



This project is funded by
the European Union



PARTNERSALBANIA
FOR CHANGE AND DEVELOPMENT

Project Ahead

Società cooperativa



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.

The project “EMBRACE – Entrepreneurship Models Building Relations and Creative Economy” is implemented by Partners Albania for Change and Development in partnership with Project Ahead (Italy), and funded by the European Union through the Delegation of the European Union to Albania.

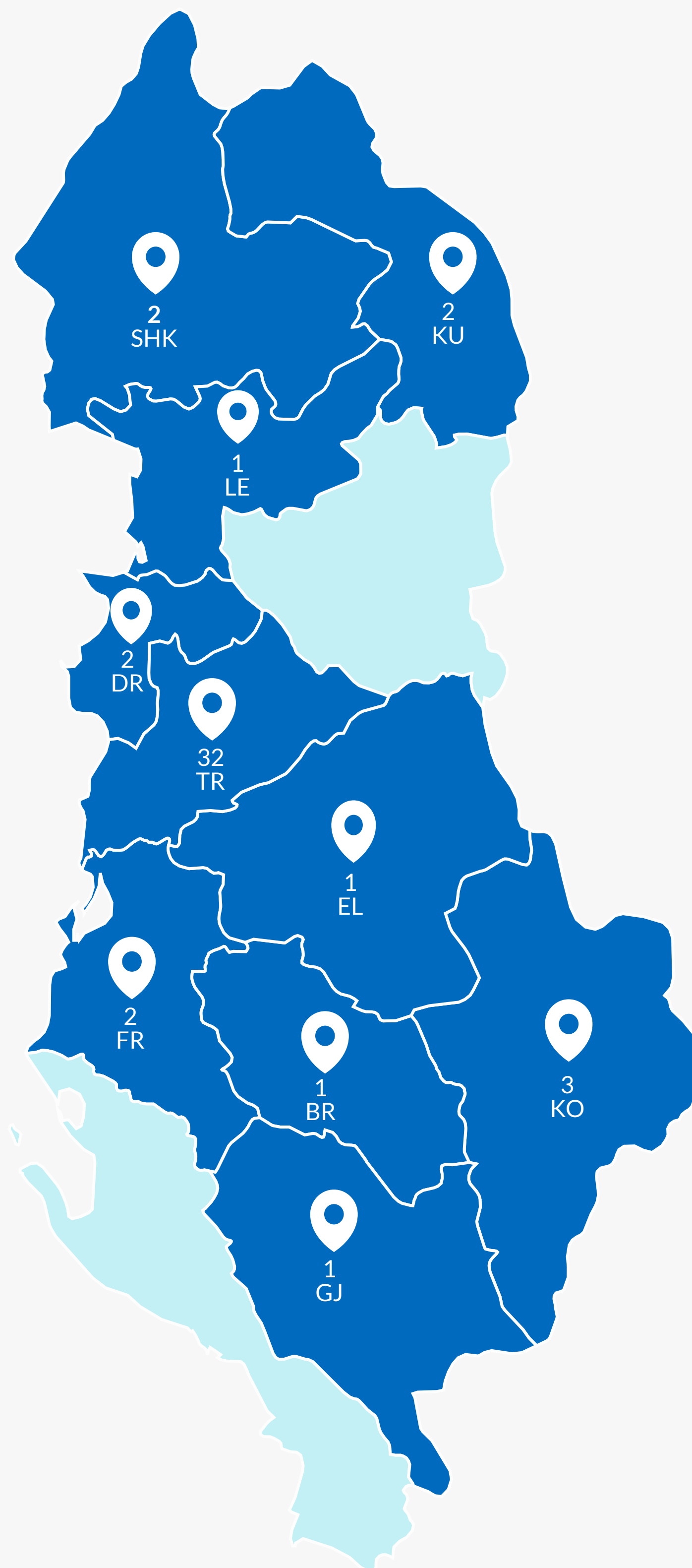
Capacity Building Program

#3 Open Call for Expression of Interest

by Civil Society Organizations to participate in the Capacity Building Program

66 participants from **48 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%



25%

Mentoring and Coaching Sessions

180 days of technical assistance for **88 participants** from **48 CSOs** to:

Asses 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.

