**2012: Armenian Monuments Awareness Project**  
16 October 2011

| Type of Project: Improvements at major cultural/tourist attractions, economic development via culture. |

<table>
<thead>
<tr>
<th>Panel Replacement: Armenia</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Months (2012)</td>
<td></td>
</tr>
<tr>
<td>48 Monument Sites</td>
<td></td>
</tr>
<tr>
<td>183 Panels replaced or renewed</td>
<td></td>
</tr>
<tr>
<td>129 Directional Signs replaced or renewed</td>
<td></td>
</tr>
<tr>
<td>7 Nature Trails</td>
<td></td>
</tr>
<tr>
<td>4 Travel Trails</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black Sea Silk Road Corridor: Armenia</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 years (2012-2013)</td>
<td></td>
</tr>
<tr>
<td>45 Monument Sites in Armenia</td>
<td></td>
</tr>
<tr>
<td>114 Panels</td>
<td></td>
</tr>
<tr>
<td>148 Directional Signs</td>
<td></td>
</tr>
<tr>
<td>2 Protected Areas</td>
<td></td>
</tr>
<tr>
<td>8 Nature Trails</td>
<td></td>
</tr>
<tr>
<td>77 Hiking Trail Markers</td>
<td></td>
</tr>
<tr>
<td>3 Historical Districts</td>
<td></td>
</tr>
<tr>
<td>55 Historic Districts Plaques</td>
<td></td>
</tr>
<tr>
<td>5 APPs</td>
<td></td>
</tr>
<tr>
<td>1 Web Portal</td>
<td></td>
</tr>
<tr>
<td>4 Professional Presentations (1 per country)</td>
<td></td>
</tr>
<tr>
<td>4 Public Presentations (1 per country)</td>
<td></td>
</tr>
<tr>
<td>4 Directory of Local (rural) Services (1 per country)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Matenadaran</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Months (2012)</td>
<td></td>
</tr>
<tr>
<td>25 Exhibition Panels</td>
<td></td>
</tr>
<tr>
<td>48 Image Panels (miniatures and manuscripts)</td>
<td></td>
</tr>
<tr>
<td>1 Outdoor announcement board</td>
<td></td>
</tr>
</tbody>
</table>

**2012 BUDGETS (AMD):**  
See attached budgets.

**PREVIOUS / CURRENT SPONSORS / PARTNERS**
- Honorary Consul for Italy in Giunri (continuing)
- Mother See at Holy Echmiadzin (continuing)
- Matenadaran Fund (continuing)
- Arminco Communications (continuing)
- Armenian Tourism Bureau (continuing)
- VivaCell-MTS
- USAID
- US Embassy in Armenia
- Ministry of Culture (continuing)
- Ministry of Transport (continuing)
- ICOMOS/Armenia (continuing)
- Institute for Archeology and Ethnography (continuing)
- Botanical Institute of Armenia / (continuing)
- ASPB / Birdlife International – Armenia (continuing)
- Democracy Today NGO (continuing)
- Green Cross Ecological NGO (continuing)
- TourArmenia (continuing)

**TABLE OF CONTENTS**
- Monuments p. 2
- Black Sea Silk Road Corridor p. 4
- Matenadaran p. 6
- Roles, Process p. 6
- Support Partners p. 8
- Management Team p. 9
- Appendix A, B, C p. 10
INTRODUCTION

AMAP—with our sponsor’s assistance—pioneered public-private partnerships in our programming. To date, we have obtained more than 80% of our funding from private sources. However, to continue our work and to further our goals to create cultural-economic opportunities from tourism through awareness, preservation and promotion of Armenian monuments, we need to expand our activities while recruiting even more significant public-private partnerships and alliances which will ultimately result in a self-sustaining program of activity.

To date AMAP has installed 329 information panels and 352 directional signs at 175 monument locations in Armenia. In just three short years, we have begun to accomplish a comprehensive coverage of the country to promote the cultural value of Armenia’s heritage and the development of economic and social incentives to preserve and maintain monuments.

