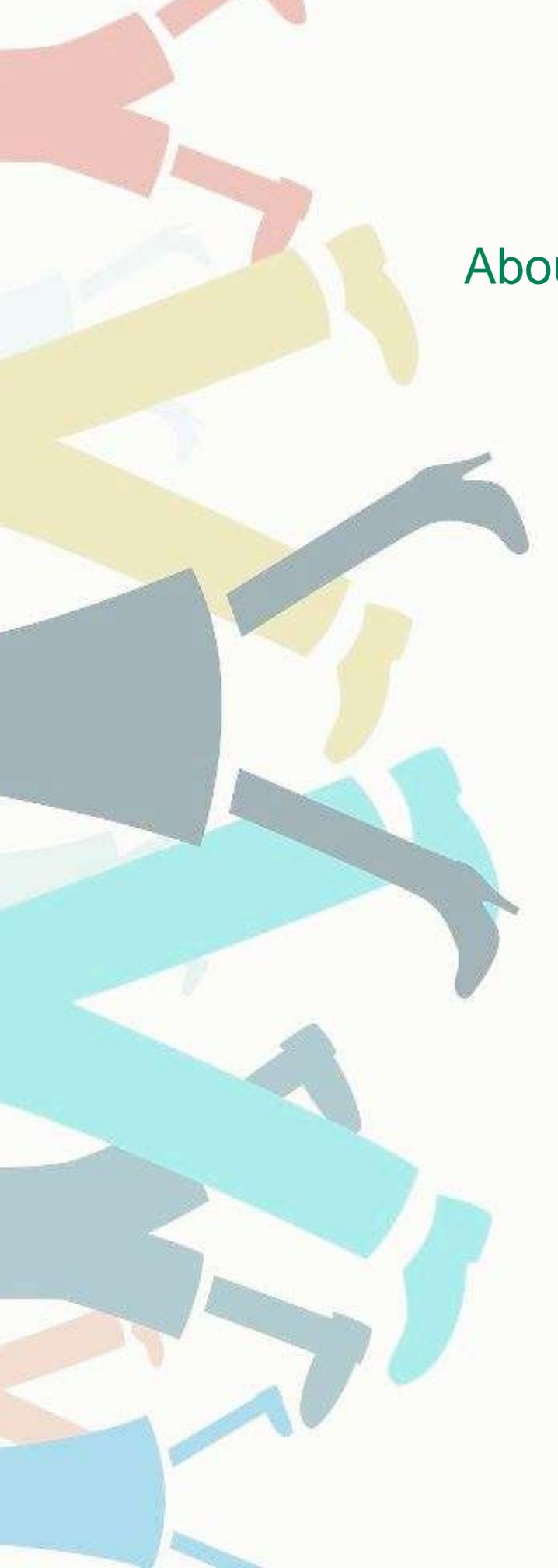


Iare Pekhit

Pedestrian-Friendly Georgia



Annual Report 2013–2014



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.

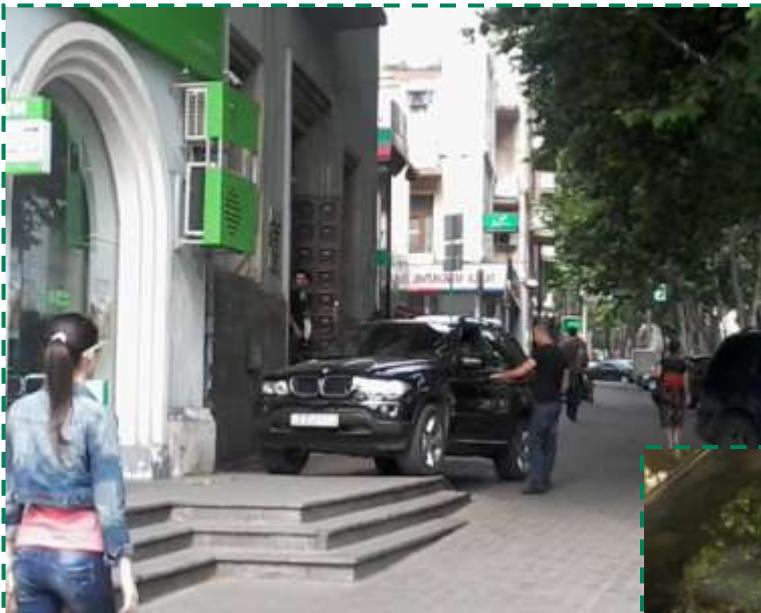
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Status Quo

