

1. **Environmental Conservation:** The Center aims to protect and preserve the region's unique biodiversity, ecosystems, and natural resources by promoting environmentally friendly practices in agriculture, waste management, and resource usage. This includes advocating for organic farming methods, sustainable forestry practices, and responsible water management.
2. **Ecotourism Promotion:** The Center seeks to develop and promote sustainable tourism opportunities that showcase the natural beauty and cultural heritage of the region. This involves working with local stakeholders to create eco-friendly lodging and touristic facilities, as well as organizing activities and experiences that emphasize the importance of environmental conservation and local traditions.
3. **Economic Empowerment:** A key goal of the Center is to create economic opportunities for local communities through agroecotourism. By encouraging the involvement of local residents in the tourism industry, the Center aims to generate income, stimulate the regional economy, and improve overall living standards for the population.
4. **Education and Capacity Building:** The Center is dedicated to providing environmental education and skill-building opportunities for both local communities and visitors. This includes offering workshops, seminars, and training programs focused on topics such as sustainable agriculture, biodiversity conservation, and traditional crafts.
5. **Cultural Preservation:** The Center is committed to documenting, preserving, and promoting the region's cultural heritage, including its customs, stories, and traditional practices. Through events, activities, and collaboration with local communities, the Center ensures the continuity of indigenous knowledge and cultural identity.
6. **Community Engagement:** The Center fosters strong connections with local communities, encouraging cooperation and collaboration to achieve common goals. By creating a network of stakeholders and partners, the Center facilitates the sharing of ideas, resources, and best practices for sustainable development.
7. **Research and Monitoring:** The Center conducts research and monitoring activities to assess the impact of agroecotourism initiatives on the local environment, economy, and culture. This data is used to inform future strategies, ensuring that the Center's programs are effective and responsive to the needs of the region.
8. **Advocacy and Awareness:** The Center is committed to raising awareness about the importance of sustainable development and environmental conservation in the Highlands of Georgia. Through outreach, networking, and public campaigns, the Center engages with policymakers, organizations, and the general public to drive positive change in the region.