2008
7 PILOT LOCATIONS: 54 OUTDOOR INFORMATION PANELS, 29 DIRECTIONAL SIGNS AND 57 CERAMIC MARKERS, 1 NATURE TRAIL

2009
52 LOCATIONS: 119 OUTDOOR INFORMATION PANELS, 145 DIRECTIONAL SIGNS, 32 CERAMIC MARKERS, 13 SILK ROAD PANELS, 5 NATURE TRAILS, 900 LAMINATED GUIDES

2010/2011
116 LOCATIONS: 156 OUTDOOR INFORMATION PANELS, 178 DIRECTIONAL SIGNS, 64 MARKERS, 2 NATURE TRAILS, 64 TRAVEL TRAIL MARKERS AT 26 MONUMENTS, 750 LAMINATED GUIDES, 2 MUSEUMS, 1 WEB SITE, 5 PILOT AUDIO TOURS, 2 REST STOPS/CRAFT CENTERS, 2 ADOPT A MONUMENT SITES. 8 MANUSCRIPT PANEL BOXES FOR THE NEW WING OF THE MATENADARAN.

New Activity in this request: Renew 183 installed panels with new sponsor branding; 2 Year activity on the Black Sea Silk Road Corridor, which links eastern Greece with Turkey, Georgia and Armenia, partially funded by the EU ENPI programme and for which AMAP will be Lead Partner*, complete first phase installation at the Matenadaran with 74 panels for the new building.

GOAL

Our goal is to stimulate sustainable economic and social development that springs from the cultural and tourism opportunities at Armenian monuments and destinations. At the same time we seek to increase public-private alliances in monument preservation and maintenance.

OVERALL OBJECTIVES

The objective of the proposed project is to enhance economic capacity at the local level while also enhancing the visitor experience at Armenian sites and promoting the preservation of Armenian Monuments. It is also to create sustainable income for future development at these sites while strengthening the bond between communities and their monuments.

• The proposed strategy is to create visible improvements at Armenian historical, cultural and natural monuments, which promotes and develops Armenia’s capacity in tourism, then to create sustainable income opportunities at the local level so that the private sector begins preservation and promotion of monuments and destinations

2012 PROGRAM

For 2012 we plan to strengthen our current presence in the country by renewing panels installed in 2008-2009, to partner with the Matenadaran Museum in a sustained project to translate and install contextual panels for its new museum galleries, and to begin work on the Black Sea Silk Road Corridor, a major EU ENPI programme with three other countries and 5 other partners.
1. MONUMENT PANEL RENEWAL

- Sites: 48
- Renewed/replaced Panels: 183
- Directional/HWY Signs: 129

Exclusive Sponsor brand cost per panel per day:
- 1 year: 729 AMD / $1.97
- 2 years*: 364 AMD / $0.98*
  *if sponsor also funds BSSRC program

This year our focus will be in the renewal or replacement of panels installed in 2008 and 2009, replacing brands and marks with those of new sponsors for the program. Each sponsor is entitled to 1 year branding on each panel replaced or renewed in this component. See sample Designs in APPENDIX C below. Installation of all panels and signs will be the contribution of relevant communities, the Ministry of Culture or the Holy See of Echmiadzin, and for highway signs, the Ministry of Communication and Transport.

**Texts:** Panel texts were approved by multiple experts and organizations during their initial installation. We will have additional checks and approvals to insure they are as accurate as possible. We go through at least 4 levels of checks before panel texts are approved, and final approval is reserved to and provided by the Mother See at Echmiadzin (churches and religious monuments), the Ministry of Culture (non-church monuments under its care), the Botanical Institute or ASPB (Nature) and individual experts. Editors are individual experts for separate panels under their purview, the Institute for Archeology and Ethnography, the Botanical Institute, ICOMOS-Armenia, and other entities as appropriate.

**Branding:** Donors will have their brand placed on panels for one year, this branding placed at the bottom of panels at the brand height of 5 cm or 3% of panel height, whichever is greater.

**Co-Sponsoring with BSSRC:** Donors who fund both this component and the two year Black Sea Silk Road Corridor (see #2 below) can have brand placed on these panels and BSSRC panels and smart phone APPs and web portal for two years, at the cost of 98 cents per panel per day (see attached budget).

