

**Logical framework and Activity matrix (annex E3d)**

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
<b>Impact</b>	<b>Georgia's socio-economic development is advanced through improved food safety and consumer protection as well as increased export of food and agriculture products</b>	1) Level (percentage) of the fulfillment of legal approximation plan in the SPS field in the framework of AA 2) Level (percentage) of legal acts entered into a force out of the full scope of the SPS approximation plan 3) Value of food and drinks exported from Georgia 4) Amount of exported honey	1) 51 % (2021) 2) 20% (mid-2021) 3) Over USD 1 bn (2021) 4) 171.9 tons (2021)	90 % (2025) 70% (2025) USD 1.2 bn (2025) 300 tons (2025)	N/A	GoG reports; 2021 Annual Report of the Ministry of Environmental Protection and Agriculture of Georgia GoG Reports, Expert Analysis, CSRDG's 2021 Report ( <a href="http://www.momxmarebeli.ge">www.momxmarebeli.ge</a> ) National Statistics Office of Georgia (Geostat) Geostat statistics on the honey exports	<i>Not applicable</i>
	<b>Outcome 1: The compliance with food safety/SPS measures is increased among targeted farmers/producers and FBOs</b>	1) #of GeoGap certified farmers/producers 2) # of farmers who have a better understanding of regulatory and voluntary requirements on SPS/food/feed safety.	1) 8 (2022) 2) 500 (2021)	1) 98 (2025) 2) 2500 (2025)	N/A	GFA reports and statistics; GeoGAP certificates; Project and activity reports; Bi-annual and final reports; Monitoring & Evaluation Reports	Farmers/producers and FBOs engage in the project activities; Farmers/producers see benefits in the certification and make efforts to get certified; The skills and knowledge provided to farmers/producers and FBOs are relevant to their needs in terms of compliance with food safety/SPS measures
<b>Outcomes / Specific objectives</b>	<b>Outcome 2: Government accountability is enhanced through stakeholder</b>	1) # of food safety/SPS issues addressed through stakeholder engagement, monitoring and advocacy	1) 0 (2022)	1) 10 (2025)		Meeting minutes; Brief Reports; Links to social media posts CSRDG program reports; Annual reports;	Stakeholders express interest to join the platform and participate in the planned meetings; Government, public, and private stakeholders express interest in engaging into dialogues for addressing food safety/SPS

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
	<b>communication and engagement regarding the food safety/SPS implementation process</b>	2) # of recommendations/requests elaborated in the project framework, reflected in legislation, policy or practice of government agencies	2) 0 (2022)	2) 5 (2025)	N/A	Monitoring and Advocacy Briefs;  Final report; Links to official information published on the websites of regulatory agencies;	related challenges; The recommendations elaborated through the monitoring and advocacy campaigns are relevant in terms of accelerating the implementation of food safety/SPS measures and are accepted by the govt. agencies.
	<b>Outcome 3: Civic awareness and engagement in relation to the food safety/SPS issues is enhanced</b>	1) Percent increase of CSRDG consumer website visitors and Facebook page followers  2) Percent increase of annual registered media coverages of CSRDG on food safety, related with the project  3) Percentage increase of annual consumer appeals to NFA hotline on presumed food safety violations	1.1) 22,000 visitors (09/2021-07/2022, 11 months); 1.2) 30,043 followers (23,733 women/6,008 men) (2022)  2) 19 media features (2021)  3) 924 appeals (2021)	1.1) 40% increase (2025) 1.2) 15% increase (2025);  2) 50% increase (2025)  3) 20% increase (2025)	N/A	Website statistics  Facebook statistics  Registration sheet with online links of media products  NFA's Official Statistics  Project Bi-annual and Final Reports; M&E Reports;	The project communications and outreach (including awareness campaigns) approaches prove to be successful to generate high interest among consumers, CSOs, and media in food safety/SPS issues and contribute to civic participation in the approximation of Georgia's relevant legislation to EU legal acts.
	<b>1.1 Output 1 related to Outcome 1:</b> Farmers/producers and FBOs have increased knowledge and capacities to implement food safety/SPS measures	<b>Activity 1.1.</b>  1.1. # of studies conducted; # of regions covered; #of beekeepers reached/surveyed	0/2022 for all indicators	1 study conducted (2025); 4 regions covered (2025); At least 500 beekeepers reached/surveyed (2025)	N/A	<b>For all Activities under Output 1 related to Outcome 1:</b> Baseline Research and Stakeholder Analysis Report; Internal and external reports; Lists of participants; Photos; Training satisfaction and knowledge evaluation results; Printed copies of materials; Meeting notes;	The surveyed beekeepers cooperate with the project by providing the key information to be collected as part of the survey;

