

On February 27, 2014 REAP released Request for Applications for the second round; it was followed by the outreach presentations in West and East Georgia in order to cover whole country.

Outreach presentations for Round 2 were held in six regions Imereti, Samegrelo, Adjara, Guria, Samtskhe-Javakheti and Racha. Presentations were conducted by Component 1 and Component 2 representatives and Communications Specialist. During the presentation all participants received as handouts printed version of RFA and Application form and CD with all Component 1 and Components 2 files.

Outreach sessions were supported by Informational TV Spots and Informational Posters:

**Informational Spots** - contained information about REAP project activities and announcing venue/time/date of presentations in each region.

#	TV Company	Coverage Area	# Spots/Day	Duration Period
1	Rioni TV	Imereti, Racha Lechkhumi Regions	7	02.26.14 – 03.03.14
2	Odishi TV	Samegrelo, Svaneti Regions	7	02.27.14 – 03.04.14
3	Guria TV	Guria Region	7	02.29.14 – 03.06.14
4	Adjara TV/TV25	Adjara Region	7	02.28.14 – 02.05.14
5	TV9	Samtskhe-Javakheti Region	7	03.05.14 – 03.09.14

**Informational Posters** – contained information about REAP component1 and 2 activities, indicated [www.jobs.ge](http://www.jobs.ge) where application forms for both components could have been downloaded and mails where filled application form should be submitted [info@georgiareap.org](mailto:info@georgiareap.org) for Component 1 and [bsp@georgiareap.org](mailto:bsp@georgiareap.org) for Component 2.

40 copies – A1 size posters were developed and distributed throughout the county in all municipality buildings and regional extension centers established by Ministry of Agriculture.

## **Imereti Region:**

Imereti Region Presentation was held in Kutaisi, conducted by Zaal Khomeriki, Component 1, Paata Zakarashvili, Component 2 and Maka Noselidze, Communications Specialist

- Date of **Kutaisi** Presentation – March 4
- Time of Presentation – 13:00
- Venue of Presentation – Municipality Building/3 Rustaveli str.
- Number of Participants – 70 – 10% women - (Regional Government, Regional Extension centers from Sachkhere, Chiatura, Vani, Tskaltubo, Tkibuli, Terjola and Samtredia, Local Media/Radio/Press)



**Samegrelo Region:**

Samegrelo Region Presentation was held in Zugdidi, presentation was conducted by Zaal Komeriki, Component 1, Paata Zakarashvili, Component 2 and Maka Noselidze, Communications Specialist.

- Date of **Zugdidi** Presentation – March 5
- Time of Presentation – 12:00
- Venue of presentation – Municipality Building/45 Gamsakhurdia str.
- Number of Participants – 36 – 10% women - (Regional Government, Regional Extension Centers from Abasha, Senaki, Khobi, Tsalenjikha, Chkhorotsku and Martvili, Local Media/Radio)

**Adjara Region:**

Adjara presentation was held in Batumi, presentation was conducted by Zaal Komeriki, Component 1, Paata Zakarashvili, Component 2 and Maka Noselidze, Communications Specials.

- Date of **Batumi** Presentation – March 6
- Time of Presentation – 12:00
- Venue of Presentation – Ministry of Agriculture of Adjara/119 Komakhidze str.
- Number of Participants – 23 – 10% women (Regional Government, Local Media)



**Guria Region:**

Guria presentation was held in Ozurgeti, presentation was conducted by Zaal Komeriki, Component 1, Paata Zakarashvili, Component 2, Nino Inasaridze, Environmental Specialist and Maka Noselidze, Communications Specials.

- Date of **Ozurgeti** Presentation – March 7
- Time of Presentation – 12:00
- Venue of Presentation – Ozurgeti MSI/14 Chavchavadze str
- Number of Participants – 24 – 10% women (Regional Government, Regional Extension Centers from Lanchkhuti and Chokhataruri and Local Media)

**Samtskhe-Javakheti Region:**

Samtskhe-Javakheti Region presentation was held in Akhaltsikhe, presentation was conducted by Zaal Komeriki, Component 1, Nino Inasaridze, Environmental Specialist and Maka Noselidze, Communications Specials.

- Date of **Akhaltsikhe** Presentation – March 10
- Time of Presentation – 13:00
- Venue of Presentation – Akhaltsikhe MSI/19 Manvelishvili str
- Number of Participants – 44 – 10% women (Regional Government, Regional Extension Centers from Aspindza, Adigeni and Borjomi, USAID Representatives and Local Media/Press)



**Racha Region:**

Racha Region presentation was held in Ambrolauri, presentation was conducted by Zaal Komeriki, Component 1, Nino Inasaridze, Environmental Specialist and Maka Noselidze, Communications Specials.

- Date of **Ambrolauri** Presentation – March 11
- Time of Presentation – 14:00
- Venue of Presentation – Municipality Building / 1 Tamar Mepe str.
- Number of Participants – 64 – 10% women (Regional Government, Regional Extension Centers from Tsageri, Lentekhi, Oni , USAID/NEO Representatives and USAID Representatives)

March 13<sup>th</sup> and 20<sup>th</sup> two additional sessions was held in Tbilisi on the premises of CNFA/REAP office total number of attendees was about 56 – 10% women.

**Overall Estimation:**

All 317 Participants in all regions mainly were asking specific questions regarding their activities and expressing their concerns regarding the environmental issues. Very small percent was concerned regarding the high cost share. Representatives of all regional extension center established by the Ministry of Agriculture were present during the presentations. REAP prepared and handed special packages including informational posters and handouts for their offices to increase the awareness on project activities.

- Samegrelo region requested additional regional REAP office opening in Zugdidi. The reason was to have more effective communication between SMEs and REAP. During the presentation Imereti Region Coordinator was introduced and explained that upon their needs he is always mobilized to visit Samegrelo district and held additional informational sessions for entrepreneurs.
- Imereti region was very active including women participants, as a result the region itself is big and agriculture production is diversified.
- Samtskhe-Javakheti farmers and entrepreneurs needed assistance in potato growing and livestock as these two directions are the main production in this region.
- During the round 2 REAP Environmental Specialist also was present in Guria, Salmtske-Javakheti and Racha Regions; it was very helpful because all environment related questions were fully covered by the specialist.
- Racha region expressed their concern regarding lack of financial resources; due to the fact of poor agriculture production, the main agriculture activities in this region are wine production and livestock.

**Media Coverage**

<http://www.youtube.com/watch?v=JMFJ7HzTr5o>  
<https://www.youtube.com/watch?v=58lk8IsQDDM#t=15>  
<http://www.youtube.com/watch?v=mf660AATCIQ>