**MONUMENTS:**

Sites included in the 2012 renewal/replacement programme (48 in total):

- Garni
- Giumri 1
- Noravank Gorge
- Khor Virap
- Armash
- Tatev
- Carahunge/Zorats Kar
- Haghpat
- Sevanavank
- Goshavank
- Spitakavor
- Smbataberd
- Areni
- Trchuneri archeological
- Garni Nature Trail
- Geghard Nature Trail
- Charents Arch
- Zvartnots
- Noravank
- Historic Artashat
- Yeghegis
- Amberd
- Ughtasar
- Giumri 2
- Geghard
- Aghavnavank
- Tsakhats Kar
- Silk Road (13 sites)
- Areni Wine Trail (5 sites)
- Aragats Nature Trail
- Sevan Nature Trail
- Tatev Nature Trail
2. BLACK SEA SILK ROAD CORRIDOR

- 45 Monument Sites / Armenia
- 114 Panels
- 148 Directional Signs
- 2 Protected Areas
- 8 Nature Trails
- 77 Trail Markers
- 3 Historic Districts
- 55 Historic Plaques
- 5 APPs
- 1 Web Portal
- 4 professional events
- 4 public events
- 4 Directories of local services

Exclusive Sponsor brand cost per panel per day:
- 1 year: 475 AMD / $1.97
- 2 years: 237 AMD / $0.98*
  *if sponsor also funds BSSRC program

THIS IS A TWO YEAR PROGRAM: We are seeking two year donation from sponsor(s) allowing us to match an EU ENPI grant of up to € 329,741. Sponsor(s) would be asked to contribute half of the total amount each year, and receive two years credit on all materials generated by this program. The amounts we are seeking are in the attached budget sheet.

Initiated by the EU cross-borders initiative for the Black Sea Basin and coordinated through the Ministry of Economy for Armenia, the ENPI program is meant to foster cross-border and cultural cooperation and economic development in the region. For this AMAP is spearheading the creation of the BLACK SEA SILK ROAD CORRIDOR (“BSSRC”), which will combine more than 100 communities in four states of the Black Sea Basin: Greece, Turkey, Georgia and Armenia.

We are seeking funding by sponsors for the Armenian portion only, total in the attached budget sheet. AMAP will also be the lead partner for the entire project, managing the entire four-state implementation phase while promoting Armenian cultural, historical and natural monuments as part of the whole, in Armenia and other states of the project.

Co-Sponsoring with Panel Renewal: Donors who fund both this component and the Panel Renewal Component (see #1 above) can have brand placed on both renewal panels and BSSRC panels and smart phone APPs and web portal for two years, at the cost of 98 cents per panel per day (see attached budget).

A PLATFORM FOR DEVELOPMENT:

Problems in Armenia’s rural communities include poverty, lack of jobs, isolation and little contact with the outside world. For communities that adjoin cultural and natural monuments of significance, this is a problem that can in part be alleviated through increased tourism and development of infrastructure and services for tourists. 8% of global GDP is generated through tourism, and a growing sector is authentic tourism, hereby tourists become more deeply involved in a culture they visit, through contact with locals, overnight stays in village homes, learning crafts and arts, participating in traditional activities and purchasing traditional products, etc.

The Black Sea Silk Road Corridor (BSSRC) is not designed to address these needs directly, but to instead create a platform for development through development of infrastructure (marking a travel trail with signage and panels) and worldwide awareness/SN and viral marketing of Armenia’s sites through a virtual BSSRC in APPS (iPad, iPhone, Android, Windows 7, Blackberry) and web portal. Additional activities include online promotional schemes, professional (tourism industry) and public events, and training local communities in use of IT marketing and Social Networking to develop and promote local services (B&Bs, local products, tourism services, etc.) in an
APP and online Directory of services that features large, SME and local tourism industry providers, linked to individual site descriptions.

**BACKGROUND:**

**AMAP's expertise in installing panels and signs** is well documented and will continue as part of the BSSRC programme. It has expanded online awareness of Armenian monuments through its web portal www.ArmenianHeritage.org.

