



## Plastic reduction and sustainable tourism development



### Brainstorming to develop sustainable tourism services

PIN Armenia organized a training on sustainable tourism practices as part of the "EU4Tourism: Outdoor adventures on the historic trails in Syunik" and "Reduce! Reuse! Become a Friend of Nature!" projects. The intent was to discuss the development of sustainable tourism services.

### Discovering smart tourism

Young people in Goris learned about the concept of a sustainable brand, discussed their future involvement in tourism development, and enjoyed an interactive quiz focusing on the topic of plastic waste reduction and sustainability.

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### Goris takes steps toward a cleaner region

Young participants in this initiative discovered how many plastic bags are scattered around the hiking trails of Goris and how even rubbish can support tourism development. One result of the workshop: a beautiful mosaic made from plastic waste collected by participants.

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### Sharing experiences with behavioral change

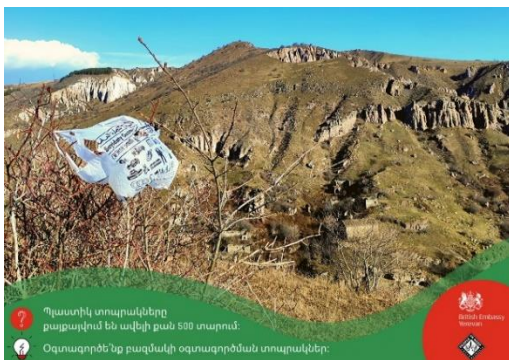
PIN Armenia, together with Armenia's Ministry of Environment, organized a discussion on reducing the use of plastic bags. Participants discussed the results of the "Reduce! Reuse! Become a Friend of Nature!" project funded by the British Embassy in Yerevan, as well as the activities and approaches employed by the Ministry of Environment to limit the use of single-use plastics. [SEE MORE](#)



## Other events and activities

### Young people in Goris participate in escape rooms

To promote sustainable education, we engaged young people in Goris in a series of escape room games, where participants were given a series of problems to solve related to environmental issues.



### Twenty facts about plastic

PIN Armenia collected important facts about plastic and demonstrated the real impact of plastic waste on the environment. The pictures we took as part of the initiative were displayed in an exhibition in Goris, and widely shared on social media channels in order to encourage people to use less plastic. [SEE MORE](#)

### Christmas tree lightening in Goris

PIN Armenia was proud of our stand, decorated with painted birdhouses and colorful, reusable bags, at the Christmas tree lighting event in Goris. We presented our main activities and development opportunities, and ran a challenging contest. Winners received our fancy, reusable bags.

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### Keeping warm with the Amasia Wool Factory

We kicked off the winter with a presentation of the Amasia Wool Factory's warmest products at the Christmas bazaar in Yerevan, and ended at the Shirak Winter Festival in Ashotsk, Shirak.







## Videos featuring PIN projects

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### Learn how to take care of nature and use less plastic



"Everyone complains about the garbage around us and no one does anything about it," says Narek. In this video, he motivates others to reduce the use of single-use plastic bags by bringing reusable bags to the store.

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### Come to Syunik for adventure!



Get to know the incredible **LEGENDS Trail**, with its untouched beauty, high mountains, and ancient monuments, as hikers share highlights from their trip. Watch the video and then plan your own adventure to see this historic trail in Syunik.

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### Young couple establishes embroidery shop back home



Watch the story of Astghik and Khachatur, who started a creative business upon returning home to Armenia from France. Now they design patterns and clothes from their new embroidery shop, and focus on what's most important to them: raising their child in Armenia, their home country.

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## PIN's work in the media

### Only seven percent of inhabitants of the Syunik region shop with reusable bags; ArmRadio features our plastic reduction project and research



PIN Armenia, together with funding from the British Embassy in Yerevan, has initiated the “Reduce! Reuse! Become a Friend of Nature!” project to motivate people to switch from single-use plastic bags to more environmentally-friendly, reusable bags. The overall aim is to create a lasting reduction in single-use plastic consumption in Armenia. A recent survey conducted as part of the project revealed that only seven percent of the inhabitants of the Syunik region shop with reusable bags.

One of the strategies for achieving a lasting reduction in the use of plastics is through the engagement of behavioral change experts. These experts visited Armenia and advised us on strategies for motivating people to adopt new habits.

### Behavioral change as a strategy for plastic reduction featured in Aravot Daily



Aravot Daily featured our discussion and the closing ceremony of the “Reduce! Reuse! Become a Friend of Nature!” project.

### Sheep breeding on the rise thanks to the Amasia Wool Factory, as reported by Shant TV



Sheep breeding was very popular in Shirak Marz in the past, however, due to many challenges, the industry began to see a downturn. But as Shant TV reports, sheep breeding is on the rise again, thanks in part to the EU-supported Amasia Wool Factory.

# f Social media at a glance

## EU-funded Amasia wool factory creates employment in Armenia

36-year-old Narine Sahakyan got a job in the EU-supported Amasia Wool Factory. The wool factory has provided employment opportunities for many newcomers to the workforce. [SEE MORE](#)



## Natural dyeing at the Amasia Wool Factory

Our creative specialists delivered a training on dyeing wool yarn with natural dyes for colorful results. [SEE MORE](#)



## Wool value chain in Shirak expands

As part of the "EU4Shirak: Wool for Jobs" project, Hasmik was able to expand her "JuLiAna" sewing production. After the renovations made possible by the project, she is able to hold sewing workshops for representatives of the wool value chain, and for job-seekers who are interested in sewing production. [SEE MORE](#)



## New opportunities for wool value chain organizations

We presented the wool value chain and the opportunities it brings to the Shirak region. We also showcased the products of the Amasia Wool Factory and explained how to apply for a grant through the "EU4Shirak: Wool for Jobs" project. [SEE MORE](#)





## Meet local heroes

### Say no to plastic

Satenik and Kristina have been actively involved in plastic reduction activities. They collected used plastic bottles and brought them to PIN Armenia's Goris office, where we encourage people to sort and recycle garbage. To show our appreciation, we give out reusable PIN bags.



## Big thanks to our donors and partners

