



Project funded by  
the European Union



## SUPPORTING SOCIAL ENTREPRENEURSHIP INITIATIVES OF ALBANIAN CSOs

**EMBRACE-Entrepreneurship Models Building Relations and Creative Economy** is an initiative implemented in Albania, contributing to the advancement of the legal environment for social enterprises, support to existing and new SEs to tailor their products/ services, and/or find their niche in the market by using the existing legal and institutional setup.

EMBRACE is implemented by Partners Albania in partnership with Project Ahead and it is funded by European Union.

### MAPPING TIRANA TRAILS AND MAKING IT ACCESSIBLE THROUGH A WEBSITE AND A MOBILE APPLICATION

*Tirana Ekspres was established in Tirana, as a nonprofit organization initiated by artists, activists, environmentalists, policymakers, social business undertakers and researchers whose purpose is to enhance the cultural & artistic perception and expression in Tirana and even beyond.*



Tirana Trails



<http://www.tiranatrails.al/>



+355 69 82 31 301



@tiranatrails



info@tiranaekspres.com

**Project duration:** January - October 2019  
**Total budget:** EUR 6997.10  
**EUD contribution:** EUR 6997.10 (100%)  
**Implementing organization:** Tirana Ekspres

BOOST OUT DOOR INCLUSIVE TOURISM AND RURAL ECONOMY DEVELOPMENT

The soft skills, the ancient villages, the olive groves, the Mediterranean scents, the looming castles, the monuments, the caves, the forests, the lakes, and overall, the idyllic landscapes, offer an unused opportunity to build new social and economic prospects for rural and urban Tirana.

"Mappina Tirana Trails" builds a network of trails around Tirana contributing to a sustainable and inclusive outdoor tourism sector, creating new socio-economic opportunities for the rural communities.

#### Main results of the action:

- Mapping of 180 km of tracks in Tirana trails, making map users' experience optimal;
- Building of a professional and user friendly web platform [www.tiranatrails.al](http://www.tiranatrails.al) and mobile app displaying Tirana surroundings' attractions and trails map (430 visitors and 1400 website pages viewed within the first week of web launching);
- Promotion of Tirana trails in international tourism fairs, running tours with hikers, in national TVs, and orientation signs placed in every village;
- 5 youngsters employed as tour guides, web platform maintenance etc;
- Additional support received to scale up their activity by the end of the initiative.

