EMBRACE
Entrepreneurship Models Building Relations and Creative Economy

EMBRACE is an initiative implemented in Albania to support existing and new Social Enterprises to tailor their products/services, and/or find their niche in the market within legal and regulatory framework.
#3 Open Call for Expression of Interest
by Civil Society Organizations to participate in the Capacity Building Program

63 participants from 47 CSOs participated in the capacity building program on “Revenue generation model for CSOs from fee-for-service activities, products and assets”.

Geographic Coverage

Gender Distribution
75% female
25% male
Mentoring and Coaching Sessions

180 days of technical assistance for 47 CSOs to:

- Assess internal strengths and weaknesses related to services/products.
- Analyze pros and cons of different business structures.
- Conduct a competitive analysis of first and second degree competitors.
- Discuss the business model related to the mission of the organisations.
- Define the value proposition, competitive advantage, target groups and pricing of service/products.
- Develop a business plan.
- Develop a marketing strategy.
  (identify promotional/marketing channels; cost investments, etc)
- Pitching skills and techniques.
- Stay on top of market dynamic to implement the business model.
#3 Rounds of Open Call for Proposals
to support boosting of existing social entrepreneurship initiatives and development of new ones across the country.

**EUR 101,000** total budget support

15 social entrepreneurship initiatives supported

11 out of 15 SEs supported have been part of the capacity building program.

**SOCIAL ENTERPRISES SUPPORTED**

- **ARKA E RINISË**
  - CODE PARTNERS
  - SHKODRA

- **ECO SOCIAL FARM**
  - THE DOOR
  - SHKODRA

- **MAMICARE CENTER**
  - MOTHER AND CHILD HOSPITAL FOUNDATION
  - TIRANA

- **APP - TOUR**
  - VJOSA EXPLORER
  - PERMET

- **TE XHONI CAFE**
  - JONATHAN CENTER
  - TIRANA

- **RECYCLING OF WASTE AS AN ALTERNATIVE FOR WOMEN EMPLOYMENT**
  - ZEJTARËT E VERIUT
  - SHKODRA

- **MADE IN PRISON**
  - ORKIDEA ALBANIAN ORGANIZATION
  - TIRANA

- **CODES OF SHKODRA LAKE**
  - WELL POINT
  - SHKODRA

- **ARTISANS ON WEB**
  - TID KRUJA
  - KRUJA

- **EDUCATION FOR ALL (E4ALL)**
  - WOMAN DEMOCRACY NETWORK
  - TIRANA

- **NEW HORIZONS FOR DISADVANTAGED WOMEN**
  - QENDRA SOCIALE NË NDIHMË TË NJERËZVE NË NEVOJË FUSHË-ARRËZI

- **TIRANA TRAILS APP**
  - TIRANA EKSPRES
  - TIRANA

- **LOOM, TRADITION AND EMPLOYMENT FOR WOMEN AND GIRLS IN NEED**
  - VIZION OJF
  - PESHKOPIA

- **THE CHALLENGE CONTINES - DRITA CLEANING**
  - VOICE OF ROMA
  - FIERI

- **PREJ DURËVE T’NATYRËS**
  - WOMEN CENTER “HAPA TË LEHTË”
  - SHKODRA
AREAS OF SERVICES AND PRODUCTS

- Handicraft products in loom.
- Handicraft products made of recycled willow wastes.
- Artisan products promotion and sale through a web platform.
- Bio-products collection, processing and promotion.
- Promotion of inclusive outdoor tourism in Tirana and Përmeti through mobile platforms.
- Education services to children, youngsters, parents and a wider community of marginalized groups.

MAIN ACHIEVEMENTS

- Woman integration in labor force.
- Job placement and integration for people with disabilities.
- Job placement and social cohesion for youth.
- Social inclusion of marginalized communities.
Capacity Building and International Networking for Social Enterprises

12 days of training on:
- Social enterprises eco-system and social economy.
- Networking and partnership building with business sector.
- Organizational development and sustainability of social enterprises.
- Financial management and reporting to third parties.
- Visibility and communication tools and rules.