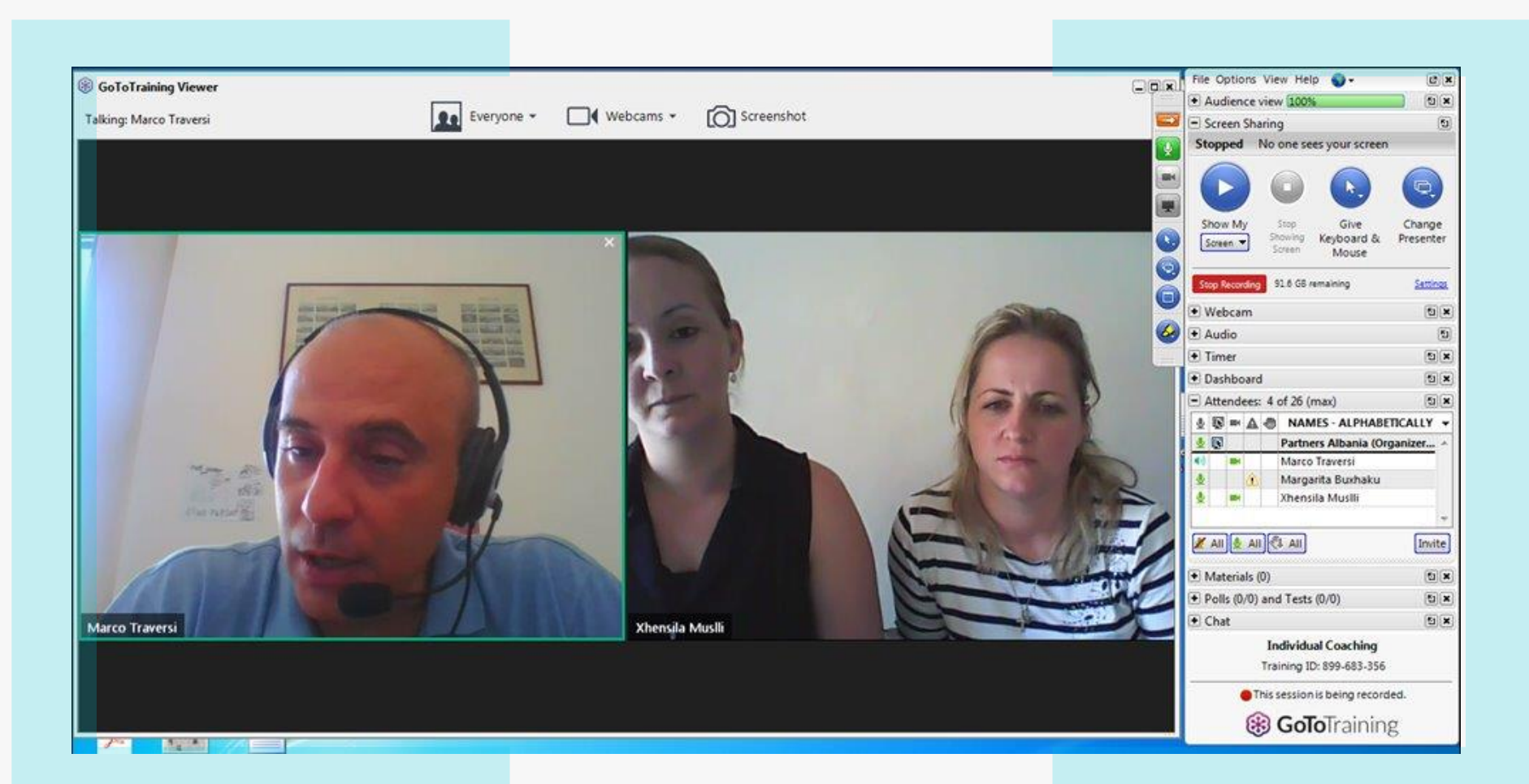
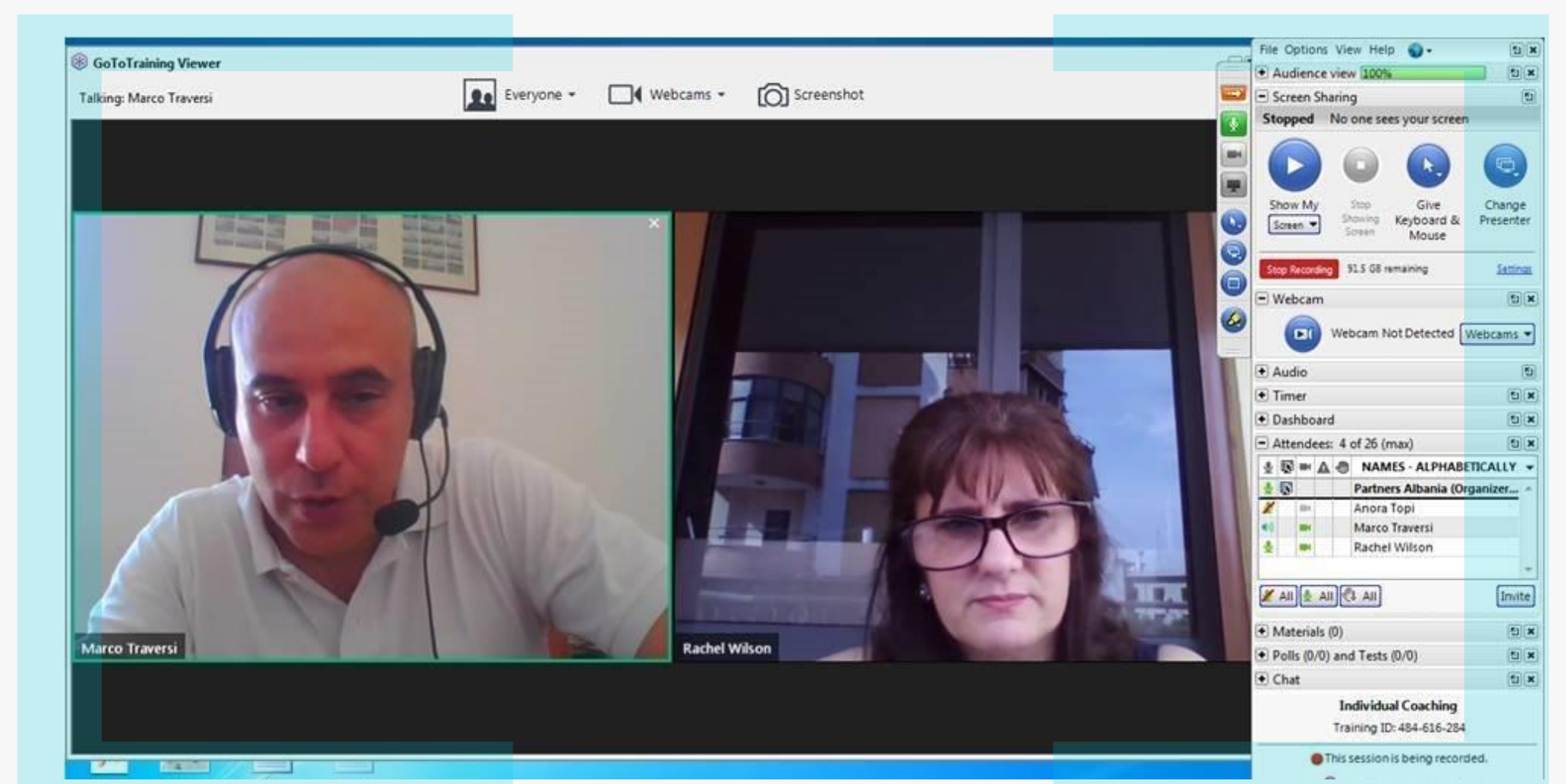
Define the value proposition, competitive advantage, target groups and pricing of service/products.

