



# THE FUTURE IS GREEN. LET'S "PAINT" IT TOGETHER!

 **PARTNERSALBANIA**  
FOR CHANGE AND DEVELOPMENT

August, 2023

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# THE FUTURE IS GREEN. LET'S "PAINT" IT TOGETHER!

## SCOPE



As a continuation of the work and contribution of Partners Albania for more than a decade in support of entrepreneurship and social economy in the country, the dedicated event was organised to promote social and green entrepreneurs supported through the PA programmes, thus giving a new impetus to the European Green Deal Agenda, and Green and Digital Agenda for the Western Balkan.

On June 7, 2023, Partners Albania for Change and Development organised at the Castle of Tirana, the fair of local products and services of green social enterprises. **"The future is green. Let's "paint" it together!"** fair, was organized as a Partner Event in the frame of #EUGreenWeek 2023.

Green social enterprises, winners of the Green Business Competition through the years, and social enterprises supported by other Partners Albania's initiatives, with their products and services in the sector of tourism, agriculture, handicrafts, culinary, medicinal and aromatic plants, welcomed visitors to experience typical local products and services, to exchange practices, to create networking opportunities and establish further collaborations in their enthusiastic initiatives.

**THE FUTURE IS GREEN  
LET'S "PAINT" IT TOGETHER!**

*Skills for sustainable,  
resilient, and socially  
fair communities*

Tirana Castle  
10:00 - 18:00

7  
June  
23

3-11 June 2023  
**#EUGreenWeek  
PARTNER EVENT**

EUROPEAN  
YEAR OF  
SKILLS

**PARTNERSALBANIA**  
FOR CHANGE AND DEVELOPMENT

# GREETINGS

Under the slogan "Let's support together the local green economy!" the fair was greeted by the Director of Partners Albania, Mrs. Juliana Hoxha; the Minister of State for Protection of Entrepreneurship, Ms. Edona Bilali, and by the Chairman of the Parliamentary Commission for Economy and Finance Mr. Eduard Shalsi.

At the opening of the fair, Mrs. Juliana Hoxha, applauded the green enterprises for their work and engagement in activities that include not only the protection of the environment, culture, values and traditions, but also the development of skills, being this the European Year of Skills 2023.

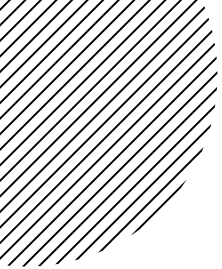


*"I am very happy that today we have among us representatives of enterprises, but also important supporters at the institutional level.*

*The fair is organized by Partners Albania, but the efforts to support the businesses actually come as a result of a great cooperation, which recently is done actively in the country, both in terms of supporting businesses that are truly green, but also those businesses that aim and contribute to the promotion of tradition, crafts and skills, which to some extent are becoming lost, with the change of generations."*

**Juliana Hoxha,  
Director, Partners Albania for Change and Development**





The Minister of State for Entrepreneurship Protection, Ms. Edona Bilali congratulated Partners Albania for selecting businesses that influence not only their small local communities but contribute to key sectors of our economy, such as tourism, agritourism, agriculture, etc.



*"I would first like to congratulate the participants themselves. It is a pleasure to see that our traditions are constantly revitalised, but in a more innovative way, and to see the support provided for the businesses which are also among the priority sectors of the government. I don't think it's coincidental, and for this I congratulate you as PA for selecting businesses that not only impact their small geographical locations, but are also contributors to the main pillars of the Albanian economic model. SMEs are putting efforts towards doing business in a sustainable way.*

*Businesses that have an environmental impact are favored in many governmental programs, with them being either traditional businesses, or start-ups, where one of the 4 priority pillars is dedicated to green businesses and those that are part of the circular economy."*

**Edona Bilali,**  
**Minister of State for the Protection of Entrepreneurship**



In his speech, the Chairman of the Parliamentary Commission for Economy and Finance, Mr. Eduard Shalsi, highlighted the importance of the green economy, emphasizing its social component and congratulated the entrepreneurs for their initiatives and the passion invested, expressing the willingness to closely visit each of the green social enterprises.



