

*Armenia*

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**ARMENIA HERITAGE MANAGEMENT AND SOCIO-ECONOMIC REGENERATION  
IN RURAL AREAS**

**Multisector/Community Action**

***Project details:***

**Project Number:** not yet assigned

**Task Manager:** Mark Woodward

**Fiscal Year of Bank Approval:** in preparation

***ITFCSD grant details:***

**Year of ITFCSD grant approval:** 2004

**Status:** active

**Grant amount:** USD 200,000

**Disbursements:** USD 28, 657.26

**Commitments:** USD 145,375

The ITFCSD is supporting the preparation and other appraisal related activities of the Armenia Heritage Management and Socio-Economic Regeneration in Rural Areas Project, which aims at creating employment and income through improved management of heritage in Armenia. ITFCSD sponsored activities are organized as follow:

- a) Completion of economic analysis using the method of contingent valuation (CV), in order to quantify the benefits of conserving heritage and draw recommendation for project design. This has been already successfully tested at the Bank in the cases of the Fez Medina and the city of Split. An Italian specialist has been recruited to design, oversee survey implementation and analyze the data obtained.
- b) Project coordination. An Armenian-speaking consultant with expertise in Cultural Heritage and the Caucasus has been already recruited to support the Task Manager of the project.
- c) Site development. As part of the preparation of the site development component of the project, the Ministry of Culture intends to shortlist a number of sites based on the overlap between Heritage and Poverty Maps. Thereafter, a framework for planning site development will be devised and will provide a menu of options that incorporates a wide range of elements such as monument conservation and interpretation, urban planning, assessment of cultural industries and steps required to develop an action plan for setting up SMEs. An Italian consulting firm specialized in site management has been recruited to support the Bank's Task Team in interacting with the Ministry of Culture on these activities.