GREEN ROCK FOUNDATION

A commitment of initiating projects that have an impact.

For Dilijan.
For People.
For the Future.

November, 2026





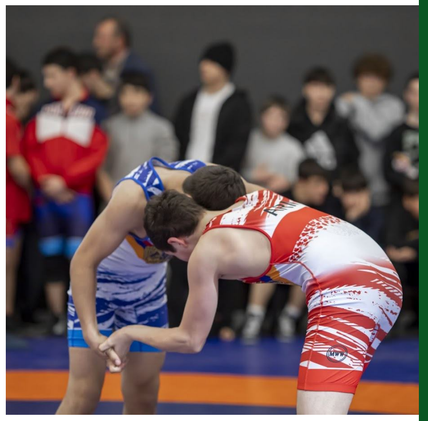






STRENGTHENING LOCAL COMMUNITY

The Green Rock Foundation is dedicated to identifying initiatives that matter to Dilijan`s residents and committing the resources needed to turn them into reality.















Green Rock Foundation

Different things matter.

The Foundation focuses on three pillars:

Culture / Community / Sustainability

This means nurturing Dilijan`s unique identity.
Creating opportunities for people to work and study.
Integrating sustainable practices for daily life.
Opening up new prospects for the local community.

These are ambitious and bold goals, each of which impacts the quality of life for the people living in Dilijan. It is precisely these kinds of projects that the Foundation initiates and supports, ensuring their long-term viability.



Green Rock Foundation

Our approach to projects

The Green Rock Foundation’s approach is to support initiatives that create lasting value through community development, education, culture, youth empowerment, sustainability and local initiatives.

Together, with Green Rock we share a vision of making Dilijan a better place to live, work, learn and create — and, as a result, a more meaningful and sustainable destination to visit.

We believe that small towns become sustainable when investment connects local people, businesses, skills, culture and the environment — allowing the destination and its community to grow together.



Green Rock
Foundation

What is *important?*

Relevance

We`re initiating projects that bring real impact to local community and create lasting value.

Sustainability

We prioritize solutions whose results remain significant even after the Foundation's support ends.

Partnership

We`re supporting initiatives, that engage local community, while encouraging them to take an action and ownership for the city.

Long-term value

We launch each initiative on an individual basis, considering its specific characteristics, requirements, and feasibility, while integrating them into existing projects and the broader overall picture.

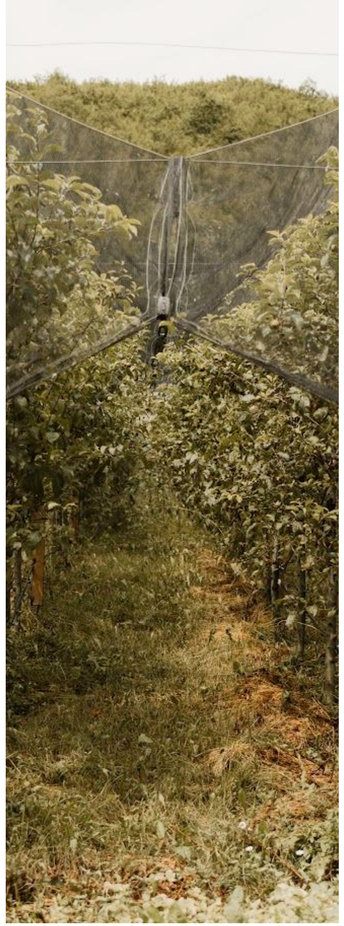
Green Rock Foundation

A connected portfolio of projects

— to transform the city through: culture, sustainability, and community development initiatives.









*Cultural initiatives:	Flagship projects:	Sustainability projects:	Community development projects:
5	4	2	6

Dilijan Urban Design Framework

Shares a design language that ensures the city evolves *without losing what makes it Dilijan.*



6 events took place

Dilijan Urban Design Framework was discussed and presented in different formats: as part of TRF 2026, session at COP 17, while a panel discussion within a conference on folk art and cultural heritage. Two stages of the concept's development have been presented to the public; the third and final stage is currently nearing completion.



Case-studies and constant storytelling

2 case studies about rea-world application of framework for organizing outdoor advertising and information signage. Social media publications focused on urban development of Dilijan and small towns development in general.



International recognition

DUDF has won **3 International awards** - as Most Innovative Community-Led Urban Design Programme,
Best Sustainable Development Strategy and Best Tourism Destination Development Project.

Culture and Arts

Art is not just leisure, but a strategic resource
for the development of individuals and society.



Revival of cultural life of Dilijan

A series of classical music concerts took place in Dilijan. These included a commemorative classical music evening featuring the Khachaturian Trio; a celebration of International Youth Day with Karen Shakhgaldyan; a concert by the German Youth Jazz Orchestra; and a performance as part of the international "Rising Stars" project. **Symphonic Dilijan concert**, by Armenian State Symphony Orchestra under the direction of conductor Gianluca Marcianò, drew particular attention.



