

# Concept

## On Sustainable Development of Phshavi

The goal of the conception is to determine the priorities of sustainable development of Phshavi till 2030. Phshavi is a mountainous geographically and ethnically historically formed micro-region in Georgia, Mtskheta-Mtianeti region, Dusheti municipality.

### General

#### Geography

Phshavi is located in Mtskheta-Mtianeti region, Dusheti municipality. It embraces the basin of Phshavi's Aragvi. Its area is approximately 550 km<sup>2</sup>. Phshavi borders: to the North-East - on the Greater Caucasus Range which separates it from Tusheti and southern (Piraketa) Khevsureti; to the West it borders on northern (Pirikita) Khevsureti, Gudamakari, Khando and Tchartali; to the South it borders on Shida Karti; to the East - on Ertso-Tianeti. Phshavi is divided into two parts: the territory from the outfall of the Phshavis Aragvi up to the Ortskala is Ukana Phshavi community; down from the Ortskala, at the lower (under)current of the Phshavi Aragvi is Magaroskari community. Geographically Phshavi is located at the boarder of Kartli-Kakheti and is the highland of these two regions, though according to territorial and administrative division Phshavi used to belong to Kakheti province. But according to the contemporary administrative and territorial division the whole territory of Phshavi is part of Dusheti municipallity of Mtskheta-Mtianeti region. The southern border starts at Sharakhevi and through the Ortskala Pshavi Khevi (Shuapkho-Ukana phshavi) stretches to the East and nears the Greater Caucasus Range. Phshavi territory is directed to the South. In comparison with Tusheti-Khevsureti Phshavi is lower. Its hypsometric altitude is 1000-3000 m, but its nature is more diverse than that of Khevsureti and Tusheti.

Phshavi is rich in vegetation and its territory up to Shuapkho is covered with dense foliage forest. In direction of the outfall of the Orstkala-Zemo Phshavis Aragvi and the Caucasus Range the forest becomes thinner, it is replaced by shrubbery and at the mountain peaks changes into alpine meadows which are perfect as pastures and grasslands. Ukana phshavi community is rich in such

pastures, therefore cattle-breeding is the main occupation there. Great variety of birds and wild animals live in Phshavi.

## **Population**

People living in Phshavi are called Phshavelebi. They speak Phshavi dialect of the Georgian language. Phshavi was one of the demographically rich regions in the past. Migrants from Phshavi live in the Iori Khevi (Tianeti municipality), in Kakheti region, etc. Nowadays there are 292 families and 722 residents in 30 villages of Phshavi. Lots of villages are deserted.

## **Introduction**

Georgia in general and its each region or settlement and among them Phshavi cannot be separated from the world processes of sustainable development. It is necessary to keep up with them and move in the direction of the so-called green development.

Decision made by region administration in favor of sustainable/green development of Mtskheta-Mtianeti region actuated the problem of development of Phshavi.

We have a strong ambition to turn Phshavi into one of the best and model regions. Among the aspects that are considered as advantages of Phshavi and determined choosing it as a pilot region – the most important is Vazha-Phshavela's phenomenon.

Vazha-Phshavela's creative heritage is our tremendous invaluable and yet untouched capital. Achieving harmonious coexistence of nature and man is the most important priority for the world. This problem as well as interrelation of everything existing in the universe were the issues that Vazha-Phshavela wrote about more than a century ago.

The time came and it is our duty to commercialize Vazha-Phshavela's heritage. We have to offer it to the world in the form acceptable to it. In difference to material products we lose nothing giving away this capital, just the contrary, the more we give away, the more we receive back.

## **Education for the Sustainable Development Goals**

Education for the sustainable development is the attitude to teaching-educating process which enhances engagement of people in discussing and solving the problems of sustainable development, serves enlarging people's potentialities to comprehend the conception of sustainable development and realize it in real life.

Education throughout man's life notwithstanding the age is the main aspect of ensuring growth and creating of jobs and offering people possibilities to participate in social life.

Population of Phshavi will receive a perfect chance to extend their knowledge and cultivate practical skills through non-formal education.

