

Digital solutions for building trust and confidence building in Georgia

Project idea

- **Problem Statement:**

The issues of education and professional employment, business development and stable income generation are relevant for all parts of the societies divided by the Abkhazian and Tskhinvali conflicts, and represent a direction where the exchange of experience, innovation and the implementation of joint actions is possible. The pandemic and related restrictions have had and continue to have a negative impact on the population, primarily related to access to education, employment and economic activity. The project is aimed at solving the problems of self-realization of each individual person, regardless of which side of the conflict he is on.

The project is based on the author's methodology developed by Dr. Rusetsky within his dissertation, which was successfully tested at the Caucasus International University, the Georgian University under the Patriarchy of Georgia named after Andrew the First-Called, Zaporozhye National University (Ukraine). More than 2,000 undergraduate and graduate students, adults have completed this method, 80% of them have identified the path of professional growth. The methodology has also been successfully applied in work with various categories of victims of conflicts and wars (both in Georgia and in Ukraine) and has also yielded positive results. Pilot consultations are currently underway for people currently living in Abkhazia. The project also uses a successfully tested IT service provided by IT company B2C (<https://www.b2c.ge/>) for digitalization of small and medium-sized businesses.

Project goal: to develop trust between societies divided as a result of the Abkhazian and Tskhinvali conflicts in Georgia applying the resources of digital education and commerce

Project content: A distance service for professional diagnostics, career planning and targeted information about educational programs for the target group of the project will be created. The project also offers distant consultations on the development, creation of non-profit civil organizations with the participation of representatives of the target groups of the project. For representatives of the non-profit sector, small and medium-sized businesses, the project will offer ready-made IT solutions, a series of trainings on developing skills in digital commerce, mentoring support for the initial stage of digitalization of small businesses.