**Virtual Outputs** include 5 language description of individual monuments and trail information, GPS guidance and mapping (APPs will alert users of sites near their position and through Mapping guide them to sites and services); and individual site descriptions will provide self-guided tours with rich content including texts, images, audio and video capabilities, links to relevant outside sites, user ratings and comments, Social Networking integration and a Directory of services that links sites with adjoining or nearby communities offering tourism services and traditional products.

**Globally,** the Black Sea Silk Road Corridor ('BSSRC') Tour Trail will achieve **stronger regional partnerships** and cooperation through the cross-border efforts of partners and communities along the proposed trail to make the BSSRC a reality; through shared efforts to establish, mark and highlight the shared histories, cultures and peoples that lie along this trail—which follows one of the great Silk Roads which connected Europe and Asia and many cultures. See working map in **APPENDIX A** below.

The BSSRC project aims to **improve economic development** by its establishment and promotion of local services and products at communities along the trail, through increased awareness, tourism and promotion. Establishing the BSSRC across borders is local, people-to people (both in creating the trail and in its operation as a tourist destination) and by its definition promotes working together to address the common challenges of rural isolation and poverty at many regions along the trail. The combined resources of our four countries is the remarkable history, natural beauty and authentic cultural makeup of the region—the BSSRC uses these as building blocks for its construction and highlights the common cultural interests of states while celebrating their diversity.

**Dialogue between communities** is encouraged via the IT platform of communication, specifically in the directory of services and messaging system and in setting up the corridor and its promotions. Social Networking will play a significant role in all areas of the project, its power to link communities of multi-faceted backgrounds into a common network of mutual interests—it's power is still being understood but already it has been seen as a promoter of mutually beneficial goals that bind seemingly disparate cultures.

**Seminars and workshops** planned in the project will begin a process of dialogue as members of cross-border communities will be recruited to participate in training and informational colloquiums. These will include training in Social Networking and using the communication tools in the BSSRC APPs and Web Portal, with shared experiences in promotions and ways cross-border communities can deepen their cooperation to mutually beneficial projects of tourism development.

**Events** include **promotional presentations** of the BSSRC to local, regional and national Tourism industry, associations and authorities, including community members; and one **public presentation** in each state for the general public and media. Members of communities in each state and cross-border regions will be encouraged to attend and participate in these festival events, further encouraging dialogue, exchange of culture and understanding.

**FUNDING:** This project is being presented to the EU ENPI BSB programme for 2 years funding. We are able to apply for up to 300,000 Euros for our portion of the whole, with the rest needing to be funded by one or more sponsors. See budget for details.

**SITES:**
3. MATENADARAN

- 4 months
- 25 Indoor Museum Exhibition multi-language Panels
- 48 Museum indoor image-displays
- 1 Outdoor exhibition board

See Sample designs in APPENDIX B below.

AMAP was asked by the Matenadaran to create and install 82 panels at its new museum wing, which opened September 21, 2011 in a nation wide celebration inaugurated by the President, Catholicos and dignitaries.

Matenadaran covered the costs for 8 panels for this event, requesting AMAP to solicit donors for funding for the remaining 74 panels. These 74 panels are in the budget for this request.

The new wing is a major addition to the Matenadaran complex and to Armenian cultural awareness and preservation. Part of a long term enhancement project will see the creation of a new multi-gallery museum at the old site, the first phase and new addition will serve as both administration space, and storage and exhibition space for the priceless manuscripts stored at the Matenadaran.

A unique Armenian cultural icon, Armenian manuscripts are also a powerful draw for tourists and locals alike and up to 1 million visitors are expected in the months following the opening of the new wing. Any organization involved in this event will have strong visibility to visitors, benefactors, authorities and media.