## **Spatial Planning**

On the basis of this conception long-term plans of spatial development-construction for Pshavi in whole and for each separate village will be made.

Considering its traditions Phshavi should acquire a contemporary unique look. Landscape forming will be based on scientifically grounded models reserving individual characteristic features.

## **Environmental Protection**

The "sustainability principle" – exploitation of environment and natural resources so that development of society is not endangered and the environment and natural resources are protected against irreversible quantitative and qualitative changes is the orienting point of the environment protection of Phshavi.

Environment protection and harmonious exploitation of nature, as well as ensuring a healthy safe environment corresponding to ecological and economic interests of the present day and future generations will be guaranteed in Phshavi.

Preservation, protection, improvement and rehabilitation of the environment quality will be carried out through environmental protection management including strategic planning, evaluation of environmental impact, education, systems of monitoring and environmental information, supervision and execution, environmental responsibility, struggle against environmental crime, making environmental information public, application of effective procedure mechanisms and means in the processes of decision making and administrative and legal consideration.

Stage by stage, though in short time European environmental standards will be established in order to preserve safe environment, protect, improve and rehabilitate it.

A local plan of environment protection activities including all sectoral environmental strategic perspectives as well as an institutional and administrative issues will be worked out.

Environment safe for man's health and original landscapes will be preserved and protected. These activities besides environment protection have also social-economic aspects from the viewpoint of

employment of the local population, migration processes, tourism development, improving living conditions, infrastructure development, enlarging markets for the local production etc.

## **Climate Change**

Within the limits of the United Nations Frame Convention on Climate Change (UNFCCC) and agreements and resolutions associated with it, cooperation on overcoming climate changes will be developed and strengthened in Phshavi. The cooperation aims at lessening the change effects and adaptation to the climate change, introduction of safe and stable low carbon content and adapting technologies at the local level.

Preservation of stable ecosystems will become an important “tool” to lessen the negative consequences of climate changes.

## **Management of Natural Disasters**

Danger of natural disasters will be lessened as the best practices in the sphere of disaster prevention, reaction and lessening their harmful effects will be introduced.

An effective mechanism of preparing and reacting to disasters will be created and population will be informed and engaged in the processes.

## **Biological Diversity**

Biological diversity is one of our most important wealth. Development seems impossible without its rational use and maintenance. This is the main element of achieving sustainable development. Conservation of biodiversity and its sustainable exploitation will be ensured in accordance with the biodiversity convention and other international and national regulations.

Production and trade of the products received from natural resources, the products which are received due to sustainable exploitation of biological resources and at the same time contributes to the process of conservation of biodiversity will be supported.

In order to lessen losses of biodiversity and pressure upon it, cooperation with national and international institutions and public organizations will be ensured. In order to protect the endangered species of wild flora and fauna special measures will be taken at the local level.

In order to support conservation of biodiversity and its sustainable exploitation, national and international cooperation will be deepened. Special attention will be paid to exploitation of

biodiversity in natural and agricultural ecosystems containing endangered species, protected natural areas and genetic diversity; restoration of ecosystems, as well as ending or lessening harmful effects on nature endangered by exploitation of animate and inanimate natural resources of ecosystems. Living conditions for great variety of species of plants and animals will be maintained due to extensive agriculture.

By 2030 people in Phshavi will live in harmony with nature; importance of biodiversity will be acknowledged; conservation and rational exploitation of bio resources will ensure incessancy of ecosystem processes, healthy environment and vital benefits for the whole society.

By 2020 a greater part of the society, especially local population of Phshavi will participate effectively in the process of decision making on preservation of biodiversity, exploitation of bio resources and biosafety.

By 2018 100% of Phshavi population will be informed on biodiversity, existing danger and ways to neutralize it and will have realized social and economic value and benefits of biodiversity.

By 2020 management and conservation of agricultural ecosystems and natural pastures and grasslands will be improved.

By 2020 biodiversity of forests will be protected due to introduction of the best practice of sustainable forestry.

