

## CEPF FINAL PROJECT COMPLETION REPORT

<b>Organization Legal Name:</b>	Istituto Sindacale Per La Cooperazione Allo Sviluppo (Trade Union Organization for development cooperation)
<b>Project Title:</b>	Preserve and Enhance Sustainable Tourism Between Lalzi Bay and Berat (Albania)
<b>Date of Report:</b>	26/2/2015
<b>Report Author and Contact Information</b>	Paola Bordi Via Vida 10 – 20127 Milan – ITALY Telephone: +390289355540 Fax: +390289355550 E-mail: <a href="mailto:iscos.lombardia@cisl.it">iscos.lombardia@cisl.it</a> <a href="mailto:paola.bordi@cisl.it">paola.bordi@cisl.it</a>

**CEPF Region:** Southwest Balkans

**Strategic Direction:** Direction 1: Promote civil society involvement in Integrated coastal Zone Management (Southwest Balkans – Lalzi Bay) and specifically raise awareness and influence the choices of the European tourist market in favour of tourism practices appropriate for the nature.

**Grant Amount:** 52,992.78 USD

**Project Dates:** 2013/06/01 – 2014/12/31

**Implementation Partners for this Project (please explain the level of involvement for each partner):**

- **Iscos Lombardia.** It implemented, coordinated, monitored and reported on project activities; it coordinated the partners.

-**Tourism Institute Kristo Isak, Berat.** It identified the students to be trained on sustainable tourism and tourism management; contributed to identifying the members of the Association for the promotion and protection of heritage and the promotion of sustainable tourism. It hosted part of the training sessions.

-**Tourism Institute Hysen Cela, Durres.** It identified the students to be trained on sustainable tourism and tourism management; involved two professors in accompanying and tutoring the group of students.

-**Aleksander Moisiu University, Durres.** It researched on sustainable tourism focusing on Lalzi and Berat Areas. A. Moisiu University has created the “Students culture club-Laboratori studentor I kultures”, a sort of interfaculty department under the responsibility of 6 professors and 4 students involving 40 students in extra-curricular activities concerning arts and communication. For this reason, Albanian Green Radio is envisaged as a useful means of participation and involvement of the students with a special focus on environmental issues in a tourism-oriented region such as that of Durres. The supervision of the university will assure the functioning of the radio over time despite the likely turnover among students.

The radio equipment has therefore been transferred to the University and is currently hosted in the university offices under the supervision of the Vice Dean, Regina Prendush Gokaj.

**-Berat Regional Direction of Education.** It contributed to enlarging the group of schools and students involved in the training sessions and in the radio activities. It also contributed to the creation of an Association for the promotion of the Green Radio. The Association, called Green Albania, was created in december. The Director, Mr. Selman Hodaj, will supervise the functioning of the radio and of the association as a means, also, to promote active citizenship and participation. He will count on professor Vilson Shehu and professor Sokol Ferro. Moreover, Mr.Hodaj will guarantee that the radio equipment is kept in a safe and secure place. To this purpose, the suggested location is Qendra Kulturore Femijeve (Children's cultural centre) which is located in front of the Regional Directorate of Education in Berat. At present, the equipment is hosted within the Regional Directorate of Education.

**-Berat Women Centre (Kristal Centre).** It hosted Radio Green Albania for 4 months, following the training session held in may 2014. The equipment was used constantly by a group of 5 students and benefited from a safe and secure location in the heart of historical Berat (Mangalem). A member of Berat Women Centre, Mrs. Lefteri Kosova, assisted researcher Brunilda Licaj in meeting with local NGOs and institutions. Mrs. Kosova is a French teacher and an activist who has constantly been liaising with the local authorities (mainly Berat region and City Council) in order to promote the project activities.

**-Tourist Infopoint of Berat.** It promoted Radio Green Albania. Oltion Shehu, Infopoint employee, liaised with Berat City Council in order to promote the project and raise awareness as to sustainable tourism; he also coordinated the group of students from Kristo Isak tourism institute.

