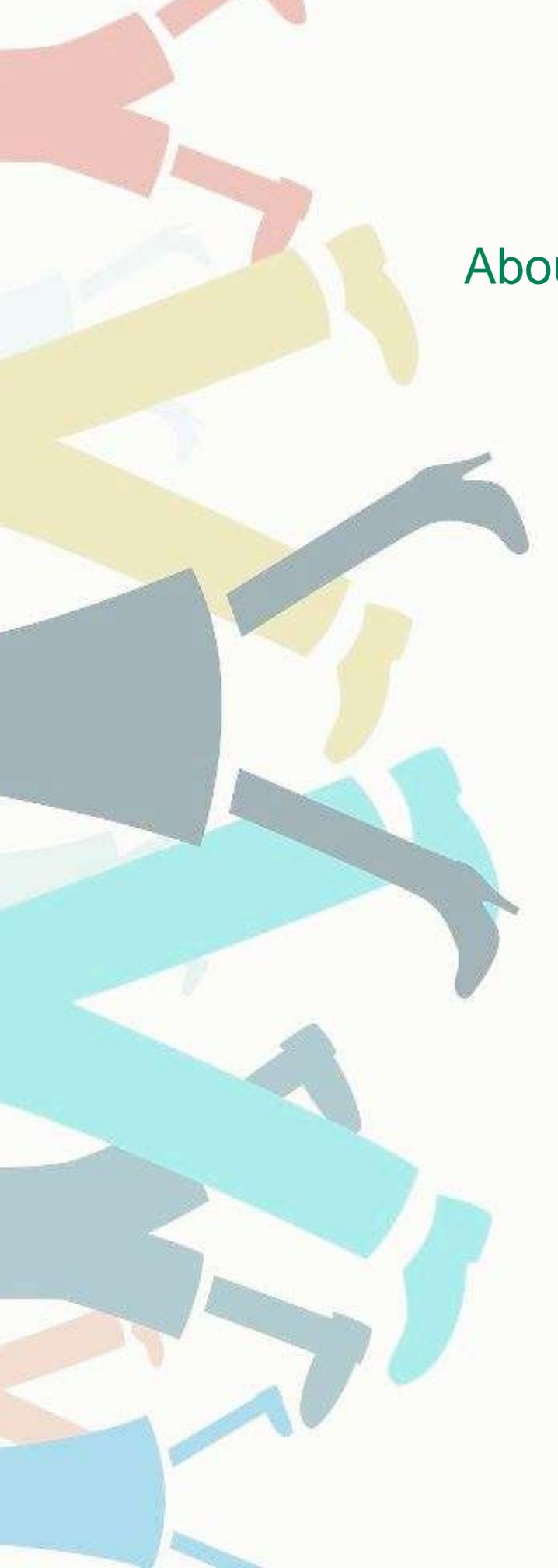


Iare Pekhit

Pedestrian-Friendly Georgia



Annual Report 2012–2013



About Iare Pekhit

Vision

Pedestrian-friendly Georgia

Mission

"Iare Pekhit" which means "walk" or "go by foot" in Georgian is an organization that encourages walking in the cities of Georgia, seeks to protect the rights of pedestrians, and works to persuade state authorities at the national and municipal levels to create better policies and practices in support of pedestrians.

Our Values

PARTNERSHIP We create space for collaboration, through which real change is possible.

DYNAMIC APPROACH Our approach ranges from street action in collaboration with grass root initiatives and small community groups, to the high table of municipal and national strategies for more pedestrian-friendly cities.

ART FOR ADVOCACY We believe in collaboration with artists to inspire, educate and reach out to diverse groups and unite them towards a single cause.

ACCOUNTABILITY We work to maintain high level NGO accountability. We are accountable to donors and our partners to achieve impactful and sustainable change.

LIFE-LONG LEARNING We work for continued innovation, learning and sharing of ideas that will create the best possible solutions to the challenges faced by Iare Pekhit.

