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EUROPEAN UNION FOR ARMENIA



Federal Ministry  
for Economic Cooperation  
and Development



EU4Culture: Stronger Communities and Initiatives

Learning, Creating & **Innovating**  
for Community Based Culture & Tourism

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# About the Project & the Publication

The implementation team of the [EU4Culture: Stronger Communities and Initiatives Project](#) (the Project) is pleased to present this booklet that uses data, visualization and storytelling to speak about key Project milestones and results, describe tools and approaches used, feature the great work done by partners and beneficiary Civil Society Organisations (hereinafter CSO), museums, schools.

[EU4Culture: Stronger Communities and Initiatives Project](#) started in February 2018 and ran for 39 months in the target regions of Gegharkunik, Kotayk and Shirak. By investing 547,026.80 Euros (85% by the EU), the European Union and German Federal Ministry for Economic Cooperation and Development (BMZ) have supported:

- more active involvement of the civil society, youth, cultural organisations and other local players in regional and community development by enhancing their capacity and making available financial resources for implementing their ideas;
- tourism development and increased environmental awareness through identification and effective utilisation of natural, cultural and human assets as well as social entrepreneurship in support of local touristic opportunities.



In each of the three regions the following clusters of villages and cities have been selected through a consultative process:

Arpi Cluster

including  
| Ardenis | Berdashen  
| Garnarich | Shaghik  
| Tsaghkut | Zorakert

Kotayk Cluster

including  
| Arzakan | Artavaz  
| Bjni | Hanqavan  
| Meghradzor

SEGAMA Cluster

including  
| Sevan/Lchashen  
| Gavar/Noratus  
| Martuni/Madina

These clusters benefited from the Project through

overall investment .....

86,978,630 ₺

Local CSOs implementation of 8 pilot projects,  
6 social enterprise initiatives, 4 research studies, 3 innovative grants

overall investment .....

15,591,000 ₺

5 multimedia products at museums

overall investment .....

4,475,000 ₺

12 community service projects implemented by youth

overall investment .....

3,986,080 ₺

3 non formal learning labs in museums

The overall investment has resulted in more than

60 cultural and touristic resources & products.

Each of project implementation partners contributed its specific knowhow and expertise to the Project implementation. Thus, DVV International used adult education (through trainings, mentorship, hands on experimentation supported by consultancy, etc.) as a primary strategy for partner CSOs capacity building. Media Initiatives Center (MIC) supported by Association of Museum Workers and Friends (AMWF) contributed by enhancing use of technology/multi-media and marketing skills for modernising museum content and presentation. Armenian Center for Democratic Education CIVITAS NGO applied its specific methodology for working with youth to encourage their active involvement in community development.

This booklet summarises the work done by Project implementing partners, beneficiary CSOs, museums and educational institutions. Its 4 main parts highlight the Project's capacity building activities (Part 1), main Project products and resources (Part 2), use of innovation in the Project (Part 3). Part 4 of the booklet presents all organisations, teams and individual experts that have been part of the Project.

We would like to thank Project donors, partners, stakeholders and beneficiaries for their contributions to the successful implementation of the Project, especially in the difficult times of COVID-19 pandemic and the 44-day military conflict.

*Project team | [DVV International](#)*

*Project team | [Media Initiatives Center](#)*

*Project team | [Armenian Center for Democratic Education CIVITAS NGO](#)*

*Project team | [Association of Museum Workers and Friends](#)*

# Part 1

## Better Knowledge & Skills for Culture and Tourism

The EU4Culture: Stronger Communities and Initiatives Project has worked intensively with its beneficiary CSOs, museums, schools to build their capacity for identifying and developing the cultural and touristic potential of their localities and communities. Turning resources into a touristic potential, creating and offering new products have been possible through such interventions as:

- | Training of trainers who supported the Project throughout its implementation;
- | Training of Project beneficiary CSOs, museums, schools;
- | Mentorship in support of grant applications and project implementation
- | Consultancy to CSOs implementing social entrepreneurship initiatives
- | Training by beneficiary CSOs for their constituencies

## Key facts and numbers

88

Institutions trained

59 CSOs | 6 museums | 23 schools

53

Expert support sessions

19 | mentorship

34 | consultancy

42

Training sessions

19 | by Project implementers<sup>1</sup> (PI)

34 | by Project-supported CSOs

525

Total participants in all trainings

339 | trained by Project implementers

186 | trained by Project-supported CSOs

26

Experts involved

15 | trainers

5 | mentors

6 | consultants

1. Training sessions by Project implementers refers to the trainings conducted by three Project implementing organisations including DVV International, Media Initiatives Center and Armenian Center for Democratic Education CIVITAS NGO. Trainings were also included in the projects of some beneficiary CSOs.

