01. INTRODUCTION

01. CSR countryscan, 2014

In 2014 CSR Netherlands, a Dutch networking organization supporting companies in striving for Corporate Social Responsibility, conducted a country scan of Albania on the subject of CSR development and sustainable business opportunities, commissioned by the Royal Embassy of the Netherlands in Albania. Important conclusions from that project were the high potential for sustainable tourism and the development of organic and eco-friendly agriculture. Challenges such as waste management, uncontrolled real-estate development, landownership and individualistic attitude of companies were identified as important bottlenecks for sustainable development. One outcome of the country scan was the intention to take steps toward creating a pilot area where these opportunities could be further developed, while working on the challenges that lie in the way of success.

01. Unveiling the Riviera, 2014

cityförster architecture + urbanism

Cityförster had previously conducted an exploratory mission to understand spatial potentials and urgencies along the Albanian Coast. The project was supported by the Dutch Creative Industries fund and Atelier Albania, an agency set up with help of the Dutch Embassy in Albania to promote coordinated and sustainable urban and national development. Although focused on spatial urgencies, the report of the mission listed a number of recommendations with a broad and integrated focus. The potential of the two main economic sectors, agriculture and tourism became especially evident during the mission. While recommendations were formulated to strengthen the sectors individually, the need for an integrative approach was emphasized and concrete projects articulated.

01. A logical follow up

Both projects delivered different reports providing stakeholders with advice and prospect for action for government and entrepreneurs. This was, however, in the opinion of the experts involved not the end of it: both projects lead to the goal of working on practical follow up activities. In June 2015 a team was formed consisting of experts from tourism, agriculture, spatial development and project management. The general ambition was formulated to work on a cross sectoral, integral pilot, developing a specific area. By doing so creating an experimental place where ideas from all fields of expertise on sustainable development could come together and provide an example for policymakers, NGO’s and entrepreneurs in different value chains as well as in other area’s of Albania or even beyond.
Project Team
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Chantal van Gent: Sustainability manager at Sawadee travels, Dutch tour operator

Gojart Smaja: Consultant and joint organizer of the program

Rafael Enzler: Co-founder of gutundgut, project development for tourism, leisure and culture

Fedde Germans: Founder and owner of Originate, specialised in identifying value and quality in people, organisations and cities

Acknowledgements:

We would like to express our deep gratitude for the support and active participation of numerous local and national stakeholders that have shared their knowledge, insights, data and experience with us. We have been overwhelmed with hospitality, in itself and its intensity an Albanian specialty and have met many ambitious, hard working and open minded people. On a special note, we have been very impressed by the collaborative atmosphere both during the preparation and the mission itself. Contrary to earlier warnings we have met local stakeholders as sharing and caring, which we find exemplary.

Our special thanks go to:

Fotaq Bufi - the restless organizer of the March Mission in Qeparo
Mirton Resuli - of URI for his local expertise, translations and humour
Marinela Papajorgji and Panajot Thanasi - for hosting us at Veranda restaurant
Arber Togani - Masterchef Albania for exploring the culinary potential of the Riviera
Armand en Rosita Habazaj - for fantastic photography
Jorgo Goro - Mayor of Himara municipality
Auron Tare, Kela Quendro & Wilson - for unveiling the Hinterland for us (and saving our lives)
Nancy Tare - for her passion and excellent sights into the tourism sector
Valbona Koci - for sharing network and knowledge of GIZ working in the region
Vedat Asllani - for taking action and putting first cases into practice
Hervé Loiselet and Egda Rapo - for sharing their experience of creating unique local experiences in Himara
Dewi van der Weerd - for her strong support and belief in the relevance of this approach
Martijn van der Mark and Janny Rodermond - for their determination to support the visions of the Dutch Creative Industry

Photo Credits

The photography of this report, unless otherwise stated is the commendable work of Armand and Rosita Habazaj, that have accompanied us during our one week mission in Qeparo and surroundings. All pictures have been taken there and no actors or props have been involved.
This report has been prepared in collaboration of CITYFÖRSTER, MVO Nederland and:

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