By 2030 genetic diversity of local species of plants and animals and endemic species of cultural plants, as well as their corresponding wild species, genetic diversity of other species of different social-economic and cultural importance will be preserved; strategies to protect their genetic diversity will be worked out and introduced into practice.

## **Sustainable Management of Forests**

Forests constitute 60-70% of Phshavi territory. The greater part of forests is situated on steep slopes and perform especially important functions of soil protection, water retaining-regulation, sanitation-hygienic, recreational, wind protecting etc. Forest is a reservoir of fresh air and forms resort and ecologically clean microclimate, which makes the region special and attractive. Forest conservation, its sustainable management is important for Phshavi's economic, environmental and social objectives.

System of sustainable management of forests should be formed, forest and forest areas should be cultivated and exploited using such methods and with such intensity which ensure preservation of their biodiversity, productivity, power to self-reproduction and viability; performing

corresponding environmental, economic and social functions in such a mode that other ecosystems are not harmed.

Sustainable management of forests ensures: maintenance and growing of qualitative and quantitative indexes of economic potential of forests considering ecological values of forests, active participation of population in forests management and fair division of the benefits received. Degraded forests will be re-cultivated. The process of natural self-reproduction will be enhanced. In order to exploit rationally forest resources, the role and corresponding economic, social and ecological values of these resources will be assessed.

Sustainable management of forests and solving of social problems will be considered within the common plan of village development. Innovative, original decisions will be supported.

In result of sharing or changing forest property forms and responsibility for forest management in Phshavi, protection of forests will be more effective and management more sustainable in case if communities, public organizations and accordingly motivated private structures will participate in forest management.

Communities should be engaged in management of the local forests and needs of different social groups (young people, women, etc.) should be taken into consideration. They should feel responsibility for the resources on which their present and future lives depend.

Such pilot projects that enhance commercial exploitation of the forests by local communities to create new jobs, open income sources and diminish poverty will be worked out.

A nursery garden forest cultures will be organized, planting of private forests will be encouraged. Acknowledging that it is more beneficial to use forest for purposes of recreation than lumbering (wood production), Phshavi will receive resort-recreational status and thus corresponding plans regarding forest cultivation, planting parks and gardens etc. will be worked out.

Infrastructure of eco-, recreational and other and other directions of tourism will be organized.

By 2020 management plans for 100% of Phshavi forests will be made and put into practice.

By 2030 100% of degraded and chaotically cut down Phshavi forests will be restored.

## **Protection of Animal World**

Certain arrangements regarding sustainable exploitation of the animal world will be carried out. It means such exploitation of animal world when, during indefinite time, maintenance, sustainability and reproduction of species diversity of the animal world will be ensured.

Geno-fund reserves will be organized where in artificial conditions species of wild animals will be preserved, bred and then returned to natural environment.

Places of wild animals' habitation, reproduction, rest, places with water supplies and of wintering, migration and water paths etc. will be arranged.

It will be possible to exploit animal world objects jointly on the basis of stated norms in order to satisfy recreation, sanitation, scientific, cultural-educational, teaching, aesthetic and other needs.

## **Exploitation of Natural Resources**

Natural resources will be exploited only on the basis of scientifically worked out calculations and plans. The problem of exploitation of natural resources by the local inhabitants for personal needs without damaging environment will be regulated. Community council (Lagi) in cooperation with partner organizations and corresponding state structures will regulate exploitation of Phshavi natural resources for social aims.

## **Water Protection**

Protection of water objects and rational exploitation of water resources considering interests of the present and future generations and the principles of sustainable development will be ensured. Causes of water pollution, dumping garbage into water reservoirs and drying up will be eliminated. Special measures will be carried out in order to retain sustainability of aquatics and ensure sustainable exploitation; harmful effects on water will be lessened and their results eliminated. Supervision of rational exploitation of water and its protection will be ensured. Water sources of local importance will be inventoried and its exploitation registered. Water resources will be commercialized.

