Quarry Life Camping: Final report submission

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Abstract

Our project is about to create camping/resting place on top of the Dedoplistskaro Limestone Quarry. This recreational zone will be free to visit and everybody will be able to enjoy time resting on the grass, having good time with friends, enjoying the beautiful view of the quarry in the middle of the forest and getting informed about the biodiversity of the aria.

The recreational place will consist of following parts:
- Flower Garden - The garden will be made of different kinds of flowers. The design of garden (shapes and colors) can be specialized in different ways.
- Stationary Binoculars - with the help of binoculars you are able to enjoy breathtaking views of quarry, Eagle Canyon National Protected Area and watch habitats of local fauna.
- Informational Stands and billboards - where will be displayed info about mining and Biodiversity, "Green" achievements of HEIDELBERGCEMENT corporation etc.

Acknowledgement

During working on our project we had many ups and downs – faced many difficulties. We want to thank all the people who helped us on every single stage of our project development. Without them Quarry Life Camping would not be alive:

Ketevan Bogveli (Heidelberg cement)  Siko Gegiadze (Advisor of chairman at GNTA)
Zaza Jijeishvili (Heidelberg cement)  Vakhtang Charaia (Assistanse of rector at TSU)
Introduction

Dedoplistskaro quarry is located near National protected area Eagle Canyon which is famous for its high level of biodiversity but despite that fact on quarry territory we haven’t met the wide range of diversity of flora. In addition the level of awareness of biodiversity is quite low among people. Therefore we decided to start this project and offer people a recreational place where they could get knowledge together with fun and joy. While thinking about this project we understood that only by focusing on biodiversity we wouldn’t hook or get attention of society. After identifying exact needs of society we decided to combine needs with education by not getting out of the scope. so we came up with one creative solution, the mix of 5 key components :

1. Flower Garden
2. Bird watching
3. Informational Stands
4. Camper Park
5. Chilling Place

Objectives

We aim to:

1. Create first in Georgia camping/resting complex near Dedoplistskaro quarry.
2. Increase the level of biodiversity in quarry area
3. Discovering new bird watching places, creating routes and trips for visitors near Dedoplistskaro quarry and Eagle canyon
4. Increase knowledge about biodiversity for quarry visitors
5. Increasing awareness about Quarry life Camping. Attracting more people and young students from schools and Universities.

Background information

Location:

Dedoplistskaro Limestone Quarry is located on 900 meters above sea level. It is 4km away from Dedoplistskaro Town , and 170 km away from Tbilisi City. There is also the Eagle Canyon National Protected Area 1 km away from the quarry.

Climate:

Average annual temperature at the quarry is 11.2 °C, while average annual precipitation is 400-600 mm. The climate is acutely continental and dry.
Biodiversity:

The fauna of the quarry surrounding area consists of birds and reptiles, amphibians and mammals.

- **Birds**: Aquila chrysaetus, Aquila heliaca, Pandion haliaetus, Gypa fulvus, Myotis emarginatus, Rhinolopus hipposideros Bechtein, Rhinolophus mehelyi, Aquila chrysaetus fulva, Falco peregrines, Aegypiis monachus, Tetrax Linnaeus
- **Reptiles**: Macrovipera lebetina obtuse, Emys orbicularis, Testudo graeca,
- **Amphibians**: Bufo bufo, Rana ridibunda,
- **Mammals**: Sorex raddei, Bufo viridis,

Flora includes: Campanula kachetica, Globularia trichosuntha, Galium pedemantanum and Biota orientalis

Overall:

Due to its close location to Dedoplistskaro - Tbilisi Highway, the quarry area is easily accessible for visitors. High level of biodiversity, sunny climate and breathtaking views from mountainous areas of the quarry makes it perfect place for camping.

Methods

Our main Goal (obj.n1)- creating first in Georgia camping/resting complex near Dedoplistskaro quarry consists of 5 key components. Each of these components will help us to reach all the objectives set above.
• **Flower Garden – (obj.n2 :Increase the level of biodiversity in quarry area)**

The garden will be made of different kinds of flowers. The design of garden (shapes and colors) will be specialized in different ways, creating various images. In our chosen territory we decided to create 5 different types of gardens surrounding our camping place.