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.

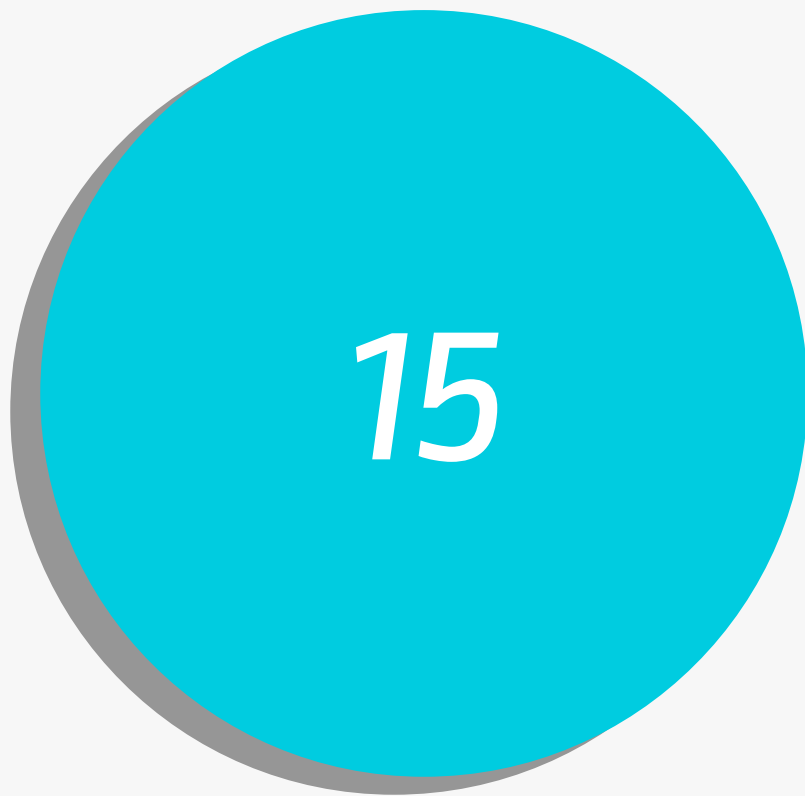


Social Entrepreneurship Innovation Sub-Granting Scheme

#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



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 | ARTISANS ON WEB TID KRUJA KRUJA |
| ECO SOCIAL FARM THE DOOR SHKODRA | EDUCATION FOR ALL (E4ALL) WOMAN DEMOCRACY NETWORK TIRANA |
| MAMICARE CENTER MOTHER AND CHILD HOSPITAL FOUNDATION TIRANA | NEW HORIZONS FOR DISADVANTAGED WOMEN QENDRA SOCIALE NË NDIHMË TË NJERËZVE NË NEVOJË FUSHË-ARRËZI |
| APP - TOUR VJOSA EXPLORER PËRMET | TIRANA TRAILS APP TIRANA EKSPRES TIRANA |
| TE XHONI CAFE JONATHAN CENTER TIRANA | LOOM, TRADITION AND EMPLOYMENT FOR WOMEN AND GIRLS IN NEED VIZION OJF PESHKOPIA |
| RECYCLING OF WASTE AS AN ALTERNATIVE FOR WOMEN EMPLOYMENT ZEJTARËT E VERIUT SHKODRA | THE CHALLENGE CONTINUES - DRITA CLEANING VOICE OF ROMA FIERI |
| MADE IN PRISON ORKIDEA ALBANIAN ORGANIZATION TIRANA | PREJ DURËVE T'NATYRËS WOMEN CENTER "HAPA TË LEHTË" SHKODRA |
| CODES OF SHKODRA LAKE WELL POINT SHKODRA | |

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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 for
30 participants from 15 SEs on:

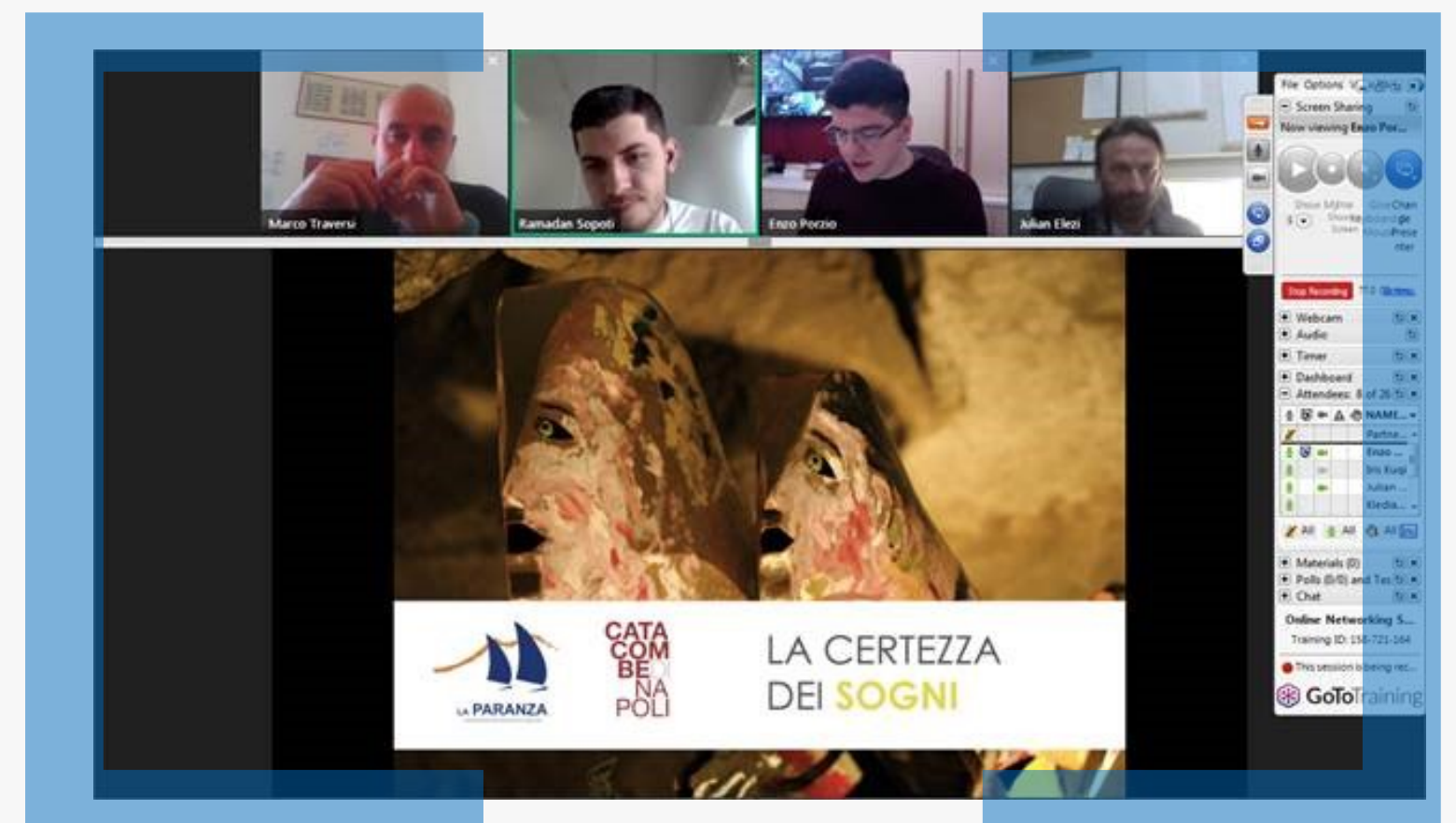
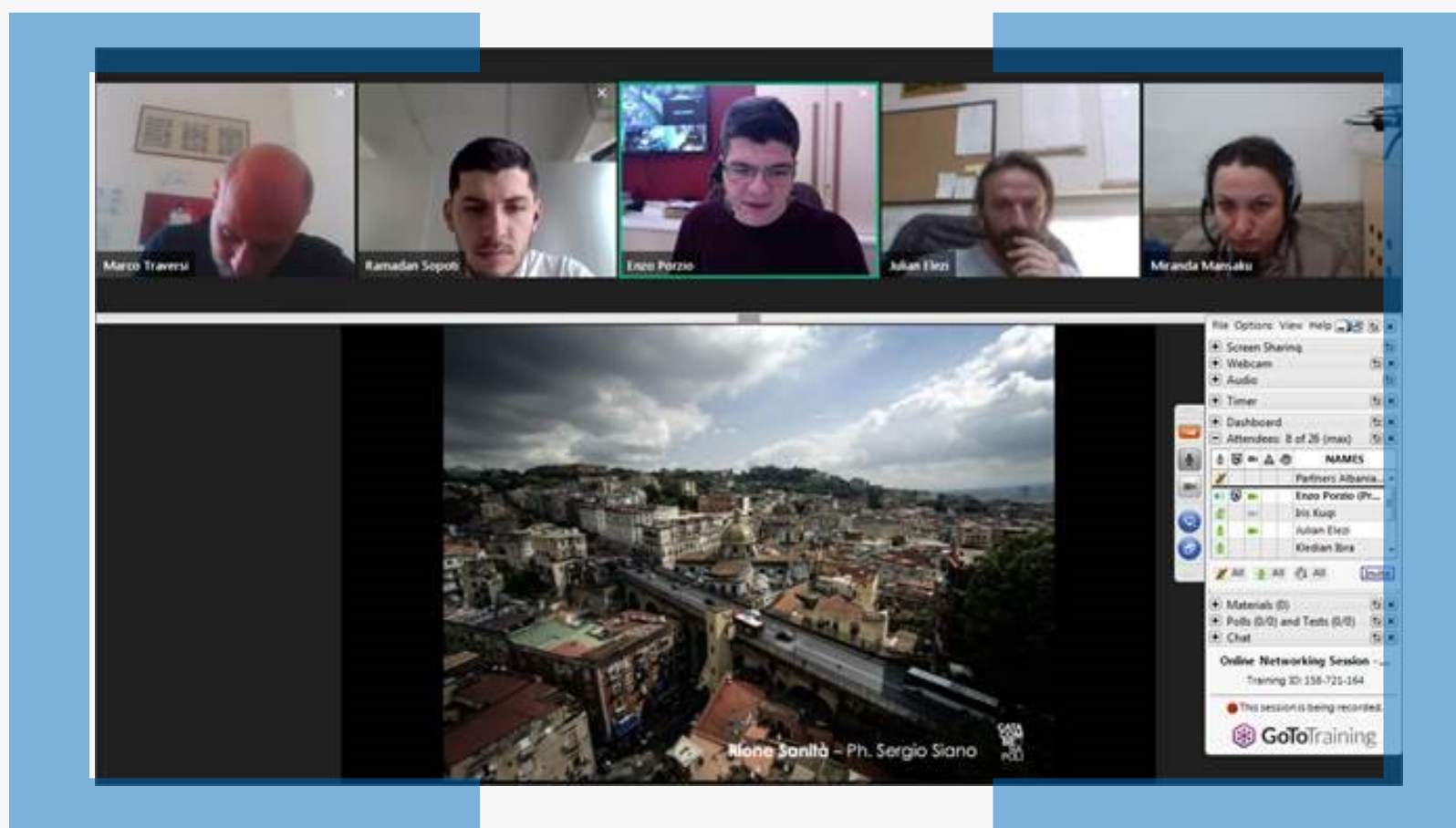
Social enterprises eco-system and social economy.