Finally, University researcher Ms. Licaj liaised with various hotels in Durres in order to link their respective web sites to that of Radio Green Albania. Of these, two have agreed: Hotel Belconti and Palace Hotel. These have shown particular interest in environmental issues. The former, Belconti, has also been awarded Authentic Albania quality mark, Albania's official mark of quality, excellence and sustainable tourism. <http://www.authenticalbania.com>.

## Conservation Impacts

***Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.***

***Please summarize the overall results/impact of your project.***

**Planned Long-term Impacts - 3+ years (as stated in the approved proposal):**

**As stated in the approved proposal, the development objectives were:**

- 1. foster local economic development in Lalzi Bay Area enhancing sustainable tourism development of the area through: focusing on association building especially among young people; reducing outward migration; professional training and networking between profit, non profit and public institutions.**
- 2. promote a partnership among the different stakeholders to create the caring atmosphere for sustainable biodiversity of one of Albania's most income generating regions.**
- 3. promote more conscious tourist flows from Italy towards Albania and the exchange of best practices in the tourism sectors among the two countries and within Albania.**

**Actual Progress Toward Long-term Impacts at Completion:**

The present project has laid the foundation of sustainable tourism development and active citizenship among young Albanians as:

-it enhanced association building by creating groups of students working together and animating a web radio and, finally, creating an Association of young people and professors for sustainable tourism. In Durres A.Moisiu University will promote the web radio among its

students therefore assuring the sustainability of the radio. In Berat this will be assured by the supervision of the Regional Directorate of Education.

-it created a web radio and trained students and young people as to how to use it, thus giving professional opportunities in the field of media, communication, tourism

-it involved a wide range of stakeholders in two different touristic regions: students and teachers from tourism high schools, Durres university, women activists, Berat infopoint, the Regional directorate of education of Berat and private stakeholders such as hotels and it raised awareness among local institutions on sustainable tourism.

-it raised awareness among Italian trade unionists and workers on Albanian destinations and controversial aspects regarding tourism.

#### **Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal):**

**As stated in the approved proposal, our aim was to:**

**1- create a participatory process that engages civil society and governmental stakeholders towards the conservation of biodiversity and against the widespread and uncontrolled construction of hotels, marinas and holiday resorts along Albanian coasts.**

**2- support the Green radio and the Association start up, with the aim of making them self-sustainable.**

**3- propose alternative solutions to decelerate young Albanians outward migration**

#### **Actual Progress Toward Short-term Impacts at Completion:**

-The Project succeeded in involving various types of stakeholders such as students and young people, professors, public authorities such as the Regional Directorate of Education, the University of Durres, women activists. It constantly liaised with local institutions in order to inform and raise awareness on sustainable tourism. Moreover a research on tourism impacts in coastal areas and on green logos was prepared and submitted to the Ministry of Tourism, the Ministry of Environment and Aleksander Moisiu University.

The private sector was involved too through radio interviews; moreover, various hotels in Durres were asked to link their respective web sites to that of Radio Green Albania and two of them have agreed to do so (Hotel Belconti and Palace Hotel).

Awareness raising activities also included a visit to Lalzi Bay of a group of students from Durres (A. Moisiu University and H. Cela Tourism High School) in order to get an insight of a natural area under the threat of destruction and massive tourism construction. The group had the opportunity to meet with Naturalba and to get to know the various activities related to agriculture, with a strong focus on environment protection.

-An Association for the promotion of the Green Radio was created in Berat in December. The association is called "Green Albania". Berat Regional Director of Education, Mr. Selman Hodaj, will supervise the functioning of the radio and of the association as a means, also, to promote active citizenship and participation. The radio equipment was therefore transferred to the Regional Directorate of Education.