## Trainings by Type and Topic (PI)

### Training of Trainers

Basics of Applying Curriculum GlobALE to the Non-Formal Adult Education Practice

### Overview training

- World Tourism Trends and Tourism Strategy in Armenia
- Destination and Its Infrastructure
- ABCD Methodology

### Topical trainings

For CSOs

- How to Make a Destination More Attractive
- PR & Event Management in Tourism
- Community Based Tourism Development
- Media Sapiens: Online Storytelling Skills for CSO Representatives
- Intercultural Communication
- Eco Touristic Image of Community
- Tourism Product Development
- Social Entrepreneurship. Business Planning
- COVID-19: Impact on Tourism. How to Neutralize the Consequences
- RA Tax Legislation for Small and Medium Businesses

For School Teachers and Students

Youth Inclusion and Leadership Module

For Museums

Multimedia Tools for Museums

Marketing & Communication Tools for Regional Museums

# Featured trainings conducted by the beneficiary CSOs<sup>1</sup>

Topic	Beneficiary CSO
1. Use of Modern Media Tools in the Field of Tourism	Association of Young Journalists NGO
2. Effective Sales of Tourism Products Through Online Media	
3. Vlogging: How to Create Effective Video Stories?	
1. Oral History: Collection of Local Legends and Stories	"Blejan" Environmental, Social, Business Support NGO
2. Global and Local Environmental Issues	
3. Route Mapping Offline and Online	
Tourism Certificate Program with Eight (8) Modules	"Geghareg" Educational, Cultural NGO
Training of Tourist Guides	Improve Our Village NGO
Felting Design and Production	City Research Center NGO
Trainings on Environmental Issues for School Teachers	Children Assistance Fund

<sup>1</sup> While several different training sessions were conducted by the supported CSOs, only those with direct impact on developing community-based culture and tourism resources are featured here.

## Project Story:

EU Supports Youth from Kotayk and Gegharkunik to Learn to Re-discover their Communities for Themselves and the Potential Visitors

Meet Haykuhi and Sona from Gegharkunik, Gevorg, Frida and Hambardzum from Kotayk. These young people and their peers have been brought together by the EU4Culture: Stronger Communities and Initiatives Project. Affiliated with two of Project sub-grantee organisations (Blejan NGO in Gegharkunik and Improve Our Village NGO in Kotayk), their time was well spent in the past several months to gain new knowledge and learn new skills on trail mapping and environmentally sustainable tourism, tourist guiding and tour development. They attended trainings, did research and then got out there to explore, to re-discover the touristic, cultural, hiking potential of their communities and regions and to make it known to others.

One of the trails mapped and marked by Haykuhi and her friends leads from her native Tsovazard village to the Yot Qar (Seven Stones) mountain and passes through a fascinating natural flora rich with wild flowers and herbs, of unmatched beauty and serenity. The other route is within Sevan National Park and it is here where the final event of trail mapping project happened. A group of youth, project team, National Park staff and volunteers walked along the trail cleaning this protected area, marking the trail by using an international system of color coding. Testing their trails and routes gave the young people involved in Project confidence that they have become proficient in trail mapping and accompanying hiking groups and that this can well become a professional interest for many of them.

In Kotayk, the young people who had taken tourist guiding course, practiced their skills by guiding a pilot tour for a group of Project team representatives, Kotayk CSOs, local residents. Gevorg introduced the visitors to the unique structure of Nor Hachn bridge and told a lot of new things about the Gyumush Hydroelectric Plant.

Frida took them to the house of Vales Grandfather (as everyone in Arzakan calls him), a local self-grown artist who has created an esthetic value by decorating his house with his own mosaics both inside and outside. Hambardzum then led the group to the so-called Ruptured Rock in Bjni, an impressive natural phenomenon with many local legends surrounding it.