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
		<b>Activity 1.2.</b> # of Stakeholder Mapping Reports produced; # of stakeholders identified;	0/2022 for all indicators	1 Stakeholder Mapping Report produced (2025); 2500 stakeholders identified in dairy and honey sectors (2025)	N/A	Stakeholder database; Social Media channels and website analytics (i.e., number of visitors, impressions, likes, etc.);  <b>Responsible persons:</b> Project Managers; Project Coordinators and Assistants; Other relevant project staff;  <b>Frequency:</b> Continuous data collection; Bi-annual reporting;	The existing databases and partners provide up-to-date data to uncover a sufficient number of the most relevant stakeholders to the project's needs and priorities.
		<b>Activity 1.3.</b> # of farmers/producers reached; # of FBOs reached; #of informational materials produced; #of communication channels engaged; #of people reached through communication channels; # of behaviour studies conducted; #of media coverage	0/2022 for all indicators	2500 of farmers/producers reached; 250 FBOs reached; 5,000 informational materials produced; 10 communication channels engaged; 2,444,000 people reached through communication channels; 2 behaviour studies conducted; 50 media features achieved (2025)	N/A		The approaches and methodologies devised as part of the project are highly effective to reach a large number of farmers/producers and FBOs and engage them in the project activities.
		<b>Activity 1.4.</b> # of web-platforms launched; # of registered farmers/users	0/2022 for all indicators	1 Web-platform is launched and operational (2025)  At least 100 farmers/users are registered (2025)	N/A		Farmers/producers see the business benefits in registering in the platform; There is an increasing interest among targeted farmers/producers to register in the platform;
		<b>Activity 1.5.</b>  # of theoretical training modules developed; #of farmers/producers trained	0/2022 for all indicators	3 training modules developed; 1250 farmers/producers trained (2025)	N/A		The project outreach methodology is successful to reach and train a sufficient number of farmers/producers; The training content is relevant to their learning needs and priorities;
		<b>Activity 1.6.</b> # of farmers identified for demo farm development (in total); #of beekeeping demo farms; # of dairy demo farms; # of targeted regions	0/2022 for all indicators	8 farmers identified for demo farm development; 4 beekeeping demo farms; 4 dairy farms; 4 targeted regions covered; 864	N/A		There are farms in the targeted regions that would be well-suited to serve as demo-farms, matching the project's needs

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
		covered; #of farmers visiting the demo-farms		farmers visit the demo-farms (2025)			
		<b>Activity 1.7.</b> # of video materials created; #of people reached	0/2022 for all indicators	2 video materials created; At least 130,000 people reached (2025);	N/A		The project outreach methodology is successful to reach a sufficient number of beneficiaries; The materials provide relevant and useful information to the target audiences, generating their high interest;
		<b>Activity 1.8.</b> #of practical training modules developed # number of people trained	0/2022 for all indicators	2 practical training modules developed (2025); 864 individuals trained (2025);	N/A		The project outreach methodology is successful to reach a sufficient number of beneficiaries; The materials provide relevant and useful information to the target audiences, generating their high interest;
		<b>Activity 1.9.</b> #of beekeeping modules developed; # of local farm staff trained; # of GFA staff and other certification body representative trained #of farmers/employers trained	0/2022 for all indicators	1 beekeeping module developed; at least 250 local farm staff trained; 20 GFA staff and other certification body representatives trained; 49 farmers/employers trained	N/A		The project training methodology is successful to grasp the most relevant topics in the training curriculum The materials provide relevant and useful information to the target audiences, generating high interest among the target groups
		<b>Activity 1.10.</b> #of supermarkets cooperating with the program and introducing separate selling shelves for certified products	0/2022 for all indicators	At least 15 supermarkets (2025)	N/A		Retail organizations cooperate with the project to introduce separate selling shelves for locally certified products
		<b>Activity 1.11.</b> # of grantees selected; # of small grants disbursed; # of large grants disbursed for demo farm development; # of media features	0/2022 for all indicators	98 grantees selected; 90 small grants disbursed; 8 large grants disbursed for demo farm development; # at least 5 media features	N/A		There is a strong interest and a high number of submitted grant applications which ensures the selection of the most viable and highly effective projects