## **Air Protection**

Protection of one of the principal components of environment – air will be ensured in Phshavi in accordance with ecological and economic interests of society and the present and future generations. Air condition harmless for human health and natural environment will be achieved, sustained and improved.

Phshavi will justly take place among the regions where air is free of harmful polluting substances. Transit and exploitation of the transport and other moving mechanical means of conveyance that pollute air will be under special control and transit and exploitation of means conveyances in

exhaust of which concentration of harmful substances surpasses the norm limit stated for the particular type of means of conveyance by the law in force will be prohibited.

The problem of stationary sources of air pollution and inventory of harmful substances exhausted into air will be under regular control.

## **Soil Protection**

By 2020 activities directed on conservation and restoration of the soil without endangering the soil itself, biodiversity, man's health and environment will be carried out.

Soil will be studied and its qualitative indexes analyzed; progressive technologies regarding improving soil will be worked out and implemented.

By 2030 soil losses due to erosion, torrents, landslips, avalanches, floods, soil pollution, secondary marshes and salinity as well as consequences of anthropogenic influence will be minimized. Effective methods to protect soil from erosion will be chosen and applied; at places of erosive land different agro-technologic and engineering methods such as foresting, planting windbreakers etc. will be applied. Lands will be protected against natural disasters (floods, torrents, landslips, avalanches etc.) and extreme erosive processes, fertility of pastures and grasslands will be improved as well as plant cover.

An important part of Phshavi territory is occupied by grasslands and pastures and their condition greatly determines agriculture in Phshavi. Strategy of sustainable exploitation of Phshavi's natural grasslands and pastures will be worked out and corresponding activities will be enlisted in the directing documents; an effective system of pasture management will be implemented.

By 2025 the process of restoring and introducing sustainable exploitation of agro-ecosystems and natural arable lands will be finished.

Innovative methods and means will be used to preserve soil fertility, improve its physical and chemical constitution. For different types of soil effective models of soil exploitation will be worked out.

Observance of national norms and norms set by European Union concerning soil protection and maintenance of soil fertility by land owners will be controlled.



## **Conservation of Endemic and Aborigine Species**

Measures of “farm conservation” will be carried out. Seed and set material of the local species will be available to everyone, knowledge concerning growing and exploiting local species will be distributed, promotion of local species and their products on the market will be supported.

The problem of distribution of seed and set materials of local plant species and breeding of local agricultural animal species will be solved.

Local species will be protected against genetic erosion. Projects directed on keeping the purity of species will be carried out.

By 2019 introduction of invasive bee species in Phshavi will be ceased in order to save the local bee species (*Apis mellifera caucasica*). Phshavi will become the zone of protecting Georgian bee. Measures to create genetic bank of the wild medical plants and plants used as food products, as well as the bank of wild species congenic to cultural plants. Live collections will be formed; uncontrolled extraction of plant resources with commercial aim will be eliminated.

## **Management of Chemical Pollutants and Waste**

Phshavi is declared a region 100% free from chemical pollutants. From 2017 projects directed at total replacement of chemical pesticides, herbicides, mineral fertilizers, household chemical products by bio-products will be prepared and carried out.

Measures directed at diminishing, rendering harmless, utilization, placing and burying of industrial, household and other waste according the norms and rules of environment protection, sanitation-hygiene and epidemiology will be carried out.

By 2020 the problem of environment pollutants, in particular, the problem of waste management will be solved. The problem of communal sewage treatment will be solved. An effective system of gathering, transportation and placing of household waste will be implemented.

By 2025 a system of secondary exploitation (recycling) and processing of waste will be introduced. There will be no more landfills in Phshavi.

By 2018 polyethylene packs will be replaced by organic packing materials and bags and reusable net-bags of organic natural cloth.

## **Green Economics**

Green economics determines growing of men's wellbeing and ensures social justice, at the same time, environmental risks and loss of its diversity diminish considerably. The UN initiative on green economics will be implemented.

“Greening” of economics involves any branch and sphere of activity. Investments in the sphere of ecologically oriented environmentally friendly products and services will be welcome, especially those that are connected with goods and services concerned with lessening climate changes, introduction of corresponding technologies and stating standards that respond to environmental and economic needs, creating “green” jobs.

