



ecogenia
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ECOTOURISM PILOT PROGRAM IMPACT REPORT

DORIDA • MAY - JULY 2023

In its second year piloting civic service in Greece, Ecogenia showcases the tremendous impact of matching eager, active youth with vulnerable communities to accelerate climate action on the ground.

Project Summary

Ecotourism program goal

The long-term goal of our Ecotourism offering is to leverage the power of young people in civic service terms to build, open, maintain and revitalize trail networks in underserved communities in Greece; in addition to supporting and advocating for a more sustainable tourism model for the country that attracts and promotes responsible tourism with conservation at its core. Still in its pilot phase, Ecogenia has been thus far mobilizing youth in 10 weeks of ecotourism service projects, but we hope to extend this to a 6-12 month service term in the coming years, and expand to more regions to accelerate and scale our impact.



Dorida regional goal

Our long-term goal for the region of North-West Vardousia in Dorida is to achieve the local stakeholders' desire of revitalizing a 60km trail network, connecting 13 villages and establishing a trail maintenance plan, while supporting local efforts of developing a sustainable ecotourism plan for the region.

All of this will be achieved through cohort member teams activated in civic service projects, just like the 2022 and 2023 ecotourism pilot projects in Dorida.

Goals for the 10-week Project

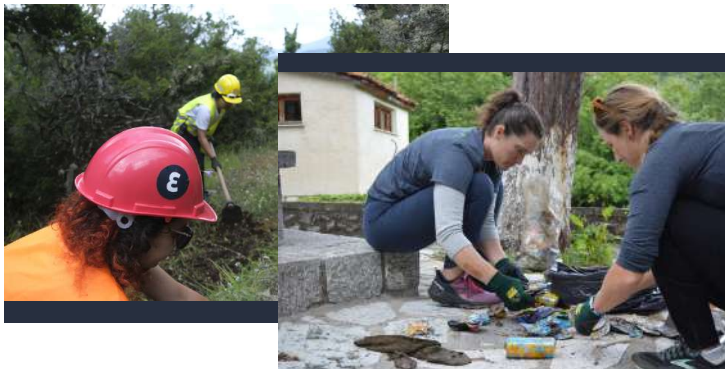
- ✓ A continuation of our first pilot, the goal was first and foremost to showcase what a youth climate corps is capable of and to test our model in the field
- ✓ Develop and test a cohort member leadership position, called a Team Leader for ecotourism and trail building work
- ✓ Maintain the trail network our team revitalized in 2022
- ✓ Revitalize an additional 10 km of trail in 2023
- ✓ Plan and execute a community volunteer day for a new village in the region



Highlights

							
8	1	2,426	90	810	3.1 km	9.3 km	25
Cohort Members	Cohort Team Leader	Cumulative Hours Served	Hours of Training per Cohort Member	Cumulative Hours of Training	Trail and 1 Public Square Maintained (from 2022)	Trail Revitalized	Volunteers Engaged in 1 Volunteer Day

Investing in Active Citizens



Cohort members are at the heart of our work. We invest in and train our young people to lead their service projects in the field, while they continue to receive ongoing coaching, mentorship and professional development during their service term.

Ecotourism Program in Numbers



€503

Monthly Stipend for Cohort Members + Housing Provided by Alpochori



8

Professional Development Days



€640

Monthly Stipend for Team Leader



12

Customized Trainings Delivered



13

Guest Speakers



6

Guest Speakers were Ecogenia Cohort Alumni

Cohort Members



Team Leader

Vaggelis, 27
Barber & Vol. Firefighter, Nafpaktos



Anthi, 27
Geologist, Thessaloniki



Eleni, 24
Geologist, Thessaloniki



Maria, 25
Architect, Drama



Raphael, 21
Cook & Mountain Enthusiast, Veroia



Ippokratis, 27
Sociologist with Env. Gov. Studies, Athens



Meliana, 26
Environmentalism, Athens



Aggeliki, 26
Environmentalism, Athens



Iraklis, 30
Archeologist with Cultural Heritage Studies, Ileia

Our Cohort Members' Impact



TEAM LEADER POSITION LAUNCH

Increased capacity of Ecogenia staff in the field, managed supply inventory and weekly QC of impact metrics, and engaged local community members. This cohort leadership position was held by an alumnus of our 2022 pilot project.



TRAIL MAINTENANCE

Revisited previous trail work for ongoing maintenance.



CULTURAL HERITAGE STUDY

Initiated a cultural heritage study to catalogue the region's cultural wealth and prioritize cultural preservation interventions that can be executed through future cohort programs.



TRAIL SIGNAGE

Improved the trail infrastructure through increased signage.



TRAIL REVITALIZATION

Cleared and improved existing trail networks.



VOLUNTEER DAY

Managed and executed a community volunteer day benefitting the village of Krokiiilo.



TULANE UNIVERSITY EXCHANGE

Partnered with Tulane University students for critical storytelling project in the region



COLUMBIA PARTNERSHIP

Partnered with Columbia Sportswear to equip cohort members with gear and support program execution on the ground.

Click here for more [vimeo](#)

Our Cohort Members' Impact



Dorida 2023

Rafail, Dorida 2023



Supporting local communities is really important. We want active villagers to keep the rural areas alive. That is why I joined this program.