15 Social Enterprises

- Informed on funding opportunities in support of their actions.
- Introduced to 16 European and regional networks working on/supporting SEs.
- Participated in online sessions on business exchange with Italian entrepreneurs.
- Introduced to a wide Network of Social Entrepreneurs in Italy.
Introduction of Entrepreneurship Models and Networking

30 social entrepreneurship initiatives exposed in 2 business speed dating events;

29 businesses (financial sector, telecommunication, tourism and other corporates) explored business opportunities with SEs in terms of products/services exchange and support through Corporate Social Responsibility;

10 businesses offered pro-bono assistance in terms of marketing of products, business contract and reporting at state authorities.
Giving Circle is a live crowd funding event, which gives people the chance to come together with a philanthropic purpose to support causes they care about. Provision of financial support from private companies, individuals, or other donors, to CSOs’ actions aiming a social change and a long lasting positive transformation for communities, society and environment is the core value of the event.

The **EVENT** brought together representatives from business sector, donor community, diplomatic institutions, civil society, media, art, etc., which offered their financial and in kind contribution for three initiatives which brought about lasting social change for communities in need.

**1,885,874 ALL** total amount raised

### 3 ideas supported

- **A kindergarten for Children of Bllice, Dibër**
  Vizion OJF

- **Adopt a therapy - Support Children with Intellectual Disabilities**
  Down Syndrome Albania

- **Education and integration of Roma and Egyptian children through sport**
  Shqota për të Drejtat e Komunitetit Rom dhe Egjiptian, Shkoder

[find more]
Development of an conducive environment for Social Enterprises in Albania

- National and International Public Debates among SEs, Investors, Businesses and State actors
- Statement from Social Enterprises and Supporting Organizations
- Public Statement addressed to state actors with a set of recommendations in relation to legal framework for social enterprises.
- Laid the ground towards a conducive legal framework that would further advance Social Enterprises in Albania

Researches and Studies

- Joint Advocacy Actions designed by Social Entrepreneurs
- National and International Public Debates among SEs, Investors, Businesses and State actors
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Researches and Studies
TESTIMONIALS

Vjosa Explorer

“Training program and mentoring sessions on SWOT analysis on services/products, human resources, etc., helped us to develop a sustainable business model of our services (touristic packages, etc.) as well as to face the challenges of a growing competition in the market, and to generate revenues for the sustainability of the organization. We have increased the cooperation with various stakeholders and donor community, ensuring the continuity of our activities. Very good exposure opportunities at many events organized by Partners Albania.”

Woman Development Network

“The training program helped us to develop a business plan in relation to the services we are offering and a marketing plan to promote them. It also guided us to be successful in planning, designing and implementing our entrepreneurship initiatives.”

Increased knowledge on financial support provided by businesses, and contacts with various entities that might support us in the future.”

Voice of Roma

“The training programme helped us to understand more about the development and sustainability of our social enterprise. The assistance provided by Partner Albania to conduct an competitors’ analysis in relation to similar services/product provided in Fieri, helped us to develop a good business plan.”

TID Kruja

“Through mentoring sessions provided by PA and Project Ahead experts, we managed to identify our “niche in the Albanian market” but not only. The development of a business plan, the suggestions for new marketing tools of our products, are an added value for the establishment and development of our social enterprise.

We value the assistance for partnership building with three financial institutions in the country, contributing on the sustainability of our economic activity.”

Zejtarët e Veriut

“We have learned about financial reporting procedures to third parties, and the development of a sustainable business plan. The assistance to conduct a cost-benefit analysis and a marketing plan has increased production capacity, revenues, and contributed to the expansion of customers’ network.”
Jonathan Center

“The mentoring program has helped us a lot in evaluating the business and finalizing a business plan of our services. Recommendations to change the service delivery and re-pricing of products have increased the work and revenues from our services. We have improved our visibility by significantly increasing the number of followers on social networks, media, etc., and consequently the interest in our services has increased. We built relationships with businesses which receive some services from us.”

Qendra Sociale në Ndihmë të Njerëzve në Nevojë

“We have learned a lot about managing a social enterprise, marketing and selling of products. One of the most important aspects has been establishing business partnership with various corporate in the country, thus generating revenues from our products. The establishment of this social enterprise has been the biggest success in the 6 years of activity of our center and it will contribute to the sustainability of the organization in the future.”

Tirana Ekspres

“The project has influenced the visibility of the organization by enabling very important partnerships with similar and very successful stakeholders in the region.”

Mother and Child Hospital Foundation

“CSOs-Business speed-dating event was interesting and also a very productive one for us to establish new contacts and build partnership with various businesses. Practically we had the opportunity to build relationships with some commercial banks in the country.”

Vizion OJF

“From the CSOs-Business speed-dating event we have built contacts and collaborations with several commercial banks and other corporations in the country which have shown interest in our products.”