-In Durres, A. Moisiu University created the "Students culture club-Laboratori studentor I kultures", a sort of interfaculty department involving 40 students in extra-curricular activities concerning arts and communication. Radio Green Albania is envisaged as a useful means of participation and involvement of the students with a special focus on environmental issues in a tourism-oriented region such as that of Durres. The supervision of the university will assure the functioning of the radio over time despite the likely turnover among students. The radio equipment has therefore been transferred to the University and is currently hosted in the university offices under the supervision of the Vice Dean, Regina Prendush Gokaj.

-Various groups of students were trained on the use and the scope of the web radio thus acquiring professional abilities in the field of communication, media, "green" journalism. The radio group work proved innovative in a context like Albania and added cross-cutting competencies.

**Please provide the following information where relevant:**

**Hectares Protected:** -

**Species Conserved:** -  
**Corridors Created:** -

The present project relates to awareness-raising activities among students and young people regarding tourism sustainability, therefore it does not focus on the conservation/protection of specific areas/species.

***Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives.***

-The Project succeeded in increasingly involving various types of stakeholders in a larger area than foreseen: students and young people, professors, public authorities -such as Berat Regional Directorate of Education-, the University of Durres, women activists. It constantly liaised with local institutions in order to inform and raise awareness on sustainable tourism. Local and international NGOs were interviewed and informed about the project. The private sector was involved through radio interviews; moreover, various hotels in Durres were asked to link their respective web sites to that of Radio Green Albania and two of them have agreed to do so (Hotel Belconti and Palace Hotel).

As a result, the web radio (RGA) was perceived as a useful tool of awareness raising and extra-curricular education and active citizenship, therefore a public institution (Berat Regional Directorate of Education) and a private actor (A. Moisiu University in Durres) are now in charge of the radio and other local actors such as the Peace Corps have shown interest in the web radio.

-Another success relates to the interest shown in the project by Lombardy Regional Directorate of Education. This invited a group of 15 selected students to Expo 2015 that will be held in Milan from May to October 2015. The Regional Directorate will provide the students with free entrance to the exposition; moreover, the students will have the opportunity to present the project within "Padiglione Italia".

-As to the challenges, the identified partner school from Ishem-Lalzi Bay (Rexhep Mezini high school) withdrew from the project despite anticipated commitment. The explanation given to our team leader by the school Director referred to the parents' denial to students traveling to other cities. More probably, the decision is the consequence of the instability at managerial level within the education sector after the political elections held in June 2013. This withdrawal caused delays in the creation of the association and of the green radio, but could be overcome through the involvement of Durres Hysen Cela Tourism High School.

***Were there any unexpected impacts (positive or negative)?***

Positive impacts relates to different aspects:

-larger involvement of local stakeholders than expected. The project was originally addressed to tourism high schools students and professors, but it finally succeeded in involving the Regional Directorate of Education of Berat that will therefore involve an increasing number of high schools (as well as raise awareness among public stakeholders such as other regional directorates in Albania, the Ministry of Education and the local institutions in Berat) and A. Moisiu University of Durres that will assure the functioning of the radio among university students and other young people in Durres.

-working tools and methodologies. Albanian students have positively reacted to the creation and use of a web radio whereas in our previous experience in Albania – based on more "traditional" training – we had encountered difficulties in actively involving and motivating students. Especially the group of students from Durres proved proactive, gathered regularly and participated to various public events in order to run interviews and report on them.

-good timing. The project issues (sustainable tourism) were recently the focus of Albanian government and the private sector engagement.

In fact, in October 2014, the Prime Minister of Albania, Edi Rama, accepted the UNWTO/World Travel and Tourism Council (WTTC) Open Letter on Travel and Tourism.

The UNWTO/WTTC Open Letter on Travel and Tourism calls upon heads of State and Government worldwide to acknowledge tourism's key role in delivering a more sustainable and balanced growth and to prioritize the sector in national policies in order to maximize its potential for development.