Business will be ecologically solidary in the direction of environment protection as well as solving social problems of the local population.

## **Agriculture**

Geographic situation of Phshavi, its climate, lack of agricultural lands determines limited development of agricultural directions.

- Politics of green development of Phshavi determines total greening of agriculture, development of organic/bio/eco agriculture.
- In order to develop primary agricultural production and enlarge productivity, such measures as forming and developing of consulting and technical service offices, organizing of experimental-demonstrative farms, establishing of species breeding and renovating farms, introduction of modern technologies will be supported.
- By 2018 every farmer in Phshavi will be trained in the sphere of organic agriculture. Information on modern technologies, species, markets will be available for them.
- Agriculture will be modernized and its sustainable development supported; new forms of farming and agro-innovations will be introduced, among them forming of close cycle bio-agrarian complexes and cooperatives, stations of storing up and processing.
- Special foundation will be set up in order to consolidate fragmented land plots, fix native population to their native land, enhance land owners' transition to organic production.
- Storing up, processing and using of wild medical and fragrant plants and herbs, non-wood forest products (fruit, berries, medical herbs) will become one of the priorities in farming activities.

- Inland farm roads, amelioration systems and different agricultural infrastructure will be repaired.
- Special attention will be paid to preserving and developing endemic and traditional species and cultures, specialized farms will be organized.
- Harmful effects of cattle breeding on the environment will be minimized.
- International relations in the agricultural sphere concerning protection, reproduction and exploitation of the animal world objects which have farming, scientific, cultural-educational, aesthetic and other values will be developed.
- Projects oriented on production of highly technological competitive expensive products on small land plots will be worked out.
- Local water resources will be used at most for fishery.
- Effective, real and long-term forms of agricultural cooperation will be tested and introduced.
- Local agricultural products will be commercialized and promoted. A net of brand shops will be formed.
- By 2020 at least one bio-agrarian complex with modern storing and processing lines will function in Phshavi.
- By 2020 monetarily expressed 80% of agricultural products produced in Phshavi will satisfy requirements of organic standards, 99% of agricultural lands will be cultivated according to organic agro-norms.
- Measures to assist organic farmers to certify their farms will be held.
- Agriculture in Phshavi will be environment friendly and climate wise.

## **Industry**

The long term aim of industry development is to overcome poverty, raise living standards in Phshavi via introduction of eco-technologies and creating “green” among them non-agricultural jobs.

The main long term objectives are:

Forming of small high-technological enterprises of the highest standards (100%), introduction of waste-free technologies.

Development of small and medium range enterprises on the basis of the principles stated in the EU “Small Business Act”.

Forming conditions supporting development of undertakers and family business and encouraging business on the basis of “Think Small First” principle. Compatibility will be fostered, contacts between European Union and Phshavi business circles will develop and export activities supported.

## **Domestic Industry**

Development of traditional and new branches of handicraft, production of market oriented goods, introduction of new labor-saving technologies and machinery, turning working places of handicraftsmen into tourist objects will be supported. A network of Phshavi handicraft masters will be formed in order to share experience, carry out joint marketing plans, enhance labor division and cooperation.

## **Tourism**

Phshavi nature and ecological environment, abundance of monuments of material culture, retained ethno-cultural and industrial traditions, resort-recreation potential will be exploited at most and rationally; Phshavi will become one of the best tourist regions and the best model of sustainable development at the same time.

Every aspect of country tourism will be developed in order to create non-agricultural jobs in Phshavi, to receive alternative income, secure constant habitation of the population, especially of young people in Phshavi villages, to foster the processes of remigration, to improve cultural and living standards. Knowledge concerning development of country tourism gained worldwide will be exploited and proper organizational, stimulating and supporting activities will be carried out.

Tourist streams, products and markets, human resources and institutional structures will be enhanced and developed. Local and regional tour programs will be prepared, corresponding infrastructure organized.