Hovhannes Sharambeyan 100-year Anniversary

Collaboration with FAM, the Ministry of Education, Science, Culture and Sports of Armenia, and UNESCO in the framework of the Hovhannes Sharambeyan 100 - year - round celebrations, including MOU signed, Conference on folk art and cultural heritage, a tree - planting ceremony, visit of Dilijan`s children to National Gallery etc.



Summer in Dilijan program

Sumer program featured **10+** different cultural events, including meet ups with Armenian writers, movie screenings, theatre performances, master classes and workshops, quizzes etc. With approximately **6,000+** direct participants.

Culture and Arts

The importance of creating opportunities *for creativity.*



Art, Science and Technology Day camp with Hosq

30 participants aged 10–17 were exploring the possibilities of music, creative coding, media art, animation, and bio-art, bringing together creativity and technology.



Masterclasses led by local and international artists

Through textile art and traditional techniques, participants explored new ways of preserving and passing on cultural heritage, bringing together Armenian traditions and international expertise.



“Colors of Dilijan” creative contest

The Green Rock Foundation invites creative individuals to express their vision of Dilijan’s colors and atmosphere and share it with the public. This year we launched **2 calls** for spring and summer seasons while wrapping up year-round contests.

Community

The importance of building a more active and *connected community.*



Winter in Dilijan

A seasonal program extending the town's visitor economy beyond the summer months through winter events and activities. In 2025, Green Rock Foundation organized the very first Christmas Market in Dilijan, which attracted over **11,000** visitors over **4 weekends**.



100 Women of Dilijan

A women's empowerment initiative celebrating and supporting the women who shape the town's social and economic life. Trough the project we are telling the stories of women of Dilijan. 100 women – 100 stories with **quarterly organized portrait exhibitions**. The final exhibition is planned for March 2027.

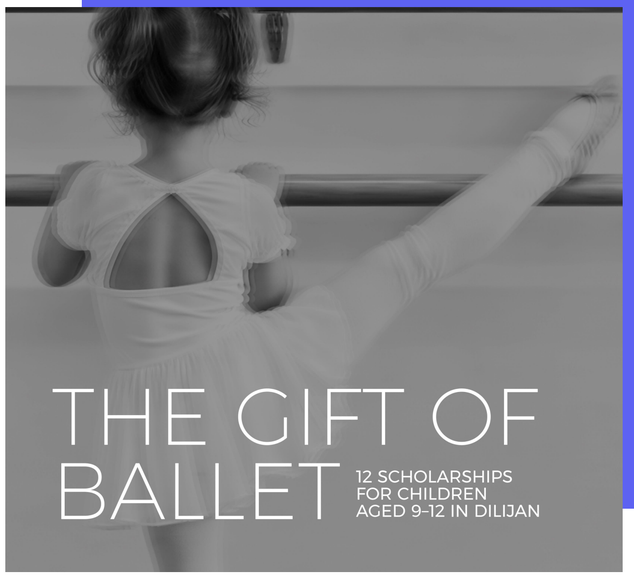


COP 17

From September 19 to 24, **seven pre-events** of COP17 Dilijan Week were held in Dilijan, reaching approximately **475 participants**. The program used a mix of formats to approach environmental topics from different angles. Green Rock Foundation also organized **2 visits** for children from Dilijan to COP 17 Green Zone, to give access to children from remote regions to participate in nationwide conference.

Community

The importance of supporting the drive *for achievements and victories.*



Dilijan Sports School

In 2026, impressive achievements have been recorded. The number of trainees increased from 292 to **354**. Gymnastics **24** attendees (6-10 years old), Ballet class **45** attendees (4-18+ years old). Through the dedication of Mrs. Mareta Gevorkyan, and with the support of EvocaBank and the Green Rock, **12 children in Dilijan are given a scholarship** to pursue professional ballet training for a year.



"Rocking Dilijan" Greco-Roman Wrestling Championship

Since 2024 the annual "Rocking Dilijan" Greco-Roman Wrestling Championship brings together talented young athletes from various regions of Armenia at the Dilijan Sports School in Dilijan, creating an exciting and competitive environment. In 2026 were **6** golden winners, including **1 from Dilijan**.

Apicius Armenia and World Region of Gastronomy

The importance of creating opportunities *for learning and development.*



Apicius Armenia International School of Hospitality

Academic Programs with **2** specializations, Professional Trainings and short development courses. This year`s enrollment of **32 students**. Grand opening of School`s **new building** and **accomodation** opportunity at PPLs coliving.



CEMI by Apicius

CEMI Café is a creative learning lab of Apicius Armenia and an important part of the school's approach to experiential learning, combining academic instruction with real-life professional practice.