The International Conference on Managing Seasonality in Tourism (Tirana, 19, 20/10/2014)

focused on successful strategies for overcoming seasonality. On the occasion, the Albanian Tourism Association (ATA) and the Albanian Travel Operators Union (ATOU) signed the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism, pledging to maximize tourism's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies.

## Project Components

**Project Components:** *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

**Component 1 Planned (as stated in the approved proposal):** University Research of sustainable tourism practice in the area and Albanian coast in general.

**Component 1 Actual at Completion:** research was completed.

The major relevant criteria were included and analyzed. They are: AITR, KATE, IUCN, European Eco-label and ETIS. Tourism impacts on biodiversity (including pollution, waste management, use of resources, massive tourism in coastal areas) and its social aspects were investigated.

The research included a comparison of good practices having already been implemented in Albania (such as Authentic Albania label).

The research has outlined that tourism in Albania is becoming a major source of income and is increasingly putting pressure on environmental and social aspects. Albanian infrastructure is insufficient to meet the growing demand for tourism and will therefore need to be developed (foreign investments seem to be available to this purpose). On the occupational side, the tourism sector is increasingly generating jobs, but quality standards are still low, employees have little bargaining power (due to under-representation of unions in the sector) and the seasonal aspect of tourism does not allow for stable and decent jobs. A major threat for the environment and the job market is therefore present in Albania. Nevertheless, a growing number of initiatives and projects have been developed over time in order to raise awareness about environmental issues, quality in tourism and active citizenship. Some of these best practices have been promoted by international partners (Zero Waste, Authentic Albania), others by local organizations.

What is lacking in Albania are environmental services and funding schemes for the protection and conservation of historical and natural sites. A network of excellence that includes different types stakeholders (profit and not for profit) could contribute to enrich the attractiveness of such areas. Moreover, training in traditional arts and crafts, improved access to traditional materials and techniques that are still present, but need to be revitalized, would contribute to local economies in tourism areas. A special brand for typical products and handicrafts could promote the area and increase the visibility of the local economy and resources of Berat and Lalzi Bay. Finally, more efforts still need to be put in raising awareness as to the fact that responsible environmental and resource management is not only necessary to increase nature-related tourism, but also attractive in terms of economic benefits in the long term as it leads to saving energy. In conclusion, in order to promote the conservation of historical and natural heritage in Albania it is necessary to promote partnerships between profit and non-profit stakeholders as well between public and private sectors. Such partnerships should be promoted and facilitated at local level with a stronger strategic role for the public authority and should aim at creating a network of excellence. This should also include traditional crafts. The existing best practices are significant, but an effort should be made for integrating the various instances towards the common goal of sustainability both in environmental, economic and social terms.

Therefore, our proposal is that of creating **territorial brands** which take into account local excellencies and characteristics as well as environmental protection.

With the candidate status for Albania's entry into the European community, this aspect will become a basic element of authenticity and reliability of Albanian tourism industry in competition with the rest of Europe.

A territorial label for Berat, Ishmi, Zadrime or other well-known areas in Albania will not only assure tourism development, but also promote quality as a key local feature whereas this has been neglected for too many years.

**Component 2 Planned (as stated in the approved proposal):** Awareness raising campaign through the "green radio", also through involvement of local stakeholders and finding

sustainable solutions (students networks).

**Component 2 Actual at Completion:** objective was reached.

-The association for the protection of the heritage and sustainable tourism was created. It is called "Green Albania". Its members are: Sokol Ferro (president), Juna Turku, Ermelinda Mucaj, Katerina Dhrami, Barije Tabaku, Glen Pelivani.

-The students were trained on the use and scope of a green web radio.