Community tourism will develop, by 2020 at least five thematic villages will be prepared (knitting-embroidery, wool processing, smith craft-chasing, wooden goods, earthenware, cheese, etc. One

village – village of Vazha’s Mindia will specialize on storing and using of medical herbs according to the principle: food should be a remedy, and remedy – food), a firm foundation will be prepared to save and develop non-material cultural heritage.

Tourism in Phshavi will not be seasonal. It will function all year in different directions.

by 2020 at least two winter resorts will be organized.

By 2025 a total resort-recreation cluster of Phshavi will be formed.

By 2025 about one hundred certified country tourism objects will be built in Phshavi. Income from tourism in villages will be tangible.

A network of country tourism objects as part of total Georgian network will be created and integrated into international eco and country tourism networks.

Centers of informal education – ecovillages, community houses, conference halls where educational, teaching, informational and other events concerning different aspects of sustainable development, eco-education, bio-education, country tourism, sustainable management of forests, healthy way of life will be organized. Phshavi will become an important center of educational tourism. Vazha-Phshavela’s native village Chargali will become a center of international importance regarding distribution of ecological thinking and knowledge.

Special attention will be paid to development of ethno-tourism. Our habits and traditions, non-material cultural heritage will be attractive tour products. Special kitchens will be organized for gourmets where they will take part in cooking Phshavi food and delicacies. Proximity of Phshavi to the capital of the country will be exploited at its best. Family, friends and corporative rest-days tourism will develop. Corresponding infrastructure will be built. By 2020 at least three camping sites will be prepared.

Resort-recreating potential of Phshavi will be used at most to develop sanative tourism.

Popularization of healthy way of life, introduction of alternative sanitation methods and means as well as education will turn into an important segment.

Educational courses, international events with participation of representatives of different schools and directions of alternative sanitation will be held.

## **Social Sphere**

Sociological research will be carried out in Phshavi, the data will be analyzed and corresponding conclusions drawn.

Social integration of representatives of vulnerable groups and persons of limited abilities will take place.

Protection of women's rights will be ensured, their strivings to leadership will be supported.

Vulnerable families will receive assistance to improve living conditions, start and develop business.

Natural disaster and war victim families will be supported and helped to get employment.

Talented vulnerable children and children of limited abilities will receive help to develop their talent, conditions friendly for self-realization will be ensured.

Measures aiming at leveling living standards in Phshavi with urban living standards will be carried out. Systems of social safety will be improved.

## **Employment**

Regular steps will be taken to support employment politics, form more and better jobs, reduce poverty, ensure appropriate working conditions, protect health and safety at work, foster social dialogue, social protection, social engagement, support gender equality, prohibit discrimination, promote corporative integration, sustainable development and ensure better living standards.

The humankind enters the phase of social economic development. It is expressed in various forms, in main, it means creating the possibilities for vulnerable groups and persons to improve their economic conditions via their own endeavors.

Organizing of social enterprises in Phshavi will be an important priority direction. These enterprises will ensure large scale systemic and sustainable social changes via application of new inventions, various attitudes, more precise exploitation of the existing technologies and strategies. Such groups of population that are especially non-competitive on the labor market will be employed and integrated into the labor sphere.

Business incubators will be organized.

## **Health Care, Sport, Physical Activity**

The sphere of public health care will be under special control. Prevention and control of contagious and non-contagious diseases will be paid special attention to mainly through exchange of information and the best practices, support of healthy way of life, physical activities and

considering the main factors determining health such as nourishment and establishing correct attitudes to alcohol, drugs and tobacco.

Healthy way of life will be supported, alternative sanitation objects will be organized.

A highly technological and technical sanitation, rehabilitative and emergency centers will be formed in Phshavi. Balneological resort will be organized on the basis of the local resources.

Exchange of information and the best practical experience will be enhanced in the sphere of sports and physical activity; establishing of healthy way of life, development of social and educational values of sport, mobility of sport will be supported.

Special attention will be paid to development of national kinds of sport and games.

