



2011: AMAP KARABAKH Project

Nagorno Karabakh

- 6 Months
- 6 Monument Sites
- 41 Monument Information Panels
- 21 Directional HWY Signs/Stickers
- 62 Total Signs and Panels

Type of Project: Improvements at major cultural attractions, economic development via tourism.

6 months (January 15 – July 15, 2010)
 Locations: countrywide

2011 BUDGET (AMD):

50% indirect Cost share*:

Indirect Costs:		
Staff:	15,537,159	38%
Running Costs:	5,446,412	13%
Direct Costs:		
Panels and Signs:	18,473,860	45%
Overhead, Contingency:	1,183,723	3%

Request (50% indirect costs): 40,641,153*

No Cost share*:

Indirect Costs:		
Staff:	22,579,668	38%
Running Costs:	10,412,823	18%
Direct Costs:		
Panels and Signs:	24,598,267	41%
Overhead, Contingency:	1,727,723	3%

Request (100% indirect costs): 59,318,481*

*budget shows 50% indirect costs if AMAP Armenian project is funded as requested or 100% indirect costs if no funding is received for AMAP Armenia project.

SPONSORS:

- VivaCell-MTS (general sponsor)
- Family Care (In-Kind and technical Support)

WORKING PARTNERS:

- Holy See of Echmiadzin
- Ministry of Culture for Armenia
- ICOMOS/Armenia
- NKR Department of Tourism
- Honorary Consul for Italy in Giumri
- Botanical Institute of Armenia
- Armenian Society for the Preservation of Birds NGO
- Democracy Today NGO
- TourArmenia



AMAP GOALS ▲

The Armenian Monuments Awareness Project (AMAP) is a multi-year project to increase awareness of Armenia's historical, cultural and natural monuments by creating and installing signed, print, multimedia and online information at selected sites. Our overall main goals are:

- Create and install multilanguage interpretive panels and directional signs and markers for Armenia's Historic, Cultural and Natural Monuments.
- Create income-generating multilanguage print material for Armenian Monuments, including materials for physically impaired visitors. Income from this activity will be devoted to the preservation and upgrade of individual sites.
- Create multi-language panels and signage for Armenian museums and excavations.
- Develop Tourist Trails that group monuments according to themes. Develop local capacities to serve visitors using the trails.
- Create income-generating opportunities for local communities near monuments in order to develop their awareness and preservation of those monuments.
- Disseminate information about Armenian monuments in print and all other appropriate media.
- Create multi-language, multimedia presentations to select sites, including audio tours, video and film, online and other media formats.
- Create an online database of Armenian monuments for the Armenian Heritage web site.
- Conduct other activities to assist the awareness and preservation of Armenian Monuments, including research, networking, conferences and seminars.
- Cooperate with other organizations as appropriate to further the aims of the project.

2011 TASKS ▲



1. INTERPRETIVE PANELS AND DIRECTIONAL SIGNS ▲

Sites: 6 sites

Interpretive Panels: 40 (combination vertical and angle, large and standard)
 Directional/HWY Signs: 21

We will create and install panels for select sites in Karabakh, final sites will be determined with our working partner, the NKR Department of Tourism. AMAP is proposing to erect panels at these sites:

- | | |
|---|--|
| <ul style="list-style-type: none"> 1 Dadivank 2 Gandzasar 3 Gtchavank, Gtchaberd 4 Amaras monastery | <ul style="list-style-type: none"> 5 Azokh cave 6 Tigranakert 7 Other TBD |
|---|--|

Process:

Before Project: NKR and AMAP will designate final sites to receive panels.

Project:

NKR will provide all original pre-approved content (texts and images) for panels in digital format to AMAP within the month of January. AMAP will translate texts into 4 additional languages.

AMAP will design panels once NKR pre-approved content is received and will use the current format and design which NKR uses for existing panels. This design will include five language translations and any additional brands required for donor recognition.

AMAP will investigate the option of manufacturing panels for the project in Europe, using state-of-the-art 8-color injection manufacturing systems on encapsulated GRP (glass reinforced plastic) panels. Panels will be shipped to AMAP and pass customs. NKR may opt to use this process or require to use its existing manufacturing process for the panels in this proposal.

Delivery of panels will be scheduled in 4 weeks after all content (text, images, plans, etc.) are received from NKR by AMAP. According to our schedule this would be in late February or early march.

AMAP will deliver signs from manufacturer to NKR designated Stepanakert central point. NKR will install all signs at its own expense.

Other responsibilities are included in “Roles, process” below.

2. ARMENIA'S SILK ROAD ▲



- Entry/Border Sign: 1- 300x200
- Directional Signs: 3- 90x120

AMAP wishes to install 2 additional Silk Road highway signs on the highway between Goris and the Lachin Pass plus one large Map panels showing the Silk Road continuing into Karabakh. These will be installed inside the Republic of Armenia.