When talking to the young people from Kotayk and Gegharkunik, it was obvious what they valued most about their participation in the projects, i.e. friendship and a new understanding of their communities and regions. The Project helped them to see that Armenia's small cities and villages are a wealth of history, traditions and culture, but also are filled with experiences of inviting daily life routines that can attract tourists both from other parts of Armenia and abroad.



## Part 2

### Products and Resources for Culture and Tourism

The EU4Culture: Stronger Communities and Initiatives Project has supported 22 CSOs, 6 museums, 11 schools to develop and introduce over 60 products, resources and tools ranging from tour packages to trails to street signs and several others.



## Key facts and numbers

**5** Tour packages

**9** routes (5 hiking routes and 4 cycling/mountain biking routes) electronically mapped and uploaded to Google Maps

**20** Street signs, signboards

**5** infrastructure units - diner, photo atelier & souvenir shop, eco station, lavash bakery, inclusive trail

**5** multimedia exhibitions at museums

**3** non-formal learning labs at museums

**7** books

**27** videos

## Investment<sup>1</sup> and Products by Target Regions

	Investment	Products
Gegharkunik	39,207,260 <sup>₺</sup>	<ul style="list-style-type: none"> <li>1 multimedia exhibition</li> <li>1 non-formal learning lab</li> <li>9 routes electronically mapped and uploaded to Google Maps</li> <li>1 certificate training program on tourism</li> <li>1 postcard tour</li> <li>Street signs, signboards</li> <li>1 tour package</li> <li>1 photo – atelier &amp; souvenir shop</li> <li>1 diner</li> <li>1 outdoor event</li> </ul>
Kotayk	36,684,450 <sup>₺</sup>	<ul style="list-style-type: none"> <li>2 multimedia exhibitions</li> <li>1 non-formal learning lab</li> <li>1 association established and tourism development strategy produced</li> <li>1 inclusive trail</li> <li>4 tour packages</li> <li>1 lavash bakery</li> <li>1 outdoor event - festival</li> </ul>
Shirak	35,139,000 <sup>₺</sup>	<ul style="list-style-type: none"> <li>2 multimedia exhibitions</li> <li>1 non-formal learning lab</li> <li>1 tour package</li> <li>1 eco station</li> <li>Felt souvenirs</li> <li>Souvenirs on Gyumri heritage</li> <li>1 outdoor event - festival</li> </ul>

1. Investment reflects grants provided to CSOs, museums and schools in each region to implement pilot projects, social entrepreneurship initiatives, community service projects, multimedia and educational infrastructure support to museums, as well as innovative grants for outdoor events. Over 75 percent of the funding was directed to activities, while 20-30 % (depending on the scope of the funded project) was allocated to administrative costs.

# 6 selected products

## Arpi Eco Station

| Tsaghkut, Shirak |

An interesting tourism support facility has been established in Tsaghkut village near the Arpi lake. Called Arpi Eco Station, this room and the open-air pavilion next to it invite hikers and nature lovers to this spot from where they admire the beauty of the lake while having rest in a very cozy place. The visitors can also make use of such services as rent of tents, charging devices, telescopes and binoculars for watching the surrounding or the birds, and some others. The station is running on the solar battery and offers hot water as well. The area has been beautified by use of land art and street art.

**Implementer** | “Alvan Tsaghik” social-educational NGO, Gyumri Travel Club

## “Etiuni: The Forgotten Kingdom”

| Lchashen, Gegharkunik |

“Etiuni: The Forgotten Kingdom” was established in 2020 at Lchashen village in Gegharkunik region. It is a social entrepreneurship initiative representing a diner and tearoom inside a guest house, all decorated with Urartian style frescoes. Etiuni guests can get acquainted with the Urartian culture through the frescoes and decorations of the halls, be photographed in Urartian style outfits, taste the delicious dishes of the Armenian national cuisine. Tourists can also visit the ancient settlement of Lchashen, see the cuneiform inscription of King Argishti I of Urartu, as well as take part in tours designed for the guests of the kingdom.

**Implementer** | Regional Development and Research Center NGO

## Trip Mate

| Sevan, Gegharkunik |

Innovation can come in many ways. This one is a postcard tour where you get a set of postcards that lead you from one site to another, thus making up an entire tour from Sevan to Gavar and Martuni. On your way you can see the oldest house in Sevan, attend a kyufa (traditional Armenian pounded meat dish) making workshop in Gavar, play around horses in the Martuni horse farm. Or you may get an entirely different set that leads you somewhere else. Have your phone at hand, scan the QR code on the card, follow the video stories that will take you to places.

**Implementer** | “Sevan” Youth Club NGO



## “Three in One”

| Arzakan -Bjni, Meghradzor - Hanqavan, Kotayk |

Youth from Kotayk explored their communities for months discovering legends, people, destinations, new stories about old sites and what not. They then created a few new itineraries that will be offered as tours guided by the youth. From unique Soviet time Nor Hachn bridge and the Gyumush Hydroelectric Plant to the house of Vales Grandfather, a local self-grown artist who has created an esthetic value by decorating his house with his own mosaics to the so-called Ruptured Rock in Bjni, an impressive natural phenomenon with many local legends surrounding it. You are in for a nice surprise, looking at things through younger eyes.

**Implementer** | Improve Our Village NGO

## “Tagani” Photo-atelier & Souvenir Shop

| Martuni, Gegharkunik |

The new showroom of renowned Martuni -based “Tagani” brand offers a wide variety of unique souvenirs decorated with traditional Armenian bird-shaped letter patterns. Mugs and pillow cases, magnets and runners were added to Tagani’s initial selection of traditional costumes using their special pattern. The intent of this expanded social entrepreneurship is to provide a wide assortment of regional souvenirs to visitors and tourists and ensure job opportunities for women. The traditional costumes also found a new use at the photo atelier, where residents of Martuni and guests can have professional photo sessions dressed in colorful costumes of Armenia’s regions.

**Implementer** | Martuni Women Community Council NGO

## Sarvor Tourism

| Gavar, Gegharkunik |

An extraordinary experience awaits visitors on this 1-2-day trip to sarvor (mountain dweller) camps in Geghama mountains. They will enjoy the pristine nature and landscapes, spend time with sarvors learning about their life and routine, attend master classes on national folk songs, dish making, etc. Transportation, tents, sleeping bags, meals, tourist guide may be provided as requested.

**Implementer** | “Geghareg” Educational, Cultural NGO



# Project Story

## Seagulls landed in Central Streets of Sevan City, Gegharkunik

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*In the afternoon of July 17, 2020, one could see residents of the city of Sevan stopping to observe, fascinated, what was happening in some of their central streets.*

*It appears that in the post-Soviet era, for over 30 years, there have been no street signs in Sevan. People know that this one is Shahumyan street and the other one is the Energetics street, but for a tourist or a guest, Sevan has been a maze of nameless streets for too long.*

*So, for Sevan residents it was a happy moment to follow the municipal truck moving from spot to spot to place the 11 street signs, one touristic destination map and one info board designed and prepared by "Sevan" Youth Club NGO, the recipient of a sub-grant under the EU4Culture: Stronger Communities and Initiatives Project.*

*As Gohar Mnatsakanyan, head of the NGO emphasized, for them it was important to come up with a creative idea that would not only mark the town's streets, but also make it a more inviting space for tourists, both from outside Armenia and visiting Armenians.*

*So, they announced a call for ideas, and after a lot of brainstorming, debate and discussion agreed that the idea of a seagull is symbolic for the area. In several street intersections the seagull sign's wings point to the street that leads to a number of touristic places both inside the town and nearby, which are also listed on the sign. If you are technology savvy, you can also scan the QR code on the sign and learn more about the sites it directs too.*

*The smiles and approval of Sevan residents is the great reward for the "Sevan" Youth Club and the municipality that partnered to make this initiative a reality.*





# Project Story

## Revival of Naghashi Lavash, a Traditional Armenian Bread Bakery

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*Irina Tadevosyan lives in the rural community of Bjni, in Kotayk region of Armenia. Irina's family has been into lavash baking for many years, first using the traditional tondir (firing pit) technology, then shifting to semi-industrial electric oven.*

*As Irina says, no one in Bjni has baked in tondir for years. Once the baking scents from her house reached her neighbours and community, so did the news about the assistance she got from the European Union to restore her tondir and turn her porch into a cozy eating area. Since Irina's house is next to the 11th century church, one of major sites in Bjni, she believes tourists coming to their well-known community, will not be able to resist the temptation of the aroma of baking lavash and the traditional Armenian dishes they would be happy to offer.*

*Some tondir equipment, wooden table and chairs, pottery for serving food to visitors, all of this was provided to Irina by Likiu Yerkir NGO, a recipient of a sub-grant under the EU4Culture: Stronger Communities and Initiatives Project.*

*As part of the sub-grant, the NGO assessed the social situation in the communities of Bjni and Arzakan. As a next step they identified the social entrepreneurship opportunities in these communities that could have a social contribution and selected the one that, given a very limited investment into their minimum viable product, will make a difference.*

*Irina's business will certainly do since they are and will continue supporting the village kindergarten by providing lavash and other baked goods.*

# Part 3

## Innovation and Creativity for Culture and Tourism

The EU4Culture: Stronger Communities and Initiatives Project has had no lack of innovation and creativity. While many other innovative products are featured in different parts of the booklet, here we chose to focus on a special aspect of the Project, i.e. *Innovative grants to promote outdoor cultural and touristic life* in targeted community clusters. To select the ideas for innovative grants, a week-long (August 4-10, 2020) *online idea generation event* entitled “ՅանցԱռ Սարդ” (Tzantzar Sard) was held by DVV International for over 100 participants representing 22 target CSOs and other partners. ՍԱՐԴ (SARD) is the Armenian for Spider and it both symbolised the network of Project CSOs and was used to indicate a focus on *Innovative, Creative Ideas* for outdoor or hybrid events.

### What did the Event Offer?

**Motivational Prototype** | A public webinar by 6 speakers representing different organisations and platforms and speaking about popular events and festivals they traditionally organise in Armenia.

**Idea Generation** | Through moderated sessions in three regional ZOOM groups unique ideas were generated and discussed that would compete to get funding for implementation.

**Pitching and Selection** | Videos featuring the ideas were presented to the jury and the best ones were selected based on such criteria as innovation, contribution to cluster visibility, financial viability and others.

## Key facts and numbers



Zoom,  
google forms,  
menti-meter  
used as online facilitation tools

Creative cultural  
program  
including pantomime performance  
and Tiezerq band concert

# From Ideas to Events

33 ideas generated | 8 pre-selected | 3 funded for implementation

In September – October, 2020, the best innovation ideas were implemented in the three target regions: outdoor events and festival were organised.

For more information about the innovative outdoor events:  
[https://www.youtube.com/watch?v=A-XZ7\\_Jv4wE](https://www.youtube.com/watch?v=A-XZ7_Jv4wE)

## Arishta Festival

in Kotayk

27.10-08.11.2020

Association of Young Journalists NGO and Improve Our Village NGO were partners for this project.

This time the idea of arishta (Armenian traditional homemade pasta) festival was tested out in families. In Arzakan, Bjni and Meghradzor yards were filled with arishta puddles and rows of arishta of all sizes, tastes and colors hanging on the ropes, with the smell of roasted arishta wafting through the air. Experienced women revealed the secrets of making arishta to young people, shared special recipes, told stories about making arishta, taught children songs and games.

3 communities  
35 families  
57 participants  
1 book published

## “UPDATE” Music Festival

in Sevan, Gegharkunik

26.09.2020

“Sevan” Youth Club NGO was the implementer of this initiative.

An open-air concert fundraiser entitled “Update” was held on the new stage of Sevan City Park, which was also livestreamed. Prior to the concert folk songs from Gegharkunik region were collected, then reworked by the participant bands and performed for the first time with the new arrangement. Ahead of the concert young volunteers from Sevan city cleaned the park and added attractive street art illustrations. A fundraiser was also held within the framework of the concert for the further improvement of the park.

3 musical bands  
60 attendees  
3000 online views  
20 folk songs collected  
3 songs reworked  
1 e-book published

## “The Floating of Black Stork”

Event Series, Shirak

23-27.09.2020 – 25.10.2020

“Khachmeruk” educational, consulting center foundation and “Alvan Tsaghik” social-educational NGO were the co-implementers of this initiative.

On September 23-27 the Herbs and Honey café in Gyumri turned into a promoter of Arpi community. The 5-day long event series included a photo exhibition and an open-air concert by “Khazer” choir, tea tasting, master classes, a quiz on Arpi community and a hiking trip to Arpi Lake. Throughout October young students from Gyumri and Tsaghkut village came together in a community beautification project through street art and land art.

160 participants  
7 events





# Part 4

## Partnerships for Culture and Tourism

EU4Culture: Stronger Communities and Initiatives Project has mobilised over 44 local, regional and national organisations, museums, schools and 40 experts to achieve its goals and objectives.

### 4 | Implementing Partners

- DVV International
- Media Initiatives Center
- Armenian Center for Democratic Education-CIVITAS NGO
- Association of Museum Workers and Friends

### 2 | Consulting Companies

- AM Partners Consulting Company
- VISTAA Plus LLC

# 22 Benefiting CSOs

- Gegharkunik**
- "Blejan" Environmental, Social, Business Support NGO
  - "Geghareg" Educational, Cultural NGO
  - Martuni Women Community Council NGO
  - Regional development and research center NGO
  - "Sevan" Youth Club NGO

- Kotayk**
- Association of Young Journalists NGO
  - Charentsavan Youth, Student NGO
  - Children Assistance Fund
  - Human Dignity and Peace NGO
  - Improve Our Village NGO
  - Likiu Yerkir NGO
  - "Miasin" for Economic Development NGO
  - Tourism Development and Research Center NGO

- Shirak**
- "Alvan Tsaghik" Social-Educational NGO
  - Amasia Civil Society Development Center NGO
  - "Aravot" Charitable NGO
  - City Research Center NGO
  - Effective Governance and Community Development NGO
  - "Green Leaf" NGO
  - Gyumri Travel Club NGO
  - "Khachmeruk" Educational, Consulting Center Foundation
  - "Meghvik" NGO

# 6 Benefiting Museums

Gegharkunik Museum of Local Lore

Martuni Branch of the RA National Gallery

Museum of History of the Armenians of Cilicia

Orbeli Brothers' House - Museum

Gallery of Mariam and Yeranuhi Aslamazyan Sisters

Mher Mkrtchyan Museum

## **Gegharkunik**

Gavar High School

Lchashen village secondary school after A. Ter-Grigoryan

Noratus village secondary school N1

Sevan High School after Kh. Abovyan

## **Kotayk**

Arzakan secondary school

Bjni Secondary School after Hovhannes Tumanyan

Hrazdan High School N13 after Hovsep Orbeli

Solak Secondary School

## **Shirak**

Gyumri College N 4

Gyumri College of Economics

Tsaghkut Secondary School

# 11 Benefiting Schools

Aghasi Tadevosyan

Alena Lugovtsova

Andranik Mosinyan

Areg Karapetyan

Artak Martirosyan

Diana Avetyan

Gegham Vardanyan

Husik Sargsyan

Karen Petrosyan

Karine Harutyunyan

Lusine Kharatyan

Makrita Avjyan

Manuk Petrosyan

Narine Safaryan

Narine Tadevosyan

Nazareth Seferian

Nik Honeysett

Nvard Melkonyan

Nune Manukyan

Sergej Laboda

Tanya Torosyan

Tatevik Simonyan

Vahagn Vardumyan

Vladimir Sahakyan

Zara Lavchyan

Zarmine Zeitountsyan

# 26 Experts

| including trainers, consultants, mentors|

# 14 trainers

involved in the CSO led trainings

Aghun Hazryan

Anahit Manasyan

Aram Harutyunyan

Arman Ghazaryan

Ashot Ohanyan

Astghik Hoveyan

Hakob Sargsyan

Lala Mkrtchyan

Lilit Mnatsakanyan

Mary Koshtoyan

Mher Khachatryan

Silva Ayvazyan

Silva Keveyan

Vahagn Vardumyan

# List of Team Members

## DVV International

Ester Hakobyan, Project Manager

Tatev Asryan, Project Coordinator

Arevik Harutyunyan, Project Assistant

Armine Dadayan, Financial Manager

Hasmik Ginovyan, Accountant

## Media Initiatives Center

Nouneh Sarkissian, Team Leader

Arshaluys Muradyan, Project Assistant

Alexander Ispiryan, Accountant

## Armenian Center for Democratic Education CIVITAS NGO

Karine Harutyunyan, Team Leader

Lusine Avetisyan, Accountant

## Association of Museum Workers and Friends

Hayk Mkrtychyan, Team Leader

Susanna Margaryan, Accountant