### **Safe Living/Working Environment and Energy-Efficiency**

Nowadays we are ready to respond the challenges that face our society and environment. Such topics and terms as eco-house, energy-efficiency, eco-furniture, environmentally friendly technologies etc. are rather popular in the West though these terms just start to enter our society.

In order to ensure healthy way of life, bring up healthy generations, create safe living and working conditions in Phshavi, building and repairing will be carried through only using materials and technologies that are safe for health.

Phshavi will be declared a zone free from materials containing asbestos. Slates used in houses and farms will be replaced stage by stage and utilized.

By 2017 internationally accepted standards of eco-building will be introduced.

Measures on energy-efficiency of buildings will be carried out.

Energy-efficiency and energy-saving, exploitation of renewable energy sources on the basis of economically and ecologically justified principles will be supported.

By 2020 every wood stove exploited in Phshavi will be energy-efficient and 30% of used electricity will be received from local sources of renewable energy.

### **Infrastructure**

Development of road system should ensure transport availability for every village in Phshavi. By 2019 rehabilitation of Phshavi highway will be finished, transport will go to even the most remote

Phshavi villages. By 2025 Phshavi villages will be fully provided with drinking water purified by means of the best modern technologies.

Every family will have network or autonomous electricity.

By 2020 Phshavi will be covered with mobile and high speed internet network.

## **Education and Culture**

Secondary education will be available for inhabitants of every village in Phshavi.

Sphere of culture will be institutionally enforced in order to support maintenance of cultural diversity, maintain and develop properly the values of cultural and historical heritage.

Protection and development of positive ethno-cultural traditions will be ensured.

Protection and rational use of cultural objects will become inseparable part of territorial planning.

Museums will be arranged in accordance with the new conception. Village-museums where material as well as non-material cultural heritage will be protected are examples of the new conception museums.

By 2020 nature museums presenting Phshavi nature in concentrated form will be organized.

Traditional religious holidays will receive new life and become more elaborate. popular holidays among them Vazhaoba will become really popular holidays by their form and content.

Phshavi cuisine will become diverse according the principles of healthy diet; certain products will get brand names.

Places of culture and libraries will be organized.

Folk events and competitions in national sports (Georgian wrestling, horse race, horse ball – tskenburti, kabakhi, lakhti, chilika,etc.) will take place regularly at open air theatrical squares.

Multi-cultural events, international folk festivals, events dedicated to Vazha's heritage etc. will be organized.

Competitions on translating Vazha's works into foreign languages, on creating works of fine arts and sculpture will be organized.



## **Sustainable Governing**

From 2018 synthesis of traditional community and modern sustainable governing will take place in Phshavi eco-community. The structure which will ensure a long term development of Phshavi on the basis of full blown democracy will be formed.

## **Civil Sector**

Local non-government and community organizations will be strengthened and engaged in the process of decision making and monitoring the development projects.

International relations will be formed, contacts expanded and information and experience exchanged, joint projects will be prepared and realized.

## **General Image of Phshavi Community Future**

Phshavi community will live on the basis of moral code which ensures kind-hearted relations among the inhabitants, consolidation in hardship as well as in happy days.

Community inhabitants should take the full responsibility on the whole community or the village.

From those who are waiting for a better life, they should turn into those who create it.

Every inhabitant of the community should have impact on the community development and use their knowledge, experience and physical resources to this cause.

Community inhabitants should consider themselves part of nature and take care of the environment, their lives and activities should be in harmony with nature.

The way of life that is the basis of man's health and long life should be established in communities.

Care for cultural heritage, maintenance and development of positive traditions should be considered the matter of honor for the community.

Only those directions, methods and technologies and innovative attitudes of economy should be developed that ensure existence and development of the community for indefinite time.

According to its infrastructure, standards of life, degree of integration with the whole world Phshavi community should equal towns. It should be considered a matter of merit and prestige to live and work in Phshavi community.

Phshavi will become an internationally significant eco-community.

**Developed by Phshavi Development Commission Regional Development Agency of Mtskheta-Mtianeti**

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