For this agreement AMAP has been asked to create 73 indoor lit information panels and 1 outdoor exhibition board. All panels will be framed with images of manuscripts and/or information. The design is being coordinated with the architect of the new building and sample shown with the proposal are initial and will be finalized once this project component is begun.
ABOUT AMAP

The Armenian Monuments Awareness Project (AMAP) is a permanent project to increase awareness of Armenia’s historical, cultural and natural monuments by creating and installing signed, print, multimedia and online presentations at selected sites while creating a viable, sustainable public-private partnership to create, develop and maintain programming at Armenian monuments. Our main goals are:

- Create and install multi-language, multiple media interpretive displays, directional signage and visitor experiences for Armenia’s Historic and Cultural Monuments.
- Do the same for Armenian museums and excavations.
- Do the same for Armenian Nature Monuments and Nature Trails.
- Develop theme-based Travel Trails that group monuments according to themes and further enhance the visitor experience.
- Create and disseminate multi-media multi-language information about Armenian monuments, including audio tours, video and film, internet and other media formats.
- Develop and enhance tourist infrastructure (rest stops, welcome centers, media) that is self-sustaining and support monument awareness.
- Create access for physically impaired visitors.
- Create sustainable income-generating projects that go hand-in-hand with the above goals with income going to local communities, preservation of monuments and sustainable continuation of our project.
- Educate local and international communities about Armenia’s cultural, historical and natural heritage.
- Conduct other activities to assist the awareness and preservation of Armenian Monuments.
- Cooperate with other organizations as appropriate to further the aims of the project.

ROLES, PROCESS

- Donors are listed in the top of this proposal and are those entities who fund this proposal. PARTNERS are listed at the top of this document and inside detailed task descriptions, who participate in this project as proposed and funded.
- AMAP will prepare in cooperation with relevant PARTNER the list of sites to be included in the tasks outlined in this proposal, and the work to be done.
- AMAP will collect and manage all content as provided, edited and/or checked by the relevant PARTNER. Each PARTNER will receive content that has been initially checked and approved by relevant living expert or encyclopedia or other scientific article, and will have 5 days to check and approve said content, if after five days no comments is received by AMAP the content is automatically approved by the relevant entity:
  - For cultural monuments under the MINISTRY OF CULTURE care, the MoC will check and approve texts. The MoC will additionally pre-check religious content which will then be sent to the Holy See at Echmiadzin for final check and approval of text.
  - For religious content, the office of DIVANAPET AT HOLY ECHMIADZIN will check and have final approve of texts.
  - MATENADARAN content will be provided, checked and approved by the Matenadaran.
  - Nature content will be checked and approved by the BOTANICAL ASSOCIATION or the ARMENIAN SOCIETY FOR THE PROTECTION OF BIRDS, as relevant.
  - Prehistoric to early historic materials will be checked and approved by the INSTITUTE FOR ARCHEOLOGY AND ETHNOGRAPHY, as relevant.
  - Community based content (historic centers, city-cared monuments) will be checked and approved by the relevant COMMUNITY.
- All content will be subject to additional review and editing by ICOMOS-Armenia and AMAP and resubmitted for further check as needed.
AMAP will translate all text content into English, Armenian, Russian, Italian and French for panels.

AMAP will redesign all panels and signage.

DONORS will receive branding on information panels and banners as outlined in Panel Renewal above.

AMAP will secure and supervise the manufacture of panels, signs and other items listed in the proposal.

The relevant PARTNER will prepare plan and install all materials listed in this proposal, as a donation to the project, through its own offices and through its own funds and workers.

- The Ministry of Culture will install all panels under its purview in this proposal.
- The Matenadaran will install all panels, signs, light displays, labels and other materials provided by AMAP in this proposal.
- The Ministry of Transport or communities will install all highway signage at locations under their relevant purview.
- Nature panels will be installed by the Botanical Association or the Armenian Society for the Protection of Birds, as relevant.
- The Institute of Archaeology and Ethnography will install panels under its purview.
- Communities will install panels under their purview.

AMAP will update web site during the term of this propose project, as funded.

AMAP will arrange events for sponsors as described in the proposal. The Partners and sponsors will support presentations by their own donations, attendance and media promotions.

AMAP will monitor project progress for donors to insure the project is implemented according to plan.

SUPPORT

Working Partners include the Ministry of Culture ("MoC"), the Divanapet of Holy Echmiadzin ("Echmiadzin"), the Institute for Archeology and Ethnography ("IAE"), the Ministry for Communications and Transport ("MoT"), the International Council on Monuments and Sites/Armenia (ICOMOS/Armenia), the Honorary Consulate for Italy in Giumri, the Botanical Association of Armenia, Armenian Society for the Preservation of Birds, Democracy Today, TourArmenia and ArmeniaNow. Other partners as identified will be included to implement or contribute to the project.