- 1/3 of all car accidents in Georgia involve pedestrians
- 71% of air pollution in Georgia is caused by car emission
- Parking on the sidewalk is legitimized by the government
- Ongoing lack of transparency regarding municipal projects and policies stifles civil society
- Public transportation options fail to address community needs
- Tbilisi public spaces are highly inaccessible for persons with disabilities
- For the past ten years Tbilisi municipality has not managed to develop a master plan
- The absence of clear, comprehensive objectives in urban planning is the reason behind the high pressure to sell off existing public spaces to new development

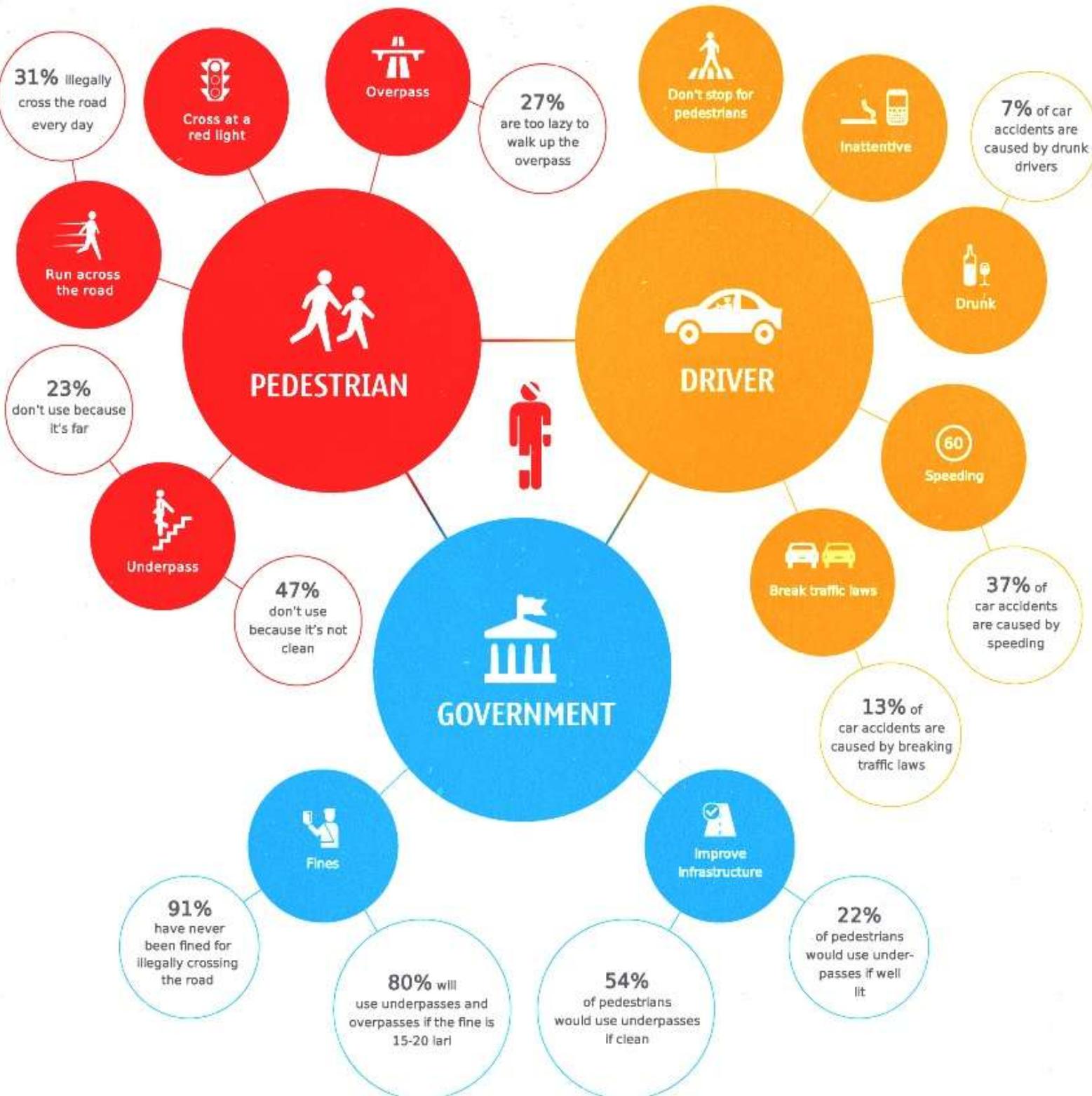


Main Activities

Raising awareness, stakeholder collaboration, street action and lobbying are the main activities of Iare Pekhit to help overcome severe pedestrian rights violation in Georgia.

Iare Pekhit works to change the given status quo. Since inception, a small but passionate team of Iare Pekhit has helped raise awareness in over 20,000 citizens of Tbilisi about pedestrian issues. We believe that innovative NGOs lead the way to sustainable city development and can have significant input in creation of a sustainable city master plan - a product of multidisciplinary collaboration, however faced with the lack of financial and human resources they are unable to realize their full potential.





2013-2014 Year Summary

In 2013-2014, Iare Pekhiti announced a call for artists to participate in the first **Pedestrian Art Project** financed by the Swiss Embassy in Georgia. 3 problematic public space areas were selected as work sites. Over 35 artists submitted their proposals, offering creative responses to pedestrian issues. The project opened up wide discussion space through media coverage and involved the municipality in the implementation process, challenging it to respond to the burning pedestrian-specific issues.

Locations

Vake Park - One of Tbilisi's grandest green spaces, a large portion of which was recently illegally sold to a private investor for Hotel construction with relevant infrastructure (parking etc.)

Pekin-Mitskevich St. Crosswalk - One of Tbilisi's most dangerous and unregulated crosswalks on one of the busiest streets in town.