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
		<b>Activity 1.12</b>  # of tests/analyses conducted	0/2022 for all indicators	Minimum 120 tests/analyses conducted	N/A		The awareness about laboratory testing benefits leads to increased number of farmers/producers expressing interest in testing their products
	<b>1.1 Output 1 (related to Outcome 2):</b>  Government, business, and civil society stakeholders have increased opportunities for communication and engagement in dialogues on food safety/SPS measures	<b>Activity 2.1.</b> 1) # Multi-stakeholder Communication Platforms created;  2) # of Multi-stakeholder Communication Platform meetings on food safety/SPS measures  3) # of participants (in total);	0/2022 for all indicators	1 stakeholder platform created;  5 meetings (2025);  150 participants (total) (2025);	N/A	<b>For all activities under Output 1 related to Outcome 2:</b>  Internal and external reports; Lists of participants; Photos; Printed and digital copies of reports/briefs; Meeting notes;	The Multi-Stakeholder Communication Platform is an effective mechanism to facilitate the communication and engagement of key stakeholders
		<b>Activity 2.2.</b> 1.1.2. # of monitoring and advocacy campaigns conducted; #of food products tested as part of the campaigns; #of monitoring and advocacy briefs produced; # of conferences held; # of conference participants	0/2022 for all indicators	5 campaigns (2025); about 120 products tested; 5 briefs (2025); 5 conferences with 350 participants in total (2025)	N/A	<b>Responsible persons:</b> Project Managers; Project Coordinators; Other relevant project staff  <b>Frequency:</b> Continuous data collection; Bi-annual reporting	Uncovered policy issues and provided recommendations are relevant and compelling to promote government accountability and create the sense of urgency for the introduction of the necessary measures
	<b>3.1 Output 1 related to Outcome 3:</b> Georgian consumers, CSOs and media have a better understanding, skills and knowledge on key policy and practical issues related to food safety/SPS	<b>Activity 3.1.</b> #of consumer surveys conducted; #of interviews held (quantitative study); # of in-depth interviews; #of ethnographies conducted	0/2022 for all indicators	1 consumer survey conducted; 1800-2000 face to face interviews held (2025); 36 in-depth interviews (2025); 14 ethnographies (2025)	N/A	<b>For Output 1 related to Outcome 3:</b> Internal and external reports; Survey results report; Lists of participants; Photos; Training satisfaction and knowledge evaluation results; Printed copies of materials; Meeting notes; Social Media channels and website analytics (i.e., number of visitors, likes, etc)	The surveyed consumers cooperate with the project by providing the key information to be collected as part of the survey
		<b>Activity 3.2.</b> # of people reached; #of informational materials produced; # of media coverages; #of media entities covering the project	0/2022 for all indicators	150,000 people reached; 6 electronic and hard copy booklets (600 copies each), 72 electronic posters, 6 online quizzes, 3 animations; at least 5 social media pages/channels engaged;	N/A		The project outreach/communications methodology is successful to reach a sufficient number of beneficiaries; The provided information is relevant and accessible to diverse audiences

<i>Results</i>	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year)</i>	<i>Sources of data</i>	<i>Assumptions</i>
	measures			70 media features by up to 35 media entities (2025)		<b>Responsible persons:</b> Project Managers; Project Coordinators; Other relevant project staff  <b>Frequency:</b> Continuous data collection; Bi-annual reporting	
		<b>Activity 3.3.</b> #of municipal meetings/municipal centres reached; #of attendees	0/2022 for all indicators	27 municipal meetings in 27 municipal centres; 700 attendees (in total) (2025)	N/A		The project outreach methodology is successful to reach a sufficient number of beneficiaries
		<b>Activity 3.4</b> #of CSOs selected for grants; #of grants issued; #of grants issued per targeted region	0/2022 for all indicators	8 CSOs selected for grants; 8 grants issued; 2 grants issued per targeted region (2025)	N/A		There is a strong interest and a high number of submitted grant applications which ensures the selection of the most viable and highly effective projects
		<b>Activity 3.5</b> #of CSO training sessions held; #of training days; #of CSOs attending; #of participants	0/2022 for all indicators	1 training session held; 2 training days; 8 CSO grantees attending; 16 participants (2025)	N/A		The training session provides sufficient information to targeted CSOs to increase their knowledge and awareness about food safety/SPS measures
		<b>Activity 3.6.</b> Launch of the CSO Coalition; #of CSOs in the coalition	0/2022 for all indicators	CSO coalition is launched; 9 CSOs in the coalition (incl. CSR DG) (2025)	N/A		There is an interest and motivation among the targeted CSOs (grantees) to continue working on consumer rights protection as part of a coalition
		<b>Activity 3.7.</b> #of training workshops for media; #of media organizations attending; # of participants	0/2022 for all indicators	2 training workshops for media; At least 15 media organizations attending; 40 participants	N/A		The project outreach methodology is successful to reach a sufficient number of training beneficiaries
		<b>Activity 3.8</b> #of media competitions held; #of submissions per competition; #of winners selected	0/2022 for all indicators	2 media competitions held; At least 15 submissions per competition; 6 winners selected per competition (12 in total) (2025)	N/A		There is a strong interest and a high number of applicants, which ensures the selection of the best media products.