*"The green economy is becoming everyday more part of our conversations. But in fact, it is concrete initiatives such as this fair, that make it more clear for people the importance of "being green". Development has not always been stable. We are witnesses of many investments, also in Albania, where although being associated with economic viability, they have not been so healthy and friendly to the environment.*

*So, the sustainable economy, or the green economy, has two very important components, one of which is what we see here, which is the "social participation". It was impressive to visit for a short time the stands of these talented and passionate women and men, who with their products (some of which I had heard of and some of which I was presented with here) serve the purpose of better understanding how the green economy can strengthen the social inclusion component. I am convinced that through the passion of all these talented men and women, the economy grows, and the economy develops."*

**Eduard Shalsi,**  
**Chairman, Parliamentary Commission for Economy and Finance**



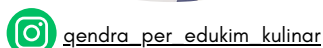
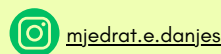
# PARTICIPATING ENTERPRISES

A total number of 11 green and social enterprises participated in the Fair: **Danja's Raspberries, Center for Culinary Education, Reality Escapers Albania, My Craft Tradition, Rinora Handmade, Woodpecker Educative Toys, Pemla.al, Shebenik Egnatia Explorers, Purteka-Gardening for children, Traditë Myzeqare, and Trendy Tradite.**

## DANJA'S RASPBERRIES (MJEDRAT E DANJËS)

The farm is established in the Vau i Dejës municipality, where the raspberry fruit is cultivated, thus bringing a new product to the area and offering to the consumers an organic fruit certified according to the "Organic" standard, with high nutritional values. It aims to become the first farm engaged in the cultivation of raspberries in the territory of the Municipality of Vau i Deja and in the regions of Shkodra and Lezha.

*Winner of the National Green Business Competition 2023.*



## CENTER FOR CULINARY EDUCATION (QENDRA PËR EDUKIM KULINAR-QEK)

QEK is a non-for-profit organization that besides the goals of the culinary education uses other resources to increasingly get involved in sustainable food systems and sustainable livelihood. Through Tirana Green Living (TGL), whose mission is to promote social values, community integration, and support the local economy by offering high-quality, low-cost food products, QEK has made a significant impact on the local community.

*Winner of the National Green Business Competition 2019.*

## REALITY ESCAPERS ALBANIA

Reality Escapers Albania is a tour operator that provides tourist services mainly in outdoor sports, such as hiking, camping, bird watching and kayak tours in the areas around Vlora district. Reality Escapers Albania offers as a new tour service "hiking" tours, which includes hiking in Çika Mountain, the fantastic and wild bays of the Karaburun Peninsula, water caves; kayaking in the lower basin of the Vjosa River and the Narta Lagoon of Zverec, as well as the birdwatching activity.


*Winner of the National Green Business Competition 2023.*




 [realityescapersalbania](https://www.instagram.com/realityescapersalbania)

 [realityescapersalbania](https://www.facebook.com/realityescapersalbania)



 [tradita\\_ime\\_artizanale](https://www.instagram.com/tradita_ime_artizanale)

 [traditaimeartizanale.com](https://www.traditaimeartizanale.com)

## MY CRAFT TRADITION (TRADITA IME ARTIZANALE)

My Craft Tradition is a social enterprise established by Joscelyn Foundation in 2021, which implements its activities in confiscated asset by organized crime in the city of Elbasan. Its purpose is to support women in need through the provision of training and employment opportunities in the social enterprise. The produced items are carpets, rugs, bags, threaded covers, etc. which are accompanied by the slogan "By buying the products of the social enterprise, you contribute to preserve the tradition, support a woman in need and empower a child."

*Supported by Partners Albania through TWIST project.*




## RINORA HANDMADE

Rinora Handmade is an enterprise focused on the production of artisanal soaps and natural sponges “Made in Albania” made of Luffa, offering to the consumer a natural product made entirely from raw materials of our country. As part of its business’s social responsibility, 10% of the profit from the sale of each Rinora Handmade product goes in support of women and children, victims of domestic violence.