Tbilisi State University Building 11 - Neglected student area, with insufficient sidewalks, no bike parking options, polluted, uncared for, in the process of being handed over to a private investor for Petrol Station construction.

Selection

A competent jury comprised of partner organization members and art curators/critics selected three winning artists. Partners involved represented Tiflis Hamqari (NGO, works to protect cultural heritage of Tbilisi), Guerilla Gardening Georgia (Largest youth environmental movement in Georgia), Partnership for Road Safety.

Volunteers

In 2014 Iare Pekhiti engaged up to 30 skilled volunteers to contribute to various areas of organizational development and project implementation.





Project Sticker - "Green Wall" by Nato Bagrationi

Our Impact Story

The most significant change is the growing focus of the community and the participatory form of monitoring of the pedestrian environment in Tbilisi. Iare Pekhit has teamed up with 5 organizations working on public space issues in Georgia and has attended four meetings with the Tbilisi Municipality City Development Department. In 2015 Iare Pekhit plans to form an association open for all citizens, which will serve as a multifunctional platform for advocacy and will work on pedestrian legislation change. Currently Iare Pekhit has about 5,000 supporters who are actively engaged in our activities on online platforms and street events.





Pedestrian Art Project 2014





"I am a pedestrian myself and Iare Pekhit has allowed me to contribute to an issue I feel passionate about. Now I feel more powerful as an artist, my work hangs in one of the main streets of Tbilisi for all to see and think about"

Nato Bagrationi

Project "Green Wall" by Nato Bagrationi

"Today cars, "monster" buildings, overload the city and billboards only market useless products, the air awfully polluted. All of this affects pedestrians. Through my project an advertisement billboard will turn into a beautiful "green wall", which will change visually as the plants grow. The goal of this project is to remind our citizens that fresh air, greenery and a calm environment equal for all is what makes a good city. Over 70% of air pollution in Georgia is caused by car emission, so the slogan on my green wall will encourage citizens to walk and thus care for the environment."