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.



NPO-Business Speed Dating Events

Introduction of Entrepreneurship Models and Networking

35 social entrepreneurship initiatives exposed in **3** business speed dating events;

24 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;

5 businesses offered pro-bono assistance in terms of marketing of products, business contract and reporting at state authorities.



Giving Circle Events

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

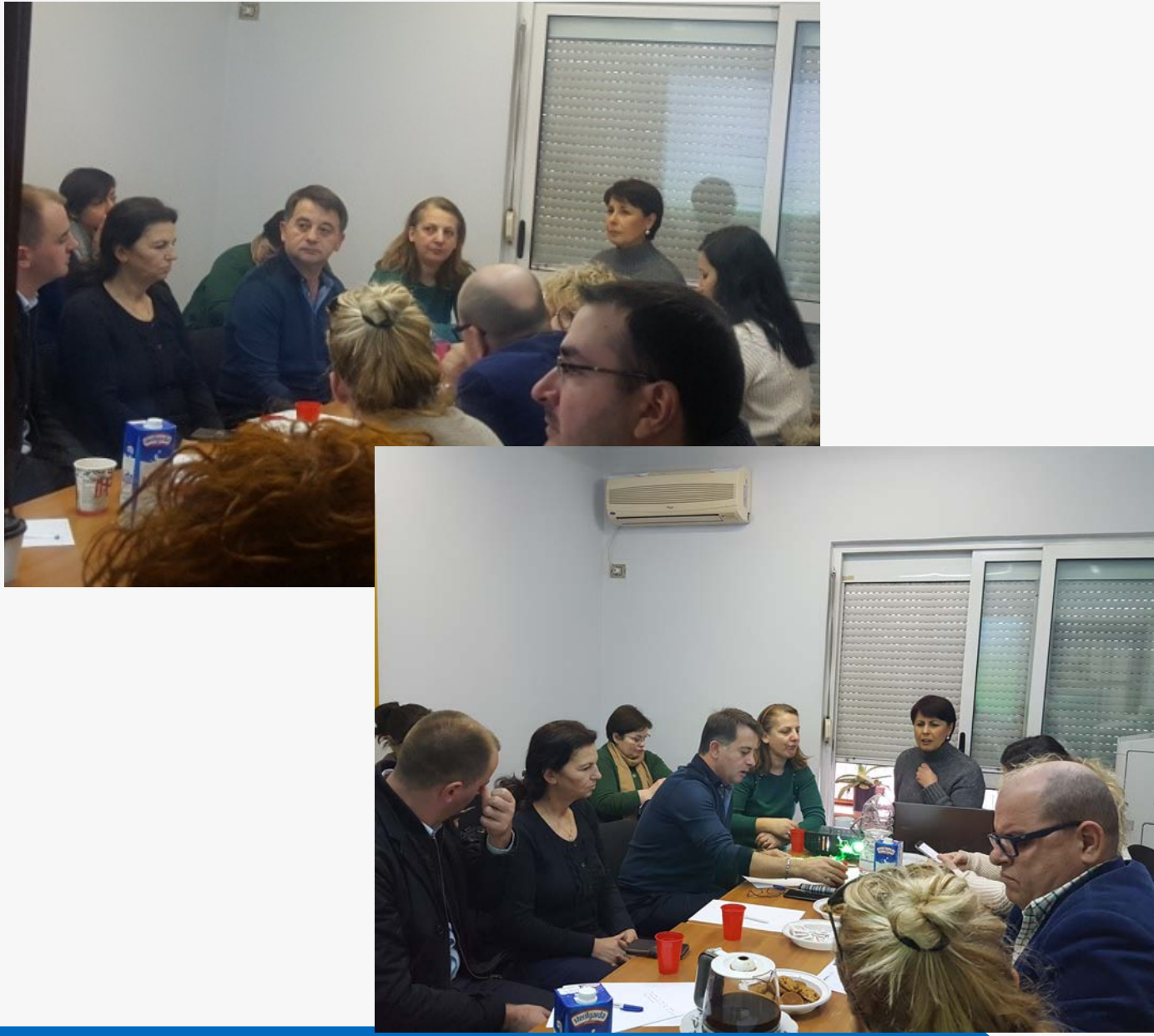
Shoqata për të Drejtat e Komunitetit Rom dhe Egjiptian, Shkoder

