



# **Changing mindset**

**Advocacy at the community level**

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# ADVOCACY

- Why we talk about advocacy? Because advocacy brings about change!
- If you've ever tried to promote an issue you care about, you've engaged in advocacy.
- I am presenting Church and Round Table advocacy efforts related to environmental protection on community level , accomplished through supporting of projects and/or raising public awareness.

# Church

- Social surveys among Armenian population show that Church is the most reliable and respected institution in Armenia.
- In the course of centuries Church has been able to influence people and communities for real change.

## Tatev monastery, IX century



# Andastan

- “Andastan” means cultivated land
- A Ritual of the Armenian Church, carried out in the fields and gardens
- It is blessing the four origins of the world, four corners of the earth. Blessing of fields, gardens and valleys through which the clergymen blesses the growing plants and trees with cross so that they may bring plenty of fruits and be saved from all kinds of natural disasters.

# How the old Church tradition of caring for environment transferred in our time

- Projects on introduction of environmental problems in social communal centres under the auspice of the Church
- Raising interest towards environment (trainings)
- Practical work on addressing environmental challenges

Result: Advocacy on community level

How: step by step, from simple to complicated

# Social centres

Introduction of environmental problem in social communal centres under the auspice of the Church

Step by step

- During painting classes environmental challenges reflected
- Tree planting, gardening, waste cleaning
- Classes on environment
- Useful things out of waste
- Solar panels
- “Green” projects
  
- Events/advocacy on community level





Painting class.  
“The Earth is sick”



# Exhibition in the city park



# Training of women in environmental issues



# Tree planting



# Tree planting



# Tree planting



# Waste cleaning



# Waste cleaning





# Discussion with clergy



“Making useful things out of waste”









# Exhibitions and sales



# Flash mob



# Green Theology



Урок охраны природы в семинарии





# “Nature protection and Theology” publication



# Solar panels at Vazkenyan Theological seminary



# Developments

- Solar panels established at three social centres generating electricity
- Hot water at the premises of Monastery of Etchmiadzin is produced by solar panels (1000 people)

# Green pilgrimage, ARC standards

**01.04.2019 GREEN HOSPITALITY**


- ✓ Armenian national dishes
- ✓ Eco-clean tableware made of clay
- ✓ Food leftovers to domestic animals
- ✓ Ecologically clean food from cities and villages
- ✓ Ethnic garden
- ✓ "Hazarashen" Tandoor and cellar
- ✓ School of National Cuisine
- ✓ Growing fruits and vegetables
- ✓ Cooking of lavash, gata and tolma, winemaking
- ✓ Income goes to social investment programs
- ✓ For about 200 alumni of National Cuisine School, especially among vulnerable groups

*Its our principal: "One step from education to job"*


**MINIMAL STANDARTS OF FOOD**

BY ARC	AT US	
70 %	70 %	fresh or not processed food (for saving energy)
50 %	80 %	local products
30 %	50 %	organic
100 %	100 %	eggs of free and "not imprisoned" hens


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# Results

- Changes on individual level, rousing interest in youth towards environment
- Changes on communal level, rousing interest in communities towards environment
- Social centres initiated by Church structures are gradually becoming agents for improvement of communal life.
- Solar panels appeared in the surrounding communities Church has become a leader of the green energy movement in Armenia

We started with simple and easy things , the result is interesting, inspiring and useful.



**Thank you for attention  
and questions!**