Training sessions:

--"Creation and use of a digital green radio" 16-20 December 2013 (17 students, 7 from H. Cela High School, 10 from K. Isak High School)

--"Creation and use of a digital green radio-II part" 10-14 February 2014 (17 students, 7 from H. Cela High School, 10 from K. Isak High School)

--"Digital green radio use and planing" 17-21 November 2014 (Berat, Durres: 23 students from Babe Dude Karbunara High School and Muhamer Janina High School; 11 students from H. Cela High School and A. Moisiu University Durres).

-Berat Regional Director of Education, Mr. Selman Hodaj, will supervise the functioning of the radio and of the association as a means, also, to promote active citizenship and participation. He will count on professor Vilson Shehu and professor Sokol Ferro. Moreover, Mr.Hodaj will guarantee that the radio equipment is kept in a safe and secure place. To this purpose, the suggested location is Qendra Kulturore Femijeve (Children's cultural centre) which is located in front of the Regional Directorate of Education in Berat. At present, the equipment is hosted within the Regional Directorate of Education.

-In Durres, A. Moisiu University has created the "Students culture club-Laboratori studentor I kultures", a sort of interfaculty department under the responsibility of 6 professors and 4 students involving 40 students in extra-curricular activities concerning arts and communication. For this reason, Radio Green Albania is envisaged as a useful means of participation and involvement of the students with a special focus on environmental issues in a tourism-oriented region such as that of Durres. The supervision of the university will assure the functioning of the radio over time despite the likely turnover among students. The radio equipment was therefore transferred to the University and is currently hosted in the university offices under the supervision of the Vice Dean, Regina Prendush Gokaj. Ms.Gokaj will provided a signed list of the radio equipment received.

-Mr. Licaj liaised with various hotels in Durres in order to link their respective web sites to that of Radio Green Albania. Of these, two agreed: Hotel Belconti and Palace Hotel. These have shown particular interest in environmental issues. The former, Belconti, has also been awarded Authentic Albania quality mark, Albania's official mark of quality, excellence and sustainable tourism. <http://www.authenticalbania.com>.

Other awareness-raising activities include:

-3 May 2014: public presentation of Radio Green Albania

Within Tempus Project CHTMBAL-Network for Post Graduate Masters in Cultural Heritage and Tourism Management in Balkan Countries, the University A. Moisiu Durres organized the round table "The Itineraries, Professions and the future". It was attended by national and local authorities, tourism association ATA (Albanian Tourism Association), CHWB Cultural Heritage Without Border), professors, students and journalists. The students from Kristo Isak (Berat) and Hysen Cela (Durres) were invited to present Albania Green Radio with a brief demo recorded by the students themselves. The event was organized and coordinated by Brunilda Licaj, the researcher in charge of the research concerning the green logo proposal within the present project. The video of the event is available at the following link: <https://www.youtube.com/watch?v=0IGZWh63VYE>

-23 May 2014: The Clean Coast campaign

Hysen Cela students participated in the "Clean Coast" event organized by the Regional Council of Durres, in cooperation with Green Line Albania and with the participation of Zero Waste project (IPA project). The event was inaugurated by the Head of the Regional Council, Alfred Mullaraj, and gathered administration employees, the local community, governmental and non-governmental organizations and students.

The estimated number of voluntaries that participated in the event was 147.000.

Hysein Cela students took part in the event and recorded interviews to A. Moisiu University, Green line, Durres Regional Council, Zero waste. The students from Hysen Cela Durres promoted Radio Green Albania among the participants and also interviewed some of them. This allowed Radio Green Albania good visibility through its facebook pages.

Photos and videos can be seen on [www.facebook.com/radiogreenalbania](http://www.facebook.com/radiogreenalbania)

-16 May 2014: Selman Hodaj, Regional director of Education, Berat, promoted Radio Green Albania during the "First socio-cultural and sport event" that was held in Berat with the participation of 13,000 students.