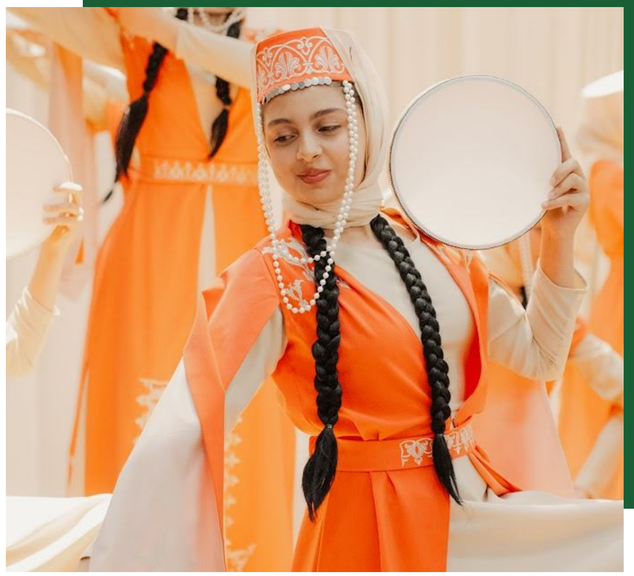


World Region of Gastronomy

At the **2nd World Gastronomy Summit** 2026 in Manabí, Ecuador, Katya Bredikhina, Head of Green Rock Foundation, shared Dilijan's perspective on the role of gastronomy in sustainable regional development.

NextGen and Dilidogs City

The importance of involving young people *in the improvement of their home city*, as well as a humane and *sustainable approach to animal welfare issues.*



NextGen Dilijan

Green Rock Foundation supports the youth who will later be supporting the development of the city. In 2025 we have had 8 project applications with 2 implemented. This year we`ve received **12** applications with **5** implemented.



DiliDogs City

DiliDogs City is a public initiative aimed at implementing a humane and sustainable approach to managing the stray dog population in Dilijan. This year **68** dogs were sterilized, **31** vaccination and preventive treatment services provided. **16 successful adoptions.**

Green Rock Foundation

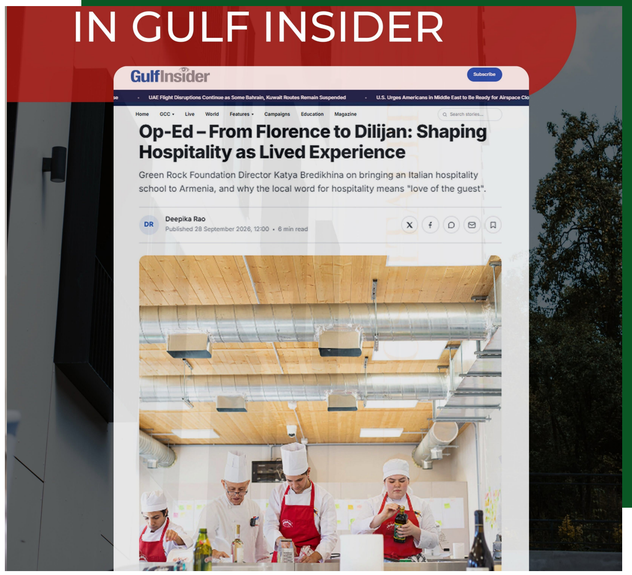
Awards and Recognition

The importance *of celebrating achievements.*



6 Awards Won

The strongest recognition quarter in Foundation`s history. **6 international awards** won + 1 nomination under review. **2 speeches** delivered during international conferences in Ecuador and Slovenia, as well as during COP 17.



International Media

International thought-leadership: The PIE News; Gulf Insider; Digital edition of Bahrain this month journal; ANSA.it; Regional Centre Sofia - UNESCO's; Dzen.ru; BGS News – Buongiorno Südtirol, Regional Post, Travtalk etc. In total **119 publications** in media outlets.



Partnerships Established

New partnerships made through 2026. Green Rock Foundation signed Memorandums of Understanding with **10 partner organizations**.

Green Rock Foundation

What is *impact?*

Our work spans education, culture, urban development, youth engagement, sports and environmental initiatives.

12 Projects

Projects in Dilijan implemented by Green Rock Foundation

6 Awards

Strong International presense during 10 months

100+ Partners

Including government, educational, and cultural institutions, NGOs, and experts

60+ Events

Events hold and supported by GRF (direct and indirect)

Green Rock Foundation

The importance of creating long last values *continues*.

The next stage of Green Rock Foundation's work is to strengthen connections between projects, partners and the community — **building on** the initiatives already underway.

Our ambition is to support **initiatives that do more** than deliver immediate results: they should strengthen local capacity, create opportunities and contribute to Dilijan's sustainable development over time.



We aim to move beyond individual activities towards connected, multi-year initiatives that create lasting value for Dilijan and its residents.

For Dilijan. For People. For the Future.