ROLES, PROCESS ▲

- AMAP will begin work on receipt of funds for the project, which will cover the work done in January, February and March of 2011. Should work extend beyond March of 2011, additional funds will be requested and provided by the donor to complete this project.
- AMAP will conduct research and project management trips to the NKR.
- AMAP will prepare in cooperation with NKR a list of sites to be included in the project. These will include panels per site, directional signs and markers, and placement.
- The NKR will secure all permissions and approvals for content it delivers to AMAP.
- NKR will provide all pre-approved text (one page per panel) in Armenian to AMAP, which AMAP will translate and edit for readability and tourist interest, into English, Russian, Italian and French.
- All other content including graphics, photos, designs and plans must be provided by NKR in digital format, images in jpeg high quality (300 dpi large format) files. Plans and maps will be in COREL DRAW or equivalent high-quality vector format.
- The DESIGN FORM and LAYOUT for the panels will be the same as NKR's current design with the addition of one additional language and additional branding for donors.
- AMAP will create artwork for all panels and signage based on NKR current template.
- NKR will approve artwork before manufacturing begins.
- AMAP will manufacture all panels and directional signs as mentioned above. Panels will be shipped from point of manufacturing to AMAP in Yerevan, Armenia. Shipping estimate is 10-14 days from point of origin to AMAP in Yerevan, exact time depending on shipping conditions and carrier.
- Donor (K-Tel) and NKR will write to Armenian Customs to secure exemption of customs duty for these panels. Donors or NKR will pay customs fee if any is due or funding will be given to AMAP to pay on behalf of the project.
- AMAP will transport finished panels and signs to Stepanakert warehouse.
- The NKR will provide all transport of panels and signs from Stepanakert to place of installation.
- The NKR will install all panels and signs at its own expense.
- The NKR will arrange and pay for any and all presentations of the project it so chooses; AMAP will participate in these events as requested but as a guest, not as an organizer.
- Donors will have their brand placed on panels, in the area agreed to between NKR, AMAP and the donor. Brands will be provided to AMAP by the donor or NKR in COREL DRAW or equivalent high-quality vector format.
- AMAP shall have the right to place its own logo and any main project sponsor logo it deems necessary on panels.
- Delays on the part of any party in this project shall necessarily delay completion of this project which is tightly scheduled within 3.5 months and is budgeted accordingly. Delays by NKR or other 3rd parties that delay the project beyond 3.5 months shall stop all activity until additional funds are donated to complete the project.
- This document in its entirety forms the governing document for implementation of the agreement and is an integral part of the entire agreement.
- Once activity and deliverable report will be sent to donor at the end of the project and its format and content will be the same as that AMAP currently submits for its ongoing project in Armenia, that is, work achieved and panels installed.

SCHEDULE ▲

Schedule is based on 6 month activity calendar, budgeted accordingly. Delays on the part of any party in this project shall necessarily delay completion of this project and may require additional donations from sponsors to complete tasks.

Month 1

- NKR delivers pre-approved content (text, images, plans) in digital format to AMAP
- AMAP begins editing, translation
- AMAP begins artwork

Month 2-3

- Artwork
- NKR approves artwork
- Artwork revised
- AMAP translations
- AMAP checks and corrections

Month 4-6

- Deliver Artwork to manufacturer
- Panels shipped from manufacturers
- Panels received in Armenia
- Pass Customs
- AMAP deliver panels to NKR
- NKR installs panels
- NKR organizes presentation

SUPPORT ▲

Request is being made in this proposal for full funding by KTEL, in return for their support they shall have the right of having their logo and/or name placed on information panels.

Other sponsors may become a part of this project and if so, in return for their support they shall have the right of having their logo and/or name placed on information panels.

WORKING PARTNERS

Our working partners are working with us in our main program in the Republic of Armenia and they may or may not participate in the project but if they do it shall be as a donation to the project and at the request of the NKR.

Tourism Department of the Government of Nagorno Karabakh Republic

“**Tourism Development Department of Nagorno Karabakh Republic**” NGO

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 and content proofing.

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

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 material 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 to the project 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 Gabrielian, will provide technical support to the project in the creation of nature monument signage and its content. Professor

Gabrielian 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 works to establish awareness of preservation of Armenia's bird population. Made up of experts that created the first "Birds of Armenia" book, this team works with World Wildlife fund and Birds International to census, develop habitat the Important Bird Areas to protect birds and illustrate their value in ecotourism and the agro-economy.

MANAGEMENT TEAM ▲

This is the immediate team available to the project, some of which support will come from our main sponsors, as they permit.

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)

Rafael Torossian (*Vice-President, AMAP; Executive 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 consultant 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.

Bella Karapetian (*Vice-President, AMAP; Executive Director, Research and implementation, Government & Community Liaison, 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.

Ashot Yervandian (*Project Associate Director, manufacturing & implementation Supervisor*)

Ashot has been a member of the AMAP team from its inception, and is responsible for the successful implementation of the program manufacturing, delivery and installation in Armenia. He will work with the NKR on specifications and successful methods of installing project signage. Ashot was a monitor for Fund for Democracy and Development Project Winter Warmth, and has a long history of logistics, delivery and monitoring.

Christine Bessalyan (*Project Associate, Content Editing and translations coordinator, EN, RU and AM languages*)

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 Associate, Editing AM Translations, proofreading, ICOMOS-AM*)

Hasmik has been a member of AMAP's team since its inception in 2008, serving as proofreader, content and fact checker and liaison with cultural agencies. She is secretary of the Armenian National Committee for International Committee for Monuments and Sites (ICOMOS) and has worked closely with cultural agencies and the Culture Ministry for numerous years.

Other positions The project will include a professional accountant, Office Manager and secretary. Other positions include part-time consultancies, temporary translators, foreign language proofreaders and other day labor as required.