*Winner of the National Green Business Competition 2020 and the Regional Balkan Green Ideas Competition 2020.*



 [rinorahandmade](https://www.instagram.com/rinorahandmade)

 [rinorahandmade](https://www.facebook.com/rinorahandmade)



 [qukapiku.al\\_lodra\\_druri](https://www.instagram.com/qukapiku.al_lodra_druri)

## WOODPECKER EDUCATIVE TOYS (QUKAPIKU LODRA DRURI EDUKATIVE)

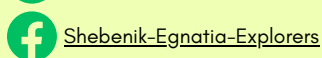
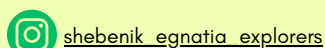
A start-up, focused on the production of educative wooden toys, produced from natural wood, untreated with any chemical substance, certified with the FSC certification (coming from sustainable managed forests). It is the first start-up in Albania that operates in this field, thus contributing to creating an added value product for costumers, to protecting the environment by presenting and putting in place eco-friendly practices, and to offering employment opportunities for the local community.

*Winner of the National Green Business Competition 2022.*

## PEMLA.AL

The social enterprise produces high quality, artisanal nut butters using local ingredients, and aims to stimulate rural economic development through promoting cultivation of tree nuts, and oilseeds. Licensed by the National Food Authority (AKU), the products include walnut, hazelnut, almond and pistachio butters with locally sourced ingredients, and they are present to the supermarkets and healthy food stores in Tirana.

*Winner of the National Green Business Competition 2019.*



## SHEBENIK EGNATIA EXPLORERS

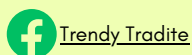
Shebenik Egnatia Explorers is a tour operator whose services consist in setting up camps in the Shebenik National Park and in specific segments of the Egnatia road. The team has 2-year experience in organization of various tours in the Park and on Via Egnatia. The camps offer tourists accommodation, and are conceived as a variety of mix activities, including games, stargazing with a telescope, tasting of local traditional food and organization of biking tours.

*Winner of the National Green Business Competition 2022.*

## PURTEKA. GARDENING FOR CHILDREN (PURTEKA. KOPSHTARIA PËR FËMIJË)

It consists in a "mobility" shop for selling gardening products, such as the "Gardening for Children" book, by the entrepreneur herself as author, which offers information for the plantation of 38 plants in indoor conditions in the form of small projects; packets of edible plant seeds; accompanied by a handbook and instructions to be used by children at home; as well as other gardening objects such as tote bags, watering cans, bee hotels, free-range bird feeders, flowers, vegetables, and tree seedlings, etc., thus completing the full range of products to be sold in a store.

*Winner of the National Green Business Competition 2023.*



## TRENDY TRADITË

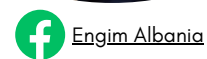
Trendy Traditë consists in preserving the local culture and tradition through the traditional clothes of the Vau i Dejës area, promoting the craft work, and transmitting it to the youngest generation. The aim is to preserve and advance this tradition, as well as to offer new models that combine traditional elements with contemporary ones, in accordance with the clients' needs and demands, contributing to making the business a valuable asset for the area.

*Winner of the National Green Business Competition 2023.*

## SHPORTA MYZEQARE

Social enterprise that collaborates with local producers in Myzeqe to produce products intended to emphasize the importance of the work of women and men in this area in the agriculture sector. Two philosophies are combined in the processes: "an eye on the roots and an eye on the future". The fruits and vegetables do not contain chemical additives and low temperatures are used for their processing, to preserve the nutritional and organoleptic integrity. Grape and apples juice is used to provide sweetness and viscosity to the jams. The enterprise is certified according to HACCP standards.

*Supported through the RISE Alb project.*



# FEEDBACK



*"Pemla had the pleasure and privilege to participate in the fair organized within the "EU Green Week". Pemla's mission is closely related to contributing towards a green future, so it was a special pleasure for us to be among the representative green businesses in Albania and to share this mission in this context with the general public. During the fair, we also met with other businesses sharing similar missions, with representatives of government institutions that aim to support local businesses, which is very important for us as small businesses, as well as with representatives of the civil society. We also had the opportunity to sell products and to connect with other businesses that are interested in establishing "B2B" cooperation relations with us. We are grateful to Partners Albania for the continuous opportunities it provides us, to further collaborate and present our work and achievements."*