-2 July 2014: Radio Green Albania interviewed Minister of Education and Sport, Lindita Nikolla during a visit to Hysen Cela Tourism Institute

-8 July 2014: four students from Durres Hysen Cela were invited for an interview at Radio Tirana (the interview was broadcast on July 10) during the programme "Kohe vere dita sot" ("Summertime today"). The students are Rei Hodo, Rigerta Koci, Fabiola Sokoli, Ledio Bylyku. They presented Radio Green Albania and its focus on sustainable tourism. <http://www.mixcloud.com/kozetahoxha/kohe-vere-dita-sot-te-rinjte-nga-durresi/>

-16 July 2014: Radio Green Albania interviewed Blerina Dermishaj, Director Hotel Belconti, Durres. Hotel Belconti has a quality certification called "Authentic Albania".

-16 July 2014: Radio Green Albania interviewed Fali Ndreka, President of "Natyra per Njeriun" (Nature for Humanity), Albanian association for the protection of the environment

-20 T-shirts with CEPF logo were printed and distributed to the group of students of Berat and Durres.

-On December 13, a group of 14 students (from Radio Green Albania and from A. Moisiu University Durres) were accompanied by Elton Malko and Brunilda Licaj to Lalzi Bay. The group visited Lalzi Bay in order to get an insight of a natural area under the threat of destruction and massive tourism construction. The group had the opportunity to meet with Sokol Proja, Naturalba, and to get to know the various activities related to agriculture, with a strong focus on environment protection. Mr. Proja described the various plants that are used and stressed the importance of grow locally the plants instead of buying genetically modified seeds. Lalzi Bay and Ishem are located in a beautiful natural area where there is a great potential for natural tourism and agri-tourism, but where the risk is high that such beauty is destroyed in favor of massive construction.

Ms.Licaj had previously met during the month of December with Merita Sela-Tourism Department, City of Ishem, in order to present the research findings and collect an expert' advise regarding the tourism policies in Lalzi Bay.

**Component 3 Planned (as stated in the approved proposal):** Eco-tourism certification proposal

**Component 3 Actual at Completion:** proposal was submitted and is included in the university research. See Component 1.

**Component 4 Planned (as stated in the approved proposal):** Project coordination, grant writing and awareness raising campaign in Italy

**Component 4 Actual at Completion: objective reached.**

- As outlined earlier, Iscos has been collaborating with the Regional Directorate of Education of Lombardy (Region of Milan) in order to invite a delegation of 15 Albanian students to the Universal Exposition that will be held in Milan (May-October). The Regional Directorate will provide free entrance for the students to the Exposition as well as a two-hour event focusing on the project in Albania within "Padiglione Italia"; finally it will produce and distribute a promotional video.
- Iscos Lombardia has been promoting the project activities among trade unionists and activists both at regional and national level. In 2015, Iscos Lombardia will promote sustainable tourism packages for a small group of trade unionists from the Transport Federation (FIT CISL) of Lombardy.
- As outlined earlier, various hotels in Durres have been contacted in order to link their respective web sites to that of Radio Green Albania. Of these, two have agreed: Hotel Belconti and Palace Hotel.

- In Italy, visibility to the project was given through Iscos website and leaflets that were distributed during Fa' la cosa giusta national fair of conscious consumption and sustainable lifestyles (Milan, 28-30 march 2014) and among trade unionists and workers during Cisl General Council (Milan, 30 April; Milan, 27 May) and Iscos network coordination meetings (Rome, 11 March 2014; Rome, 30 April 2014).
- Radio Green Albania can be linked from Young radio [www.yradio.it](http://www.yradio.it).
- 13 September 2014: Elton Malko and researcher Brunilda Licaj met with Twawi and with a delegation from Slow Food. Slow Food is an Italian-based global, grassroots organization, founded in 1989 to prevent disappearance of local food cultures and traditions and counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us. Ms.Licaj and Mr.Malko presented the project and Ms. Licaj interviewed the delegation tutor.