We have visited “Gardenia Shevardnadze” - an outdoor patio area which is covered in grass. It is very similar to our concept – Heidelberg flower garden and chilling place: people sit in the garden chilling while have some coffee and enjoying view. The main purpose of our visit was to have a good look at flowers and other plants for our future Heidelberg cement logo branded garden at Dedoplistskharo Quarry area. To increase biodiversity of the area we chose specific plant varieties to easily adopt Dedoplistskharo soil and climate originalities.

One of those gardens will illustrate HEIDELBERGCEMENT corporation's logo.

It results in increasing biodiversity of area and with that we create an additional value to visit quarry life camping.
Bird Watching – (obj.n3 Discovering new bird watching places, creating routes and trips for visitors near Dedoplistskaro quarry and Eagle canyon)

Bird watching activity consists of 2 parts: Stationary binoculars and bird watching trips.

Stationary binoculars will be located near camping place. Binoculars themselves will be placed at small tower like on photo given.

We chose a place for small tower which will allow visitors to enjoy views of quarry, local habitats, and eagle canyon which is one of the unique places in Georgia.
Bird watching trips are created especially for bird watching gurus. We have inspected the area and found out some cool places for bird watching. Based on that information we have created path starting and ending in our camping place connecting all those places.

After tiring and joyful trip visitors will be able to have rest near the camp fire, enjoy barbecue and chill with friends or family members.
We also designed handouts for birdwatchers to mark those birds they will see.

Doing bird watching is quite new for Georgian people but we think that it will become popular trend instead of hunting on them.

- **Informational Stands** *(obj.n4 Increase knowledge about biodiversity for quarry visitors)*

Some of the Stands will be located near our gardens. Displaying information about the garden, consisting flower types and their description

*(Color /Shape of Petal / Method of Attraction / Method of Pollination etc.)*
Some of the Stands will be located at the entrance and display the information about Green achievements of HEIDELBERGCEMENT. Also info about Different kinds of green projects (of course QuarryLifeAward stand will be included) and other interesting facts.

Other Stands will illustrate directional information about camping place and bird watching trip to assist visitors. By stands we aim to increase awareness of biodiversity among visitors.

- **Camper park**
The first ever camper park in Georgia, positioning Heidelberg cement as a pioneer company in supporting camping culture and developing camping tourism in Georgia;

The camper park consists of two parts: recreational place and parking place.

On Recreational place visitors can spend time resting on grass, enjoy breathtaking views from mountainous area, put up tents, Spend an evening around the campfire with neighbors singing songs and playing games and doing various outdoor activities. While parking place allows visitors to park their recreational or other kind of vehicles.
- **Chilling place/technology free zone**

A special place to escape from city life routine and chill in the nature with friends, family or even alone. No cell phones and other technology allowed in this part of camping area - just the nature and you. The place will have infrastructure like: Hammocks, wooden sheds, wooden stools and tables.

**Results**

**Further Actions done to turn our project into reality.**

In order to actually execute our project and turn it to reality, only planning is not enough. So to make our project actually happen, first we made a survey to identify the needs of society, then we met qualified people at eco tourism in Georgian National Tourism Administration and some green cause NGO –s to get recommendations. After that we visited quarry couple of times to examine the area and plan our resting place, finally we began searching for partners. Luckily, Georgian National Tourism Administration offered us help in executing the project. Also had an interview in radio Commersant about our project and got some positive feedback from listeners. For promoting Quarry Life Camping we created a facebook page and got up to 5 thousand fans.
Quarry Life Camping research

To identify society’s attitude towards our project and spot the awareness of biodiversity we conducted a small survey. We questioned 275 people aged between 17-65 years. Results look pretty optimistic and it gives us more power to keep working hard on our precious project. Number of questioned respondents: 275; Positive feedback: 95%;

Presentation at Tourism Development Institute (obj.n5)

As we are more focused on increasing awareness about how Heidelberg cement gives new life to Quarries, our team had a presentation at Tourism Development Institute of Georgia. In together with faculty dean and students we discussed every single aspect of our project. Thanks to the meeting, we have new followers - 15 students who registered on our next camping tour and even their lecturer agreed to give seminars about ecotourism and biodiversity of Dedoplistskaro region. We are proud to say Georgian Tourism Development Institute are our partners who are ready to help us and be a part of our project.