**Ana Shima, for "Pemla.al"**

*"Participating in events that promote social responsibility and ecological values means that not only the businesses are aware for their contribution, but also that individuals appreciate this contribution. There is an existing need for these type of initiatives to be organised more frequently and to be distributed in time, in order for the enterprises to benefit from continuous promotion, based also on the participants' evaluation (appreciation) of the products that our enterprise exhibited at the fair."*

**Saimir Bakalli, for "Joscelyn Foundation"**





*"During the fair, I had the opportunity to exchange contacts with some participants as well as visitors, tourists interested in the services that Reality Escapers Albania offers. For me personally, the fair fulfilled all the expectations."*

**Ornold Bazaj, for "Reality Escapers Albania"**

*"What I would appreciate more is the fact that during the fair, we were able to sell our products and establish connections with new customers. I believe that organizations like ours, which sell typical local products, can benefit a lot from this type of events. We hope to have the chance to participate in other fairs as well".*

**Eleonora Drudi, Engim Internazionale, for "Shporta Myzeqare"**

*"The fair was very useful for our enterprise as it gave us the opportunity to advertise and promote our work. The organization and selection of the place, being it accessible by local and foreign tourists, provided us with the opportunity to meet and establish contacts with buyers."*

**Avenola Liço, for "Center for Culinary Education" (Qendra per Edukim Kulinar - QEK)**





*"Operating in the services sector, the fair served as an opportunity to represent our business as well as to establish direct contacts, necessary for the implementation of our activities. The fair has served as a motivation for us and has increased the desire to participate in other fairs, seeing this as an opportunity to promote even further Shebenik Egnatia Explorers."*

**Lytfi Alliu, for "Shebenik Egnatia Explorers"**

*"During the fair, I managed to make sales, meet new people and potential collaborators, with whom we exchanged experiences and shared information. I would highly appreciate the organization of the fair, the support provided by the Partners Albania staff, the participants, as well as the direct communication with Mrs. Bilali and Mr. Shalsi. Being a new established business, for me this has served as new, beautiful and special experience!"*

**Sentiljana Marku, for "Danja's Raspberries" (Mjedrat e Danjës)**



# IMPACT AND MEDIA COVERAGE

"The future is green. Let's "paint" it together!" fair was covered and promoted under the #EUGreenWeek overarching theme on the official webpages and social media profiles of Partners Albania and the Dua Partner Invest platform, along with the promotion of the participating enterprises themselves.

The fair was also promoted on national TV channels, highlighting the importance of organizing this type of events, to support the innovative local sustainable development initiatives in Albania. It was livestreamed during the "Scan Update" TV show on Scan TV, followed by the reportage which presented the participating green social enterprises and their products and services, and the media appearance on "Miremengjes Shqiperi" (Goodmorning Albania) TV show on Radio Televizioni Shqiptar (RTSH).

This promotion results from the longstanding collaboration of Partners Albania with the media and the support provided to entrepreneurial initiatives through the years.





# EU GREEN WEEK

“EU Green Week” is an annual event organised by the European Commission’s Directorate-General for Environment, that serves as an opportunity to raise awareness, promote and discuss the European environmental policy. It is dedicated to celebrate the progress made, and to encourage individuals, communities and organisations to take stronger action in future – to protect, preserve and restore the environment, for now and for future generations, while constantly promoting sustainable development.

This high-level event attracts policymakers, leading environmentalists, stakeholders, and interested parties from across Europe and the globe.

EU Green Week 2023 took place from June 3rd to June 11th, 2023, under the overarching theme of the European Green Deal “Skills for sustainable, resilient, and socially fair communities”.



# EU GREEN WEEK PARTNER EVENTS

EU Green Week Partner Events are activities organised in the frame of “EU Green Week” by schools, universities, business associations, NGOs, environmental organisations, civil society and government agencies, groups of citizens, youth groups, social partners, stakeholders in other sectors and so on, taking place across Europe and beyond, with the purpose to raise awareness and educate people about the importance of protecting the environment and promoting sustainable living practices.