Sponsors The project welcomes sponsors for individual or total aspects to the project.

Credits on an annual basis Donors are entitled to have their brand placed on individual panels and materials they directly fund for one year, this branding placed at the bottom of panels at the brand height of 5 cm or 6% of panel height, whichever is greater.

WORKING PARTNERS

Ministry of Culture (MOC)
The MOC is a key to the success of the project and is an important working partner. The MOC provides access to monuments under its purview, approving content, installing panels and signage, and providing other related services. The MOC has indicated its continued support for the project.

The Holy See of Echmiadzin (HSE)
The HSE is another important working partner, providing access to monuments under its purview, approving content and installing panels and signs on its property. The HSE has indicated its continued support for the project.

Matenadaran is one of the world’s richest manuscript depositories, with a collection of nearly 17,000 manuscripts covering almost all areas of ancient and medieval Armenian Culture and Science. It is also an ongoing research and restoration organization, saving numerous manuscripts from total destruction. The Matenadaran will be the key partner for AMAP’s work at the new Matenadaran museum, providing and approving texts and labels, and coordinating all installations for this project.

The Ministry of Communication & Transport (MOT)
The MOT is another important working partner. The MOT installs roadside signs and panels as an in-kind donation to the project and secures right-of-way, storage facilities and other services to AMAP. The MOT has indicated its continued support for the project.

International Council on Monuments and Sites/Armenia (ICOMOS/Armenia)
ICOMOS/Armenia is an international organization related to preservation, research and presentation of historic...
monuments throughout the world. ICOMOS/Armenia has offered to serve as consultant to provide technical assistance and expertise with regard to research, content, and standardization of signage. An active partner with MOC, ICOMOS/Armenia will support the smooth implementation of project goals.

Honorary Consulate for Italy in Giumri
The Honorary Consulate promotes friendship and cultural exchange between Italy and Armenia. The consulate also supports efforts to unearth record and promote Armenian culture in Armenia and Italy. Led by Mr. Antonio Montalto, Honorary Consul for Italy, the consulate serves as an active supporter for the AMAP project, with focus on Giumri, and will assist with translations of Italian content, and ceramic markers for Giumri installation.

Democracy Today (DT)
Democracy Today NGO is involved in two tasks: women’s rights and rural community development. Both are relevant to our project as the successful correction of one problem alleviates the symptoms of the other. DT has or is working with 48 economically depressed villages in business development, culture and tourism opportunities. For the project AMAP will cooperate with DT in identifying villages for our Silk Road Rest Stops and in developing local capacity to serve visitors with locally produced items and services, raising the income and economic viability of the community.

TourArmenia
TourArmenia began publishing materials about Armenia in 1996, and has one of the most popular web sites about Armenia on the Internet, with more than 7 million visitors and 60 million page views. The web site (www.TACentral.com) has over 1000 pages of information about the country, including detailed chapters for each region, maps, plans and articles. TourArmenia is in final preparations for publication as a book. TourArmenia will participate in the project by lending original content including graphics, maps and plans, and in providing copyrighted material as a donation to the project.

Botanical Institute (BI-SG)
The Botanical Institute of the Academy of Science’s Dept. of Systematics and Geography (BI-SG), led by Professor Eleonora Gabriellian, will provide technical support to the project in the creation of nature monument signage and its content. Professor Gabriellian is the world’s recognized authority on Transcaucasian flora. She has authored the 11 volume encyclopedia of Armenian flora, and is co-author of “Flowers of the Transcaucasus and Adjacent Areas” (2007, Koeltz Scientific Books, Koenigstein). For the project, BI-SG will provide data, maps and coordinates, and supplemental information for nature trail guides that feature unique flora species in Armenia.

Armenian Society for the Protection of Birds (ASPB)
ASPB is an advocate for the protection of the more than 350 species of birds that inhabit or migrate through Armenia. They do educational programming, habitat protection and enhancement, and policy promotion for the protection of Armenia’s fragile environment especially as it involves bird species. ASPB staff are also noted biologists with knowledge of other animal species. For this project ASPB will provide content and editing support and installation.

