes

- Reviving and Promoting Traditional Local Cuisine
- Developing Gastronomy Master classes
- Publishing Culinary Books per region





Products and Services online Sustainable Caucasus



Wine, Amphora Whisky, Amphora Beer
Production Classes





Products and Services online Sustainable Caucasus

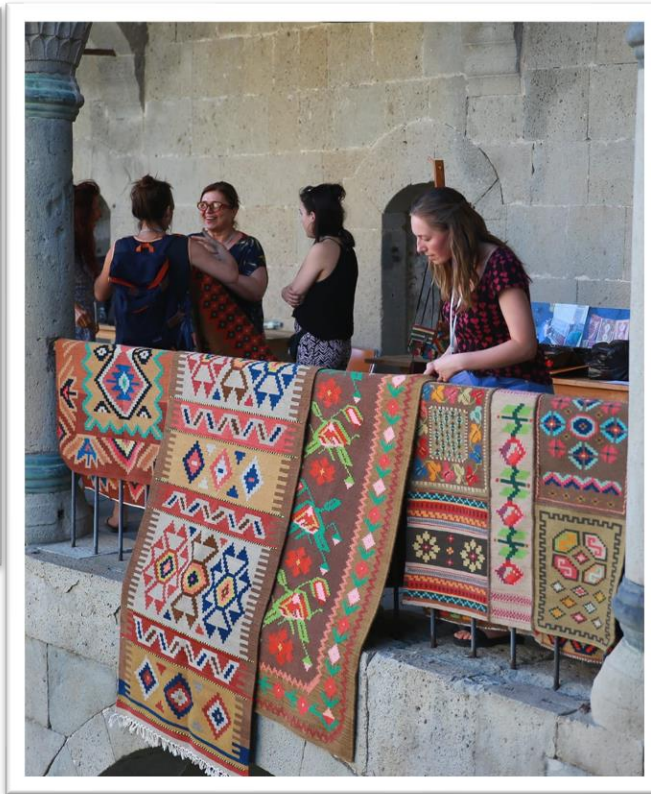
Craft Classes

- Pottery
- Wood Cutting
- Knitting and Embroidery
- Candle Making
- Rug Weaving
- Felt Making
- Iconography



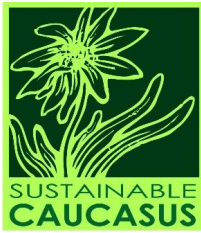


Products and Services online Sustainable Caucasus



Fairs and Festivals



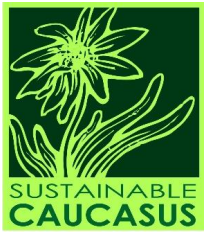


Risk and Challenges Sustainable Caucasus



- Heavy Outmigration
- Cybersecurity, copyright, fraud
- Inconsistent supply
- Proximity of Armed Conflicts
- Insufficient marketing and low awareness





Products and Services online Sustainable Caucasus

- Blockchain technologies for P2P trading
- Mobile apps for smooth operation



Gràcies
Gracias
Thank you
Merci