***Were any components unrealized? If so, how has this affected the overall impact of the project?*** No.

***Please describe and submit (electronically if possible) any tools, products, or methodologies that resulted from this project or contributed to the results.***

As already outlined, the project succeeded in actively involving students and young people animating and programming a web radio. The students were trained in order to acquire the necessary technical competencies relating to the use of the electronic appliances as well as to programming, gathering information and to working in group. The beneficiaries proved enthusiastic and participated actively to the radio activities (especially the group from Hysen Cela Tourism High School). They created a FB page dedicated to the radio (Radio Green Albania) where they posted pictures and information, they contributed to updating the web site <http://www.radiogreenalbania.org>; finally, they participated to public events in order to promote the radio and gather interviews. For more details, see Component 2 – Other awareness-raising activities.

Another output of the project is the university research of sustainable tourism practice in the area and Albanian coast in general including a proposal of a green logo. A copy of the research is attached to this report.

## Lessons Learned

***Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building. Consider lessons that would inform projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.***

***Project Design Process: (aspects of the project design that contributed to its success/shortcomings)***

Our previous experience in Albania contributed to designing a participatory approach that proved successful. The creation a green web radio was received with enthusiasm by the students and the other young people involved and by local stakeholders such as the Regional Directorate of Education of Berat and A. Moisiu University of Durrës. This will assure the sustainability of the radio in the future.

***Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)***

Our local staff, together with a good knowledge and understanding of the local context due to

our previous experience in Albania, contributed to successfully implementing the various activities, to liaising with the local stakeholders and to overcoming the difficulties encountered (such as the withdrawal of R. Mezini High School of Ishem or the delays due to political elections held in Albania).

***Other lessons learned relevant to conservation community:***

Projects like the present may start-off as small-scale projects, but later reveal great potentials in raising awareness among young people and citizenship as to the environmental issues. The impact is difficult to measure: it is unlikely that hectares of land are protected as an effect of a short-term awareness-raising project. It is, rather, a change of mentality and attitude that is produced and whose effects will be seen in the future.

## Additional Funding

***Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of the CEPF investment in this project.***

<b>Donor</b>	<b>Type of Funding*</b>	<b>Amount</b>	<b>Notes</b>
Iscos own resources	A	11,299.90	This amount includes salaries; expenses for events in Italy and part of bank fees.
Fondazione Cariplo within "Albania domani" project	A	6,385.50	This amount covers Elton Malko's salary (june-dec 2013; jan-may 2014) and NGO representative Mr.Shehu stipend.

***\*Additional funding should be reported using the following categories:***

- A*** *Project co-financing (Other donors or your organization contribute to the direct costs of this project)*
- B*** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project.)*
- C*** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

## Sustainability/Replicability

***Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.***

The green radio (Radio Green Albania) will continue to operate after the conclusion of the project. Sustainability systems will be assured by a multilateral partnership between civil society, public and private sector.

In fact, Radio Green Albania has been linking two different regions (Berat and Durres) and involved both the public sector (such as Berat Regional Directorate of Education), the private sector (A. Moisiu University of Durres, Berat Infopoint), the civil society (Berat Kristal Women Centre), various high schools in both regions and has liaised with public authorities in both areas as well as in Hishem-Lalzi Bay (Hishem City Council was informed and interviewed before and during the project). University researcher Brunilda Licaj liaised with local and international NGOs, with both trade unions (BSPSH, KSSH) and private sector stakeholders such as hotels.

Radio Green Albania will continue to operate both in Berat (under the responsibility and supervision of the Regional Directorate of Education and via the newly formed association Green Albania) and in Durres (within A. Moisiu University). The students and young people having been trained will transfer their competencies to new groups of students and young people not only within tourism-related high schools, but also in other types of high schools.

Two hotels have agreed upon linking their respective web sites to that of Radio Green Albania (Hotel Belconti and Palace Hotel) thus giving visibility to the radio and to the environmental issues promoted by the radio.