I didn't know what to expect before I went to Dorida. I was filled internally by the whole range of experiences - work, living, active citizenship.



Dorida 2022

Vaggelis as a Team Leader

Dorida 2023



Dorida 2023

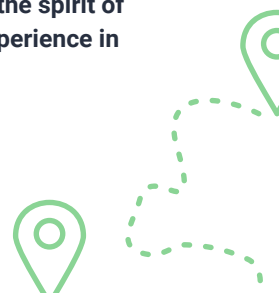
Anthi, Dorida 2023



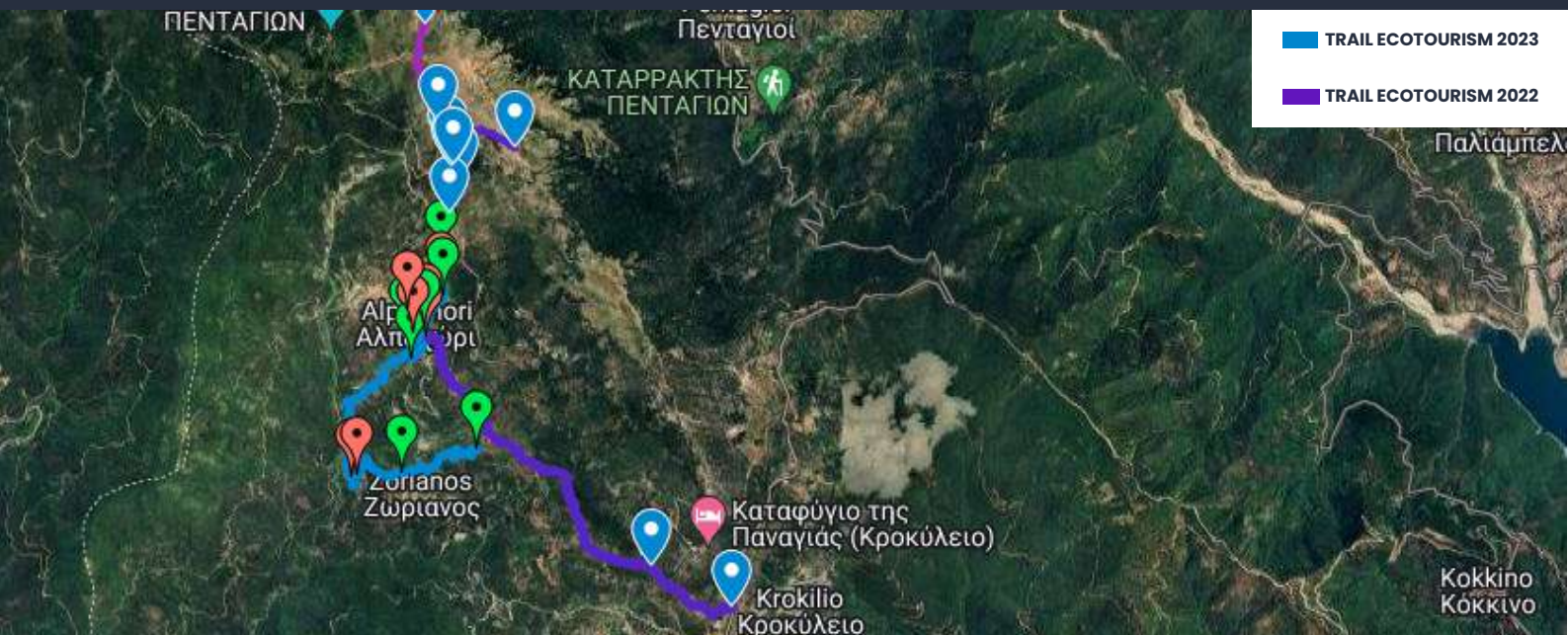
Vaggelis, Dorida 2022/2023



The project helped me because I experienced the beauty of nature myself and developed the spirit of cooperation, teamwork and the work experience in general.



Our Trail Network



Our trail network can be found on [Google Maps](#) & [All trails](#)

Community Engagement & Testimonies

4

Villages actively engaged

25

Community members actively engaged

4

Villages indirectly engaged

7

Program partners engaged

200

Community members expected to benefit from trail network in 2023

Program Partners Engaged



Community Volunteer Day Impact



- ✓ 23 volunteers engaged
- ✓ Engaged new village - Krokilio
- ✓ Maintain the trail network our team revitalized in 2022
- ✓ 500m of trail revitalized
- ✓ 1 trash art installation created
- ✓ 1 trail video filmed
- ✓ 700L of trash collected

Community Testimonies

"I believe you have filled life into our villages, strengthened the local economy, and offered joy to the residents." Apostolos Asimakis, Community President - Pentagioi

"The program gives new horizons and offers young people experiences and contact with nature." Dimitris Chatzigeorgiou, Resident - Alpochori

Civic Service Catalysts

We are profoundly grateful to our partners, who for a second year in a row, enabled our ecotourism work. This impact would not have been possible without them.

In addition, we would like to thank our recurring donors and new partners who joined us in 2023 to continue building the path of sustainability for Dorida.



Firehouse Fund: **Cultivating Sparks**



Helidoni Foundation's site visit to hike the trails with the Ecogenia team

Be a part of our journey to build **Greece's national climate corps.**

Join us for the next 100 km.



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