**Activity Matrix**

<b>Activities:</b>	<b>Means:</b>	<b>Assumptions:</b>
<p>A.1.1. Conduct a Baseline Study Focused on the Beekeeping Sector (Months 2-5, Y1)</p> <p>A.1.2. Conduct Stakeholder Mapping in the Dairy and Beekeeping Sectors (Months 2-5, Y1)</p> <p>A.1.3 Launch an awareness raising campaign amongst farmers/producers on the DCFTA approximation process and laws concerning dairy and beekeeping sectors (Months 5-34)</p> <p>A.1.4. Launch a web platform for on-farm record keeping and product traceability (7-36)</p> <p>A.1.5. Develop a general theoretical training module on GAPs and HSE practices (M7-17)</p> <p>A.1.6. Identify and develop 4 beekeeping and 4 dairy demo farms (M14-26)</p> <p>A.1.7. Create video materials on demo farms (M13-16)</p> <p>A.1.8. Develop informal, practical training modules on the topics of farm management and HSE practices (Months 25-35)</p> <p>A.1.9. Develop a beekeeping module for GeoGAP standard engaging a foreign expert and add it to the current certification scheme (Months 10-20)</p> <p>A.1.10. Work with the Retail Sector to Introduce Separate Selling Shelves for Local Certified Products (M15-36)</p> <p>A.1.11. Implement a Sub-granting Component for beekeeping and dairy value chain actors (M15-36. monitoring in Year 3)</p> <p>A.1.12. Strong Collaboration with the Laboratory Sector (M6-36)</p> <p>A.2.1. Establish a Multi-Stakeholder Communication Platform on Food Safety (M9-36)</p> <p>A.2.2. Conduct Monitoring and Advocacy Campaigns on challenges related to the implementation of reforms (Months 8-35)</p> <p>A.3.1. Conduct nationwide Consumer Survey on SPS/food safety issues and reforms, including a presentation (M2-4)</p> <p>A.3.2. Implement a civic education campaign for consumer rights protection</p> <p>A.3.3. Conduct meetings with target groups in 9 municipal centres of the targeted regions (R2)</p> <p>A.3.4. Implement a Sub-Granting Component for CSOs – Implementation of Grants (Months 7-36)</p> <p>3.5. Train the Representatives of Regional CSO Grantees</p> <p>A.3.6. Establish a Coalition of CSOs (Grantees) Working on Consumer Rights Protection</p> <p>A.3.7. Conduct workshops for media representatives (Months 11-30)</p> <p>A.3.8. Hold a competition for the best media products (Months 10-20)</p>	<p>EU financial resources, teams/staff, knowledge/expertise, equipment/technology, software, infrastructure, office space/operational facilities, office suppliers, transportation/travel, partnerships and networks</p> <p><b>Costs</b>  <i>What are the action costs? How are they classified? (Breakdown in the Budget for the Action)</i></p> <p>Human Resources: EUR 661,810  Travel: EUR 200  Equipment &amp; Supplies: EUR 44,400  Project Office: EUR 78,256  Other costs, services: EUR 153,145  Other: EUR 931,135  Indirect Cost: EUR 130,826.22  Total accepted cost: EUR 1,999,772.22</p>	<p>The project inputs are sufficient to implement the project activities;</p> <p>The political and socio-economic situation in the country allows the implementation of the project according to the plan;</p> <p>The project generates a high level of interest among stakeholders leading to increased stakeholder communication, including government agencies;</p> <p>The project successfully reaches its target audiences such as providing relevant knowledge, skills, and tools to increase their knowledge regarding food safety/SPS measures;</p> <p>The project approaches and methodologies successfully promote compliance with food safety/SPS measures among farmers/producers and FBOs;</p>