PROJECT FACTSHEET

Funded by the European Union

EU GAIA II

Duration: 12.12.2025 - 11.12.2028

Countries:
Armenia

EU contribution: € 3 000 000

Total budget: € 4 070 000

Implementer:
ADA

Project description:
The EU-GAIA II is a market systems development initiative targeting rural producers in Armenia. It will work in the rural product core market system with associated supporting functions and rules. Its purpose is to increase incomes and improve livelihoods by strengthening Armenia's agricultural resilience, competitiveness, and environmental sustainability. To unlock the full potential of Armenia's seed sector and address its systemic challenges, the Action will work towards an increased application of locally produced certified vegetable seeds, the application of climate-resilient technologies by more farmers/producers, and a strengthened organic agriculture sector development. It is structured around the following key pillars: (1) developing the capacities of the farmers and SMEs in the sector, improving their market access and export competitiveness, (2) strengthening the regulatory framework and the capacities of the public institutions (3) strengthening innovation and SSM, and (4) enhancing the capacities of the key institutions in the organic agriculture sector development and the awareness of the benefits of green/organic production among producers and consumers.

Expected results:
The Action is designed to deliver the following targeted Outputs, which may be finetuned during the inception phase, subject to the insights and recommendations derived from planned assessments and studies.

Related to Outcome 1
Output 1.1 A conducive regulatory framework and business environment for the seed sector development
Output 1.2 An improved market system for certified seeds through strengthened linkages amongst public and private sector actors
Output 1.3 Capacities fit for purpose of the key actors in the seed market system

Related to Outcome 2
Output 2.1 Farmers sufficiently equipped and skilled for SSM, specifically by considering gender equality and the inclusion of vulnerable groups
Output 2.2 Service providers disposing of the necessary technical capacity and knowhow for SSM promotion

Related to Outcome 3
Output 3.1 Raised awareness of the benefits of organic agriculture among producers and consumers
Output 3.2 Strengthened institutional capacity and expanded membership base of organic producers' organisations