See details here

Birdwatchers album on twitter

We also decided to create birdwatchers album on twitter @QuarryCamping where people can tweet about bird species and post photos taken in our recreational place. We believe it will increase awareness of biodiversity in quarry area.

Visits to the quarry:

- **First Visit** - on our first visit we decided to see the places near the Dedoplistkaroo Limestone Quarry. C group with international jury members and representatives of Heidelberg cement visited the Quarry. Mr. Vaso, the Manager of the Quarry gave us detailed information about the area and recommended the best place for our Camping zone. After finding appropriate place we started to discuss some details, planned the camping place and cleaned the environment. See details here

- **Second Visit** - on our second visit we went on test camping at Dedoplistskhkaroo Quarry with new friends from our facebook page. We had a great weekend together, had lots of fun and tried ourselves out in the middle of wild nature. Lots of emotions from our tour so won’t bother you much, just see our photos from there. See details here
Visit at Georgian National Tourism Administration

Quarry Life Camping had a very important and productive meeting at Georgian National Tourism Administration. We introduced our project to the representatives of the Administration and got their support. Fortunately, they liked our project very much - especially making of the first camping park in Georgia. The discussion was really interesting and we got valuable advice we are going to implement in the near future. See details here

Activity on social media

we combined humor with biodiversity awareness and gained high number of followers, we reached up to 5k fans on facebook. People are engaged in our activities and they are looking forward to next camping on the quarry. We have just launched our twitter page, after our bird watching trips it would be and educational and informational source for society. See details here

Discussion: Value Proposition

Biodiversity

- Increase the biodiversity of the area by, planting various kinds of flowers in our garden.

Society

- Increase the level of knowledge about biodiversity of the valley – by informational stands located in our camping area, also by our Facebook and twitter pages.
- Creating recreational place for society, Quarry Life Camping will be free to visit and everyone can enjoy it.
- Adding additional ecotourism attraction to Eagle Canyon
- Create new possibilities for birdwatchers and promote Dedoplistskaro region

Company

- New positioning of HEIDELBERGCEMENT company in "Green" world as a pioneer company in supporting camping culture and developing camping tourism in Georgia
- Promoting HEIDELBERGCEMENT among Quarry Life Camping visitors, by branding camping site with Heidelberg cement logos, - creating their logo out of flowers in the centre of the camping place and also by branding stands and other materials.
- Increasing awareness level about how Heidelberg Transforms Quarries into joyful places of rest by first in Georgia camping park. Promoted by stands, using our social media channels – Facebook and twitter or by giving presentations to students of different universities.
- Effective use of the Quarry as a tool of increasing tourism in the region
Budget

We planned budget for project which should be roughly 12K USD

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Conclusion

To sum up all the above mentioned we can conclude that our project will be valuable from multiple sides. As we are creating new resting place with completely new approach, Mix of educational aspects and fun. Active way of life and chilling places with technology free zone, we think that we’ve chosen the right way. The project was worth doing. Our thoughts are proved by stakeholders assisting us. University, who agreed to arrange seminars about biodiversity together with students, willing to get out from city routine. Georgian National Tourism Administration (GNTA), who is willing to take a part in our project, in developing Dedoplistskaro region. We understand that we haven’t built infrastructure so far, because it was hard to leave materials without any attention. We couldn’t leave plants there without proper irrigational system. But we have strong assist from partners who are interested in developing this project. Every aspect of this project is well planned and tested considering our test camping tours and bird watching trips, so we hope Heidelberg cement will like our idea and will support us in implementation of it.