



Project funded by  
the European Union



# SUPPORTING SOCIAL ENTREPRENEURSHIP INITIATIVES OF ALBANIAN CSOs

**EMBRACE - Entrepreneurship Models Building Creative Relationships and Economy** is a Partners Albania' initiative focused in advancing the legal environment for SEs and the need for better incentives, supporting existing and new SEs in how to better tailor their products and services and / or find their niche in the market by using the existing legal and institutional setup. The initiative is supported by the European Union through the Delegation of the European Union to Albania

## TIRANA EXPRESS

Tirana Express is 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.

### ABOUT THE INITIATIVE

The soft hills, 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. "Mapping 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.

The financial support through EMBRACE sub-granting scheme, contributes to:

- ◆ **Tirana Trails mapped out** to make map users' experience optimal;
- ◆ **Building of a professional and user friendly web platform** containing the Tirana surroundings' attractions and trails map;
- ◆ **Development of a mobile** application to serve as an online guide for mobile users;
- ◆ **Contributing to the development of agritourism** in the area, boosting the local economy.



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

**Project duration:** 9 months  
**Total amount of the action:** EUR 6,997  
**EUD contribution:** EUR 6,997 (100%)