In line with the Year of Skills, Partner Events’ focus in 2023 was on the topics of skills for sustainable, resilient and socially fair communities. The events were organised at local, regional, national or European level, and included a variety of activities such as educational workshops, seminars, and eco-friendly projects highlighting the importance of “green” skills – skills which will empower people to join and contribute to the green transition.

Each event was organised in accordance with the three interlinked thematic goals of the European Commission’s environmental policy, which were discussed during the EU Green Week: Zero Pollution, Circular Economy, and Biodiversity.



**"Zero Pollution"**  
thematic goal



**"Circular Economy"**  
thematic goal



**"Biodiversity"**  
thematic goal

A total number of 261 partner events were organised this year, distributed in 36 different countries.

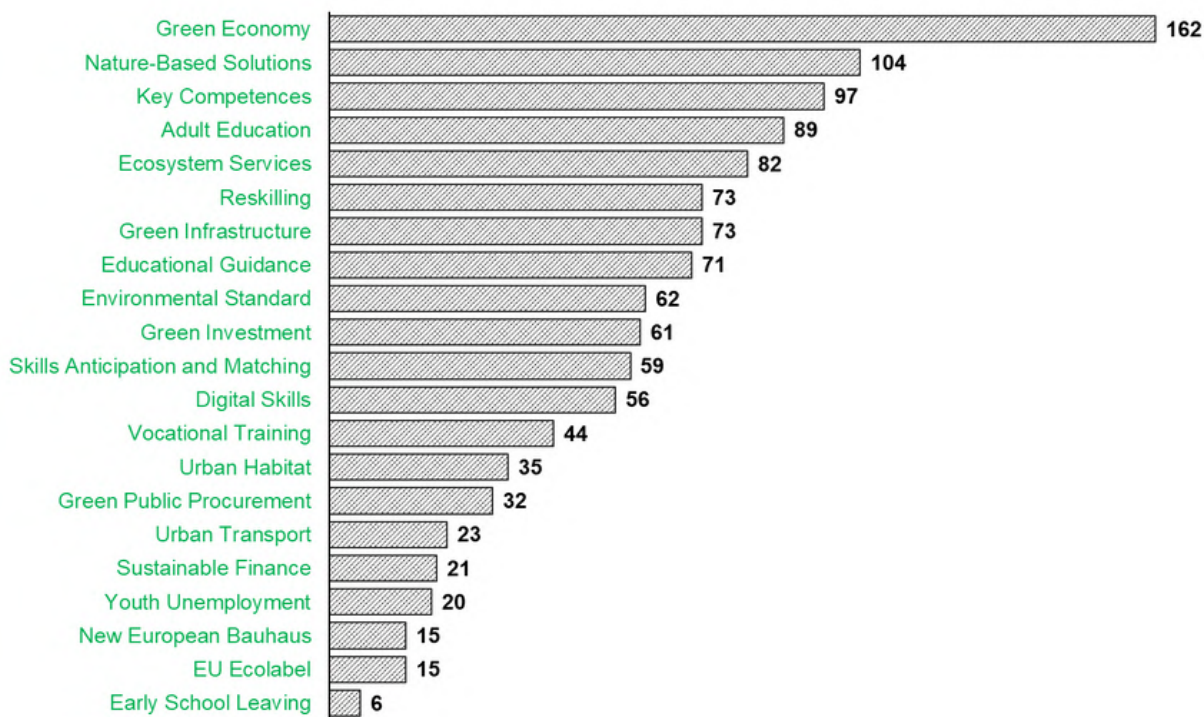
The main types of events covered 8 categories: Training and workshops; conferences and summits; info days; public debates; exhibitions; expert meetings; campaign launches; and competitions and award ceremonies.

The number of events organised based on each type is presented in Chart 1.



**Chart 1.** Number of partner events organised based on each event types

Each event covered more than a single subject, with the majority of the events contributing to the topic of "Green Economy", followed by the ones contributing to the topic of "Nature-based solutions", "Key competences", and so on. The subjects covered by the organised partner events are presented in Chart 2.



**Chart 2.** Number of partner events organised based on overlapping subjects



## **Partners Albania for Change and Development**

[www.partnersalbania.org](http://www.partnersalbania.org)

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