Archeology and Ethnography Institute of the Academy of Sciences (AEIAS)
The AEIAS has been a warm supporter of AMAP’s work, providing content and editing material for AMAP’s ongoing work. The AEIAS will continue to support by providing, editing and checking relevant material for use in the program.

MANAGEMENT TEAM ▲

Rick Ney (President, AMAP; Chief of Party, Project Executive Director: project implementation and overall supervision, English language content)
Rick first came to Armenia in 1992 to work at the American University of Armenia. In 1993 he began his work in humanitarian aid and development for USAID-funded projects at the Armenian Assembly of America (1993-1994) and Fund for Democracy and Development (1994-1995), the latter as Caucasus Region Director. For these projects Rick was Finance Director and then Project Director for the distribution of $70 million dollars of humanitarian aid for Georgia and Armenia, and schools throughout the country. Rick is President and Chief of Party for Armenian Monuments Awareness Project (AMAP)

Bella Karapetyan (Vice-President, AMAP; Executive Associate Director, Research and implementation coordinator, Government Liaison, Museum Coordinator, Russian language translations, project assurance)
Bella started her career at the ArmStateDesign Institute as an Information Assistant and Translator working with foreign professionals. Projects included rehabilitation of the earthquake zone, “Europolis” International City of Peace, and the Campus of the American University of Armenia (AUA). At AUA Bella also served as a Faculty Service Manager and Special Events Coordinator. Bella worked for 12 years at the UN WFP/Armenia office, in Administration, then responsible for the Program Coordination and Monitoring of all food assistance and community development projects countrywide.

Rafael Torossian (Vice-President, AMAP; Executive Associate Director for Design, quality assurance)
Rafael served as the assistant to the Head of the Committee for Sports and Youth from 1974-1998, where he was responsible for the overall management of the committee. He joined the Armenian Assembly of America and Fund for Democracy and Development as Assistant Finance Director and then Finance Director for USAID and UNHCR funded projects to distribute humanitarian aid to Georgia and Armenia (1993-1995). Rafael is Vice-president of TransWorld Resources Int’l Inc (TWRI), which offers consulting services, Internet and informational services, publishing and web design. Work includes multi-
function databases for Armenian Airlines business plan and investment prospectus; Aeroflot regional marketing and web consultancy (UK, Japan, and Moscow), online publishing interfaces and a variety of web sites and IT productivity components.

Ashot Yervanyan (Associate Director, Manufacturing and Installations Supervisor, government and community liaison)

Ashot is a founding member of AMAP’s team and has extensive logistics work beginning with Armenian Assembly of America (1992-1993 Winter Warmth) and Fund for Democracy and Development (1993-1994 Winter Warmth), where he worked as a monitor. He has work experience in local construction, manufacturing and logistics and is a key member of our team to insure the smooth manufacturing and installation of all panels.

Christine Bessalyan (Project Assistant, Text Editing and translations EN-AM, AM-EN)

Christine is a graduate of Yerevan State University faculty of Romance and Germanic Philology, English Department. From 2000-2005, she was professor of English at Interlingua Linguistic University, Yerevan. Since 2006, she has been Editorial Assistant at ArmeniaNow.com Internet journal, where she is in charge of daily operation of the newsroom and is also a translator/interpreter.

Hasmik Azizyan (Project Assistant, Text Editing and check)

Hasmik currently serves as the general secretary for ICOMOS-Armenia, the professional body for monuments in Armenia and Armenian Heritage. Hasmik is responsible for fact-checking and grammatical corrections for original texts, and is a key part of the editing process. Her checks are the first and last of the 4-deep process of our work.

Vardan Khatchmanyan (Project Assistant, French Translations)

Vardan worked at the RA Chamber of Commerce and Industry and the Foreign Affairs department of the Yerevan Municipality, working closely with European partners on a wide variety of projects. Vartan also served as the representative for the French-Armenian Chamber of Commerce and Industry of the city of Marseille in Armenia. Vartan works with the “Democracy Today” NGO as a member of organization council and head of the “Investing in community education – creating new livelihood” program.

