



United Nations
Educational, Scientific and
Cultural Organization



« Culture and Heritage for Social
and Economic Development »

MDG-F Culture and Development
Joint Programme implemented in

ALBANIA

DURATION : August 2008 – December 2011	CONTRIBUTION TO MDGS :
UN PARTNERS : UNESCO, UNDP	
BUDGET : 3.3 million USD	



ERADICATE
EXTREME POVERTY
AND HUNGER



PROMOTE GENDER
EQUALITY AND
EMPOWER WOMEN



ENSURE
ENVIRONMENTAL
SUSTAINABILITY



A GLOBAL
PARTNERSHIP FOR
DEVELOPMENT

OVERVIEW :

The Joint Programme aims to strengthen Albania’s capacities in culture and development and articulate its cultural identity in view of promoting its international image and contributing towards European Union accession, through interventions focusing on policy support, capacity-building in cultural assets/heritage protection, promotion and management, and measures aiming to enhance cultural industries.

Specific objectives :

- Strengthening of institutional and civil society capacity and policy support in the field of cultural heritage
- Promotion of intercultural dialogue and social cohesion
- Improved access to cultural heritage and participation in cultural heritage decision-making
- Fostering of socio-economic opportunities for communities in culture-based activities

DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME:

- Economics
- Education
- Heritage
- Communication
- Governance
- Social

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press
- Audio-visual and interactive media
- Design and creative services
- Tourism

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
- 1972 Convention concerning the Protection of the World Natural and Cultural Heritage

GEOGRAPHICAL SCOPE :

National, with particular emphasis on the World Heritage cities of Berat and Gjirokastra, the archaeological parks of Apollonia and Antigonea, as well as Tirana and Shkodra.

SNAPSHOT OF MAIN ACTIONS :

- **Cultural policies developed and implemented:** Draft Strategy on Cultural Marketing developed and Culture Strategy updated
- **Improved access to cultural heritage and participation in cultural heritage decision-making at the local, regional and national levels:** consensus reached on the future of the National History Museum (roadmap that includes recommendations made by the advisory board and international experts, conceptual framework, governance and management structure etc.); upgrade of the national archaeological park system (background study finalized, assessment of fiscal management and governance etc.); digitization of Albanian film archives; implementation of locally-driven culture-related projects (20 culture awareness-raising and press events)
- **Increased capacities to manage and preserve cultural heritage:** new MA-Programme in Cultural Resource Management at Tirana University; cultural heritage institutions provided with equipment; training of archaeological parks' staff in cultural heritage management, conservation and protection; training of National History Museum staff in museum management, conservation and protection
- **Enhanced cultural tourism and culture-related employment opportunities:** improved tourism facilities in the World Heritage cities of Berat and Gjirokastra (Tourism Information Offices established, map guides produced); access to new markets for Albanian artists and artisans through the establishment of the Gjirokastra artisan incubator centre and artisan training on product development in Berat
- **Enhanced cultural diplomacy and marketing capacities:** Draft Cultural Diplomacy and Cultural Marketing Strategies developed; national Alliance of Civilizations (AoC) strategy supported (Rapid Media Response Mechanism established to monitor public debates and media coverage of intercultural issues, essay competition on the topic "No Clashes, AoC instead" etc.)

BENEFICIARIES :

Direct: 66 000 – 51% women

Indirect: 35 000 – 35% women

- Population of Tirana, Berat, Gjirokastra and Shkodra - namely youth and senior citizens
- New entrepreneurs, