



## Highlights from our recent activities



### Amasia Wool Factory

Ամասիայի բրդի գործարան

### New branding for the Amasia Wool Factory

We are excited to unveil the new logo of the Amasia Wool Factory. Thanks to our new branding, you can now easily identify products made with love by women from Amasia community, Armenia. The Amasia Wool Factory was established as part of the "EU4Shirak: Wool for Jobs" project, co-financed by the European Union and the Government of Armenia.

### Business training for job-seekers

As part of the "EU4Shirak: Wool for Jobs" project, we provided business, finance, marketing, and procurement training for approximately 20 job-seekers from the Shirak region. Some of the participants will go on to find work in the wool and textile organizations founded as part of the same project, which focuses on the wool value chain.



### Capacity building training for new SMEs

People in Need (PIN) Armenia, together our partners, SCCI and WINNET, conducted a series of trainings on capacity building and business plan development for recipients of wool value chain grants. The grants competition was announced under the "EU4Shirak: Wool for Jobs" project.

### Information sessions on the EU4Tourism project

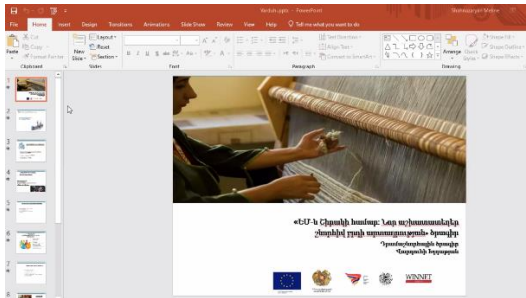
We recently held a series of online information sessions on how to apply for grants under the "EU4Tourism: Outdoor Adventures on the Historic Trails in Syunik" project. The call for grants was open to villages along the new Legends Trail in the Goris and Kapan areas, with the goal of supporting local ideas for tourism development in the region.



# Going online while staying safe at home

## Training for Vocational Education and Training (VET) institutions

Between March and May, representatives of the Amasia Craftsman State School, the Maralik Craftsman State School, Artik State College, and Shirak State Agricultural College participated in dozens of trainings as part of the "Transition from Education to Employment" project funded by the European Union. The goal was to enhance the professional skills of the participants and ease their transitions from education to employment. Due to the lockdown imposed in response to the COVID-19 pandemic, the majority of the trainings were conducted online.

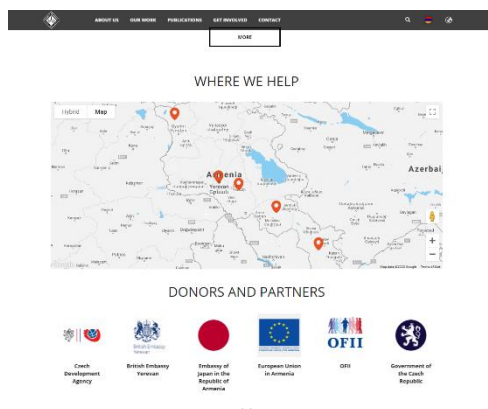
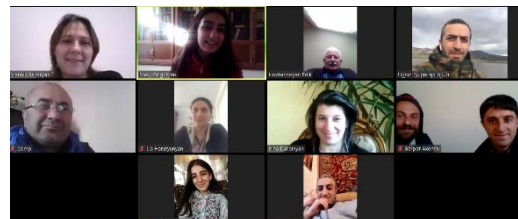


## Online pitching

As part of the "EU4Shirak: Wool for Jobs" project, we will be awarding start-up grants and business consulting services to a number of new businesses in the wool value chain in the Shirak region. We received seven business ideas and we plan to award grants to the most feasible projects, all of which will utilize products from the Amasia Wool Factory.

## Support for new businesses in Goris and Kapan

PIN Armenia is providing online courses on customer relationship management and marketing plan development to improve the skills of local grant recipients establishing new businesses along the Legends Trail in Goris and Kapan. The goal is to support local tourism development and attract more visitors to the beautiful Syunik region.



## PIN Armenia's website goes live

In December 1988, a group of Czech students responded to a devastating earthquake in Armenia, an act of regional solidarity that led to the formation of PIN four years later. We still operate in Armenia (along with more than 30 other countries), and we've just re-launched a new bilingual microsite to showcase Armenian programs – from environmental sustainability to job creation. Read more at:

[armenia.peopleinneed.global](http://armenia.peopleinneed.global)



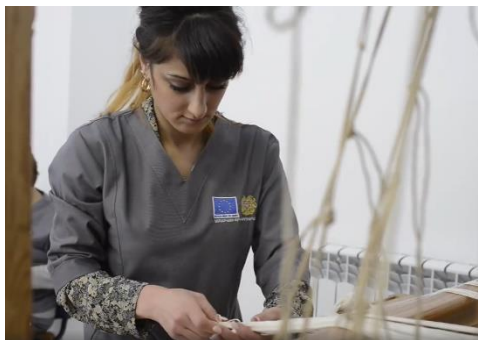
## Videos featuring PIN projects

### Wrapping up our reusable bag project



We had a very productive final event with our partners, bag producers, project donors, and the PIN Armenia project team to officially close out our project tackling plastic bag use in Armenia. [SEE MORE](#)

### Amasia Wool Factory products for sale



The Amasia Wool Factory is ready to begin selling its products, all made in Armenia with love. The factory offers a variety of natural yarn, including yarn dyed using natural methods, as well as carded wool and handwoven fabrics.

[SEE MORE](#)

### PIN joins Europe Day in Armenia



This year, Europe Day celebrations and discussions in Armenia took place mostly online in order to comply with social distancing regulations. PIN Armenia led an online discussion with Civilnet about our three ongoing projects in the country: “EU4Tourism: Outdoor Adventures on the Historic Trails in Syunik”; “EU4Shirak: Wool for Jobs”; and “Transition from Education to Employment.” These projects are made possible with support from the EU, and aim to contribute to tourism development, wool production, job creation, and vocational education and training (VET) in Armenia. [SEE MORE \[1:05-3:25\]](#)



## PIN's work in the media

### Online newspapers Syuniac Yerkir and Goris Today feature grant opportunities for the Legends Trail in Goris and Kapan



PIN Armenia, with the support of European Union, announced a grant competition within the “EU4Tourism: Outdoor Adventures on the Historic Trails in Syunik” project. The grants aim to give finance and consulting support to guesthouses, new businesses, and community initiatives along the Legends hiking trail to enhance the development of adventure tourism in the south of Armenia. SEE MORE [HERE](#) and

[HERE](#).

### Amasia Wool Factory products featured in 1in.am platform



1in.am featured the “EU4Shirak: Wool for Jobs” project and the products of the Amasia Wool Factory. [SEE MORE](#)



## Vocational education and training

Through the EU-funded “Transition from Education to Employment” project, the Amasia and Maralik craftsman state schools are receiving capacity building, curriculum development, and marketing support. As part of the project, we helped develop new logos for these institutions.



## f Social media at a glance

### Rapid implementation of COVID-19 prevention measures

JuLiAna Company, one of our grantees in the wool value chain, is following stay-at-home regulations and responding to local needs by sewing masks for sale. [SEE MORE](#)



### Handwoven from home

Employees of Kumayri Carpet, another PIN grant recipient in the wool value chain project, are weaving beautiful carpets from home using yarn from the Amasia Wool Factory.



### Mixed-breed rams

Meet the adorable, mixed-breed offspring of Coridel rams and local Amasian sheep! The Amasia Wool Factory will begin using the wool of these very special, mixed-breed sheep for a variety of products.



### Made with wool from the Amasia Wool Factory

Our partner from Kenats Tun made this beautiful piece just in time for Easter using wool processed at the Amasia Wool Factory.





## Meet our volunteers

We are pleased to cooperate with Birthright Armenia and work with bright and experienced people from all over the world who came back to homeland to volunteer. Jessica Esayan (Argentina), Ryan Kearns (USA), and Ani Bournazian (USA) have been a great help to the PIN Armenia mission. A big thank you goes out to all of you!



## Big thanks to our donors & partners