Harutiun “Sayat” Tadevosyan (Project Assistant, Installations & liaison, north Armenia)

Sayat graduated from Yerevan State Pedagogical Institute, Department of General technical subjects. Studied English at the University of Birmingham in UK. Specialized training includes Project Design and Management (US Peace Corps), Effective Negotiation Skills (TD and GTZ), Labor Legislation (BSC/Yerevan), Financial Management and Administrative Compliance requirements (NATBA CPE/Italy) and Leadership Development (CORDAID & CTC/Georgia). From 1997-2002 Sayat worked in Armenian Caritas Benevolent NGO as an Office Manager, Deputy Director, Acting Director, and Assistant to the Executive Director. At present he is an Executive Director of “Kamar” social-educational NGO and a member of the Board of Trustees of MDF Kamurj.

Other positions

The project will include a professional accountant, implementation managers and Office Assistants. Other positions include full-time consultancy by ICOMOS/Armenia (see partners), temporary translators, foreign language proofreaders, researchers, photographers, and office driver / manufacturing coordinator.
APPENDIX A: BSSRC MAP - ARMENIA

SITES:
APPENDIX B: MATENADARAN DESIGN SAMPLES
<table>
<thead>
<tr>
<th>Арменский</th>
<th>Матенадаран</th>
<th>Матенадаран</th>
<th>Матенадаран</th>
<th>Матенадаран</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Matenadaran is a library and museum of ancient Armenian manuscripts. The Matenadaran is located in Yerevan, Armenia. It's one of the most important cultural institutions in the country. The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran is a library and museum of ancient Armenian manuscripts. The Matenadaran is located in Yerevan, Armenia. It's one of the most important cultural institutions in the country. The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran is a library and museum of ancient Armenian manuscripts. The Matenadaran is located in Yerevan, Armenia. It's one of the most important cultural institutions in the country. The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran is a library and museum of ancient Armenian manuscripts. The Matenadaran is located in Yerevan, Armenia. It's one of the most important cultural institutions in the country. The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran is a library and museum of ancient Armenian manuscripts. The Matenadaran is located in Yerevan, Armenia. It's one of the most important cultural institutions in the country. The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
</tr>
<tr>
<td>History</td>
<td>The history of the Matenadaran dates back to the 9th century. It was founded by the Armenian king Abgar V in 874 AD. The Matenadaran has been in continuous operation ever since.</td>
<td>The history of the Matenadaran dates back to the 9th century. It was founded by the Armenian king Abgar V in 874 AD. The Matenadaran has been in continuous operation ever since.</td>
<td>The history of the Matenadaran dates back to the 9th century. It was founded by the Armenian king Abgar V in 874 AD. The Matenadaran has been in continuous operation ever since.</td>
<td>The history of the Matenadaran dates back to the 9th century. It was founded by the Armenian king Abgar V in 874 AD. The Matenadaran has been in continuous operation ever since.</td>
</tr>
<tr>
<td>Location</td>
<td>The Matenadaran is located in Yerevan, Armenia.</td>
<td>The Matenadaran is located in Yerevan, Armenia.</td>
<td>The Matenadaran is located in Yerevan, Armenia.</td>
<td>The Matenadaran is located in Yerevan, Armenia.</td>
</tr>
<tr>
<td>Details</td>
<td>The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
<td>The Matenadaran contains over 150,000 manuscripts, including some of the oldest and most valuable books in the world.</td>
</tr>
</tbody>
</table>
### APPENDIX C: RENEW PANELS DESIGN SAMPLES

<table>
<thead>
<tr>
<th>NORAVANK</th>
<th>HOPABAHK</th>
<th>NORAVANK</th>
<th>NORAVANK</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="NORAVANK Image" /></td>
<td><img src="image2.jpg" alt="HOPABAHK Image" /></td>
<td><img src="image3.jpg" alt="NORAVANK Image" /></td>
<td><img src="image4.jpg" alt="NORAVANK Image" /></td>
</tr>
</tbody>
</table>

**Noravank IBA**

Your Brand Here

---

2.

**Khor Virap**

Your Brand Here

---

3.

**Noravank** IBA

Your Brand Here
APPENDIX D: EVENTS ▲

2008

2009

2010