Finally, a copy of the research on tourism sustainability and certification was submitted to the Ministry of Tourism, the Ministry of Environment and Aleksander Moisiu University.

***Summarize any unplanned sustainability or replicability achieved.***

## **Safeguard Policy Assessment**

***Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.***

The present project did not involve activities that had adverse impacts on the environment or on the local community, nor did it involve the use of any herbicide, pesticide or any other poison.

## **Additional Comments/Recommendations**

-All components objectives have been reached. The only change to original project proposal relates to one of the project locations: Lalzi Bay. As outlined earlier, in Ishem-Lalzi Bay Rexhep Mezini high school withdrew from the project despite anticipated commitment. This withdrawal caused delays in the creation of the association and of the green radio, but could be overcome through the involvement of Durres Hysen Cela Tourism High School thus enlarging the scope of the project activities.

-The project proposal originally included a final round table with institutional stakeholders in order to present the research results. This didn't take place as CEPF requested the project be concluded earlier. Nonetheless, this didn't affect the project results. A copy of the university research was submitted to the Ministry of Tourism, the Ministry of Environment and Aleksander Moisiu University (see receipts attached).

## Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, [www.cepf.net](http://www.cepf.net), and publicized in our newsletter and other communications.

**Please include your full contact details below:**

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**\*\*\*If your grant has an end date other than JUNE 30, please complete the tables on the following pages\*\*\***

## Performance Tracking Report Addendum

### CEPF Global Targets

### (Enter Grant Term)

**Provide a numerical amount and brief description of the results achieved by your grant.  
Please respond to only those questions that are relevant to your project.**

<b>Project Results</b>	<b>Is this question relevant?</b>	<b>If yes, provide your numerical response for results achieved during the annual period.</b>	<b>Provide your numerical response for project from inception of CEPF support to date.</b>	<b>Describe the principal results achieved from July 1, 2013 to May 30, 2014. (Attach annexes if necessary)</b>
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	no			Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?	no			Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many hectares.	no			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	no			The project reached the results, but these cannot be quantified in terms of hectares of land preserved.
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	Yes, in the long term.			The present project aims to promote civil society engagement towards sustainable tourism in two tourism-related areas: Berat and Durres. It eventually aims to promote the sustainable use of natural resources, but this is not a direct effect of the project.

**If you answered yes to question 5, please complete the following table**

**Table 1. Socioeconomic Benefits to Target Communities**

Please complete this table if your project provided concrete socioeconomic benefits to local communities. List the name of each community in column one. In the subsequent columns under Community Characteristics and Nature of Socioeconomic Benefit, place an X in all relevant boxes. In the bottom row, provide the totals of the Xs for each column.

Name of Community	Community Characteristics								Nature of Socioeconomic Benefit												
	Small land owners	Subsistence economy	Indigenous/ethnic peoples	Pastoralists/nomadic peoples	Recent migrants	Urban communities	Communities falling below the poverty rate	Other	Increased Income due to:				Increased food security due to the adoption of sustainable fishing, hunting, or agricultural practices	More secure access to water resources	Improved tenure in land or other natural resource due to titling, reduction of colonization, etc.	Reduced risk of natural disasters (fires, landslides, flooding, etc)	More secure sources of energy	Increased access to public services, such as education, health or credit	Improved use of traditional knowledge for environmental management	More participatory decision-making due to strengthened civil society and governance	Other
									Adoption of sustainable natural resources management practices	Ecotourism revenues	Park management activities	Payment for environmental services									
Durres students and citizens						X		X	X								X		X		
Lalzi Bay/Ishem citizens	X							X	X											X	
Berat students and citizens						X		X	X								X		X		
<b>Total</b>	<b>1</b>					<b>2</b>		<b>3</b>	<b>3</b>								<b>2</b>		<b>3</b>		
If you marked "Other", please provide detail on the nature of the Community Characteristic and Socioeconomic Benefit:																					