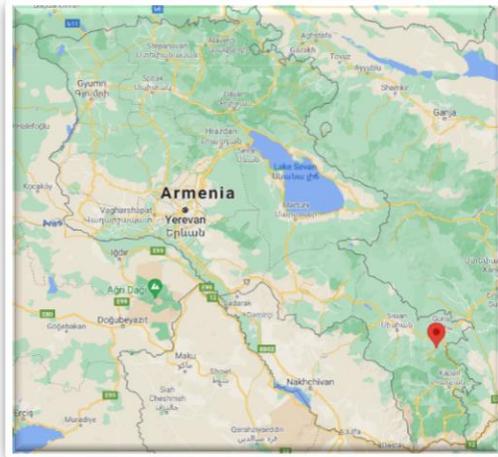





WOOL-TO-CARPET

Location: Republic of Armenia/ Syunik Region / v. Shinuhayr

Key words: Craft, social entrepreneurship
Description of best practice related to HCBET
Making Armenian carpets



The "Wool-to-Carpet" social enterprise turns wool into natural carpets, household goods and personal items. The products use not only all the natural shades of sheep wool, but also (and, more importantly) the creativity and design skills of local women. The visitors of the workshop can take part in the complete "Wool-to-Carpet" experience by choosing one of the two options: a tour of the workshop with a meal that includes local food and drinks, or just a tour of the workshop.

An experiences specialist can show the guests how to spin the wool in the traditional way using a spinning wheel, and in a modern way, on a spinning wheel that works on foot. After processing the wool, the artists teach their guests how to make carpets and other handicrafts.

During the whole process the guests not only get acquainted with the technique of carpet weaving, but also with the collection of cultural motifs used in the design of carpets.¹

Marketing approach

The organization has Facebook (<https://www.facebook.com/gorishandmade/>) and Instagram (https://www.instagram.com/goris_handmade/) pages and participates in various events.

Financial situation

Grants and business loans have been the basis for ensuring financial stability, and currently the main

means of ensuring financial stability are revenues from own products and services.

Key success factors and challenges

The key to success is the right idea (restoring old Armenian traditions and customs and presenting them anew), the choice of location (crossroads) and the proximity of local and international historical and cultural monuments, the support of "My Armenia"

program to develop packages, increase awareness and in the form of capacity building. The main challenges for the activity are the situation created because of COVID-19 and the weak level of digitalization of services.

Plans for future development

The installation and development of the "mobile experience" service is envisaged in the near future,

¹ More detailed information can be found at the following link: <https://myarmenia.si.edu/en/guide/experience/transform-rough-wool-fine-armenian-carpet/> (Last check: 16/05/21, 13:00)





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both in the region and in the whole of Armenia. At present, on the basis of the acquired sewing machines, it is planned to develop the

production of bags with a combination of fabric and leather, and in the future, it is possible to create a

production of furniture as well.

GALLERY:



Sources of the images:

<https://www.facebook.com/gorishandmade/>

https://www.instagram.com/goris_handmade/

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