 [find more](#)



Development of an Conducive Environment for Social Enterprises in Albania

National and International Public Debates among SEs, Investors, Businesses and State actors



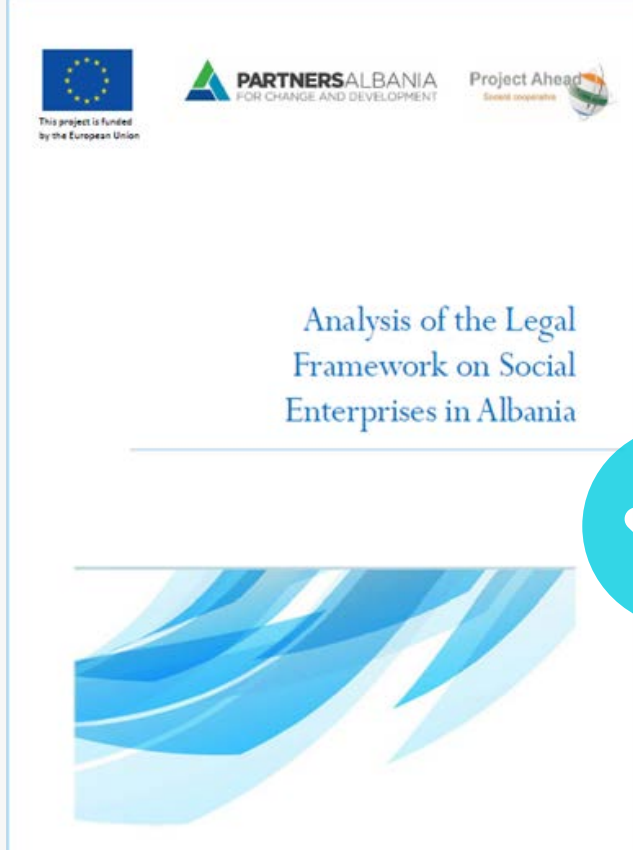
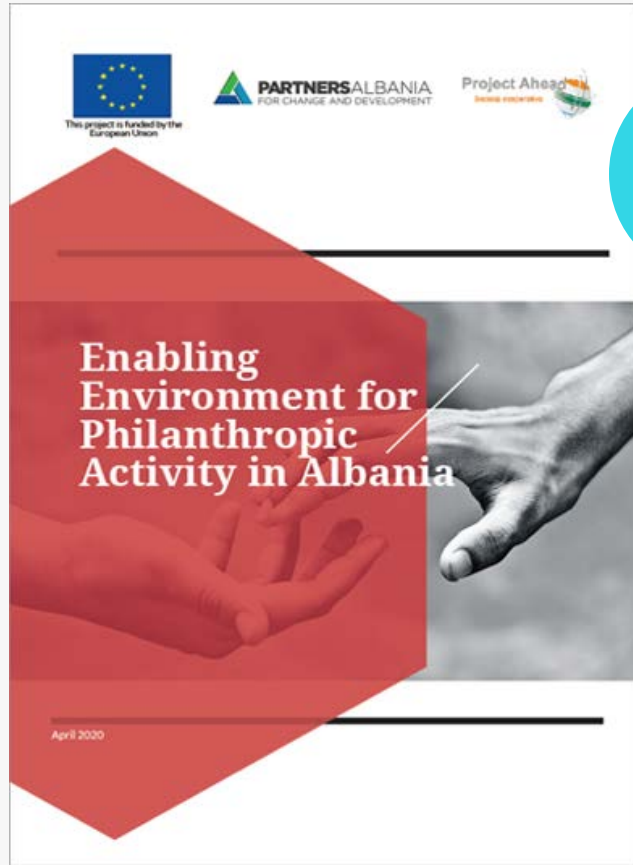
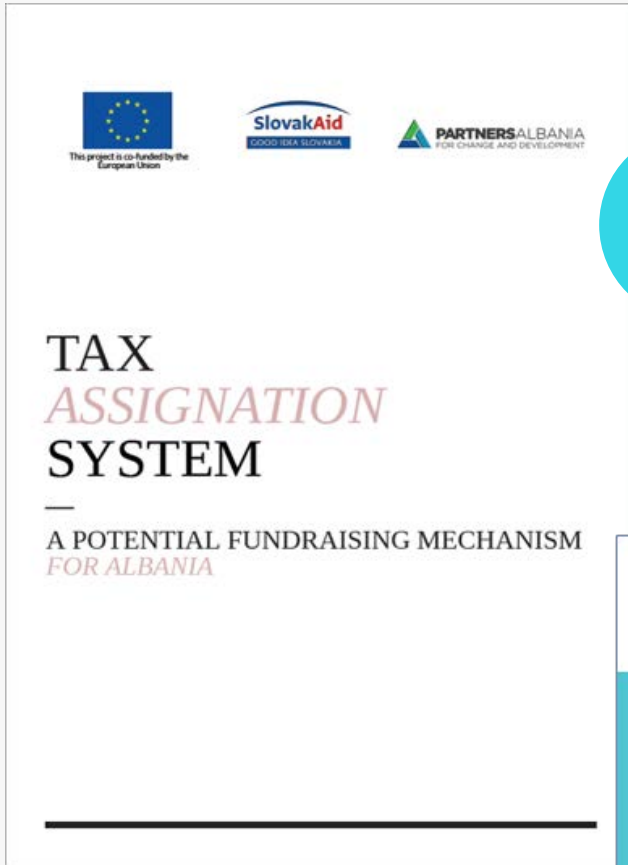
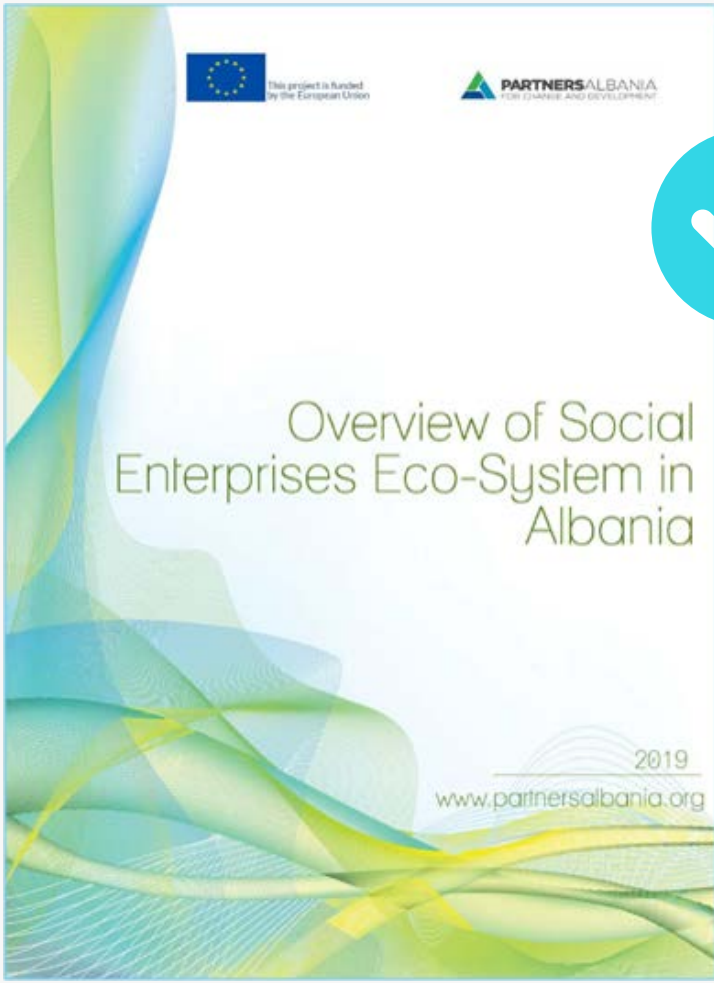
Joint Advocacy Actions designed by Social Entrepreneurs

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



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."



Zejtaret 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 Ndhmë 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."

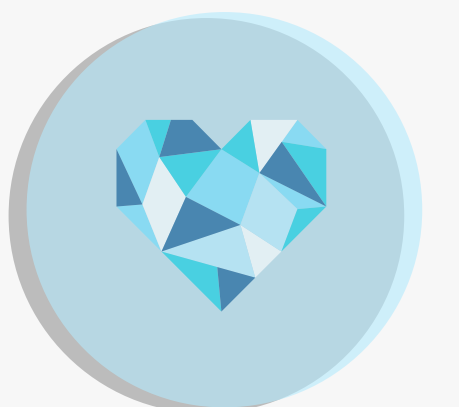


Tirana Ekspres

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

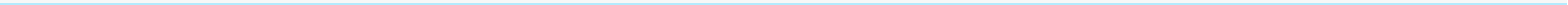
Mother and Child Hospital Foundation

"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."



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