PROJECT FACTSHEET

Funded by the European Union

Building sustainable apparel and agribusiness value chains in Armenia



Duration: 17.08.2023 - 16.08.2026

Countries:
Armenia

EU contribution: € 2 000 000

Total budget: € 2 000 000

Project description:

The overarching long-term impact of the “Building sustainable apparel and agribusiness value chains in Armenia” Project is to contribute to increasing economic growth in Armenia with improved livelihoods and decent employment.
The agribusiness and apparel sectors were identified as viable priority sectors for assistance in Armenia. As a labour-intensive value chain, these industries are essential in the context of economic development and have significant potential for social inclusion of vulnerable groups and plays a particular role in meeting the Sustainable Development Goals (SDGs).

The Action will assist SMEs in producing goods according to market requirements, linking them to targeted markets to increase sales, and supporting their digital transformation and adherence to sustainability principles/standards. To this end, beneficiaries including government and relevant sectoral institutions (including BSOs) will be supported in taking a strategic approach toward the sector’s development and delivering quality service to SMEs for the selected priority areas.

Expected results:

1. improved SMEs’ awareness of the market requirements and sustainability standards,
2. implemented changes to improve their production processes, introduced quality standards, adjusted products to the target markets’ needs, and applied new digital tools and technologies in their businesses.
3. increased market presence, improved digital capabilities and increased digital presence and increase in sales.
4. enlarged partner BSOs’ service portfolio and develop operational capacities.