Project opened on July 1, 2014 with an awareness raising event encouraging pedestrians to use the crosswalk and instructing drivers to give the right of way to pedestrians.



"Ten years passed since I last set a foot on foot and if a human is measured by height, than everything is totally different. See, if you cancel all of the human body and only leave the feet, than everything can really be measured in height. And as many things will change as needed, and all will remain changed like this"

Nika Qutateladze

Project "My Feet" By Nika Qutateladze

Project opened on July 5, 2014 in the student area in front of the Tbilisi State University Building XI. 72 sculpted pairs of feet were presented by a title "My Feet", which if metaphorically translated in Georgian, means, "I don't care". The dual project concept highlighted the attitude of the municipality towards the abandoned student area and reminded the students of their rights and responsibilities, their two feet, which they own for mobility and advancement.

In the process of permit acquirement for the project, Iare Pekhit discovered that the given student territory was up for sale. A petition was created and over 500 signatures were collected during the three project openings and were submitted to the municipality candidates in the upcoming elections.

Iare Pekhit advocated for proper maintenance of the student area, as a result, six new benches were provided by the municipality and an agreement was made for further cooperation. A large student wave has raised the protest against university-unrelated construction in the area; Iare Pekhit is an active actor in the campaign.

Project "Black"

By Kristine Chkhaidze

"Black balloons hanging over the decorative pool, filled with black water, represent black clouds and polluted water. Throughout the life of the installation, plants growing from within the pool will start decaying, to highlight the process of how pollution affects our environment. The location logically relates to the issue, there is growing action of cutting down healthy trees and giving away recreational areas. Pedestrians are an important force against these tendencies, and my goal is to inspire them through my art."

The installation opened on July 4 with a pedestrian event in Vake Park, attended by up to 500 persons. Local band "Lady Heroine" supported pedestrian action, educational leaflets, promo stickers, flyers were given out to participants and signatures were collected for the petition. Awareness raising was one of the priority areas of Iare Pekhit in the project, a number of local organizations and private companies supported the event through in-kind contribution.



"Art Installation "BLACK" is my protest against the government's failure to respond to the increasing air pollution in Georgia. It has become evident how the decisions of the government are directly affecting our neighborhoods and how public spaces are not suited for public use anymore."

Kristine Chkhaidze

Media Coverage

3 project videos will premiere on October 15, 2014, covering all events of the Pedestrian Art Projects.

A 10 minute [film](#) was made about the Pedestrian Art Project, by local television company GDS (highest rated youth entertainment Television in the country).

Iare Pekhit crew and the involved artists were invited to four of the most popular talk shows on national television.

The project was covered on the following platforms:

- 1) [Ecogeorgia](#)
- 2) [GDS Day Show](#)
- 3) [GDS Full Show](#)
- 4) [ARTarea](#)
- 5) [Tabula.ge](#)
- 6) [Edgeryders Futurespotters Video](#)
- 7) [Iare Pekhit Youtube Channel](#)
- 8) [Iare Pekhit Instagram](#)
- 9) [Ambebi.ge](#)
- 10) [Interpressnews](#)
- 11) [Ertulovneba TV](#)
- 12) [Tabula TV](#)



On GDS television promoting the Pedestrian Art Project with band Lady Heroine and participating artists.



Fundraising

Donors

lare Pekhiti had 1 donor in 2014, the Embassy of Switzerland, which funded the Pedestrian Art Project with 20,000 GEL. lare Pekhiti is currently working with an outside consultant on creation of a long-term fundraising plan.

Our Supporters

- Jumpstart Georgia (donated two net-books for lare Pekhiti volunteers in 2014)
- Tiflis Hamqari
- Guerilla Gardening Georgia
- Eastern Alliance for Safe and Sustainable Transport
- Transparency International Georgia
- Edgyders Futurespotters

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
>GEL 500	1 Female	6 months
>GEL 400	1 Female	6 months
>GEL 200	1 Male	1 month
>GEL 200	1 Female	2 months

Get Involved

We count on your support in our strive 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 donation program go directly to support 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