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Communication GAP

In Georgia's cities, the majority of the population is subjected to unsafe and inefficient transportation options. An average of 1500 traffic accidents involving pedestrians are registered yearly. Violations of public spaces has become a common trend, all resulting in public outrage on several occasions. Due to the lack of a mediator between the community and decision-makers, the concerns of pedestrians remain unaddressed. Local and state authorities are increasingly taking control of the country's streets, parks, and public areas, without consulting with the population.

lare Pekhit was founded to fill this communication gap and effectively represent the interest of pedestrians. We promote walking as the primary, most efficient, affordable, healthy, environmentally-friendly and community-oriented form of transportation and work to introduce new measures for a democratic city.

Inception

"lare Pekhit" registered in 2012 by a small team of activists. The organization was generally perceived as a very timely and effective initiative within the broadly constructed youth of Georgia, our primary target audience. The most notable success so far is that, in the short period of time we have seen different community groups identifying their desire for a safer, more attractive and pedestrian-friendly city with lare Pekhit. The organization introduced itself as a multifunctional platform through the first street event, "Sidewalks for pedestrians", engaging pedestrians to act as a group of advocates, educators, protestors and "change-makers" in addressing urban issues.



2012-2013 Year Summary

In 2012-2013, Iare Pekhiti implemented one six-month project titled "Walk" - a campaign, teaching pedestrians to identify themselves as a group with rights. 7 Social videos were created focusing on pedestrian-specific problems which remain unsolved, along with an educational campaign about the rights and obligations of pedestrians. "Sidewalk for Pedestrians" was the concluding event of a one-month activity, engaging over 500 activists, who printed custom "Iare Pekhiti" warning slips, inserted them into the windshields of cars parked on the sidewalks and sent us photographs. All photographs were printed and exhibited along Rustaveli Ave., the main street in the city center. Iare Pekhiti supporters were introduced to other engagement opportunities.

Participation

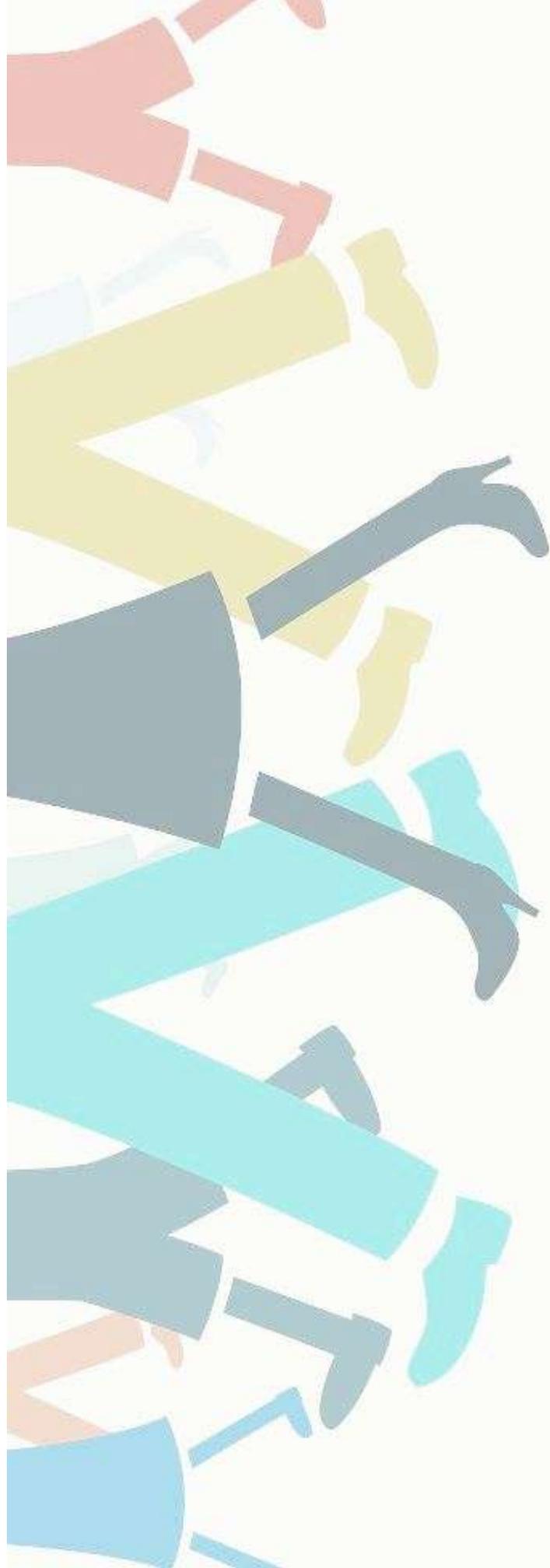
Up to 500 activists participated in the "WALK 2012-13" campaign, 100 showed up at the street exhibition, where printed photographs of cars violating pedestrian spaces were presented and winners of best photographs were voted on by citizens and symbolic gifts were given.

Views

Up to 6,000 persons viewed, the social video clips created as part of the campaign on YouTube.

Volunteers

In 2012-13 Iare Pekhiti engaged up to 10 volunteers to contribute to various areas of project implementation.





WALK

2012-13



Social Videos

Social videos created in the framework of the campaign, focused on the following issues:

- Sidewalk Availability
- Sidewalk Quality
- Sidewalk Accessibility
- Anti-Sanitary
- Lighting
- Pedestrian Crossing
- Underground Passes
- Parking on Sidewalks
- School Crosswalks
- Construction Safety
- Stroller Use on Sidewalks

Citizen Opinion

lare Pekhit filmed pedestrians of different backgrounds, professions, nationalities and age groups and voiced their opinions about pedestrian issues. *The interviewee in the picture is Yoga Instructor, Olga Ramer, a resident of Georgia for almost a decade, who shares her views on pedestrianism and different health benefits of walking. Having lived in many different countries, Olga compares Tbilisi, with other European cities and argues for the importance of pedestrian-friendly planning for human development, tourism.*

More Street Action

Collaboration with NGO
"Don't Drink and Drive"

lare Pekhit designed and printed 5,000 Christmas postcards, reminding the drivers not to drive under influence during the holiday season. Volunteers and partner organizations disseminated the postcards around the city.

Media Coverage

Several major television outlets, among them Public Broadcaster, covered the inception of Iare Pekhiti and the activities of 2012-13.

Photo: On Public Broadcaster promoting Iare Pekhiti

WALK 2012-13 media:

[Youtube.com/IarePekhiti](https://www.youtube.com/IarePekhiti)

[Public Broadcaster Program](#)

[Sidewalks for Pedestrians Video](#)

[Fortuna.ge](#)



Fundraising

Iare Pekhiti had 1 donor in 2012-13: G-PAC The East-West Management Institute (EWMI), which funded Project WALK by 5,000 USD.

Our Supporters

- Don't Drink and Drive
- Safedrive
- Radarami



Accountability Measures

This information is given to maintain a transparent organization in compliance with laws and regulations, as well as standard accountability norms, to give the viewer an understanding of structure and function.

Identity

Iare Pekhiti is a registered non-governmental non-entrepreneurial legal entity under the Tbilisi Public Registry, ID 404954279.

Contact

24a Abashidze St., Tbilisi, Georgia 0179
Phone: +995 322 235309,
+995 595 911603

Registered Address

Georgia, Tbilisi, Vake-Saburtalo Region,
Al. Kazbegi Ave #13, b 9

Financial Details (Banking and Auditor)

Bank - BANK OF GEORGIA
Bank - BAGAGE22
Beneficiary - IARE PEKHIT
Account number - GE24BG0000000849635600

Auditor

Financial Management Group,
Member of HLB International, 2 Dolidze St,
0123 Tbilisi, Georgia www.fmg.ge

Staff Details

SALARY PER MONTH BEFORE TAXES	NO. OF STAFF (M/F)	MONTHS OF SERVICE IN 2013-14
>USD 300	1 Female	6 months
>USD 250	1 Female	6 months
>USD 100	1 Female	3 months

Get Involved

We count on your support in our work to develop our projects and make a real impact in the lives of our citizens. There are several ways for you to support Iare Pekhiti:

Donate

Funds directed to Iare Pekhiti through donation are directed at supporting street action.

Volunteer

Iare Pekhiti accepts volunteers per project, and allows them to make direct impact and gain an understanding of the work of the NGO sector and related state institutions in Georgia.

Follow

There are many ways to engage:

- Like our Facebook page:
www.facebook.com/iarepekhit
 - Follow us on Youtube:
www.youtube.com/IarePekhiti
- Visit us: www.iarepekhit.org
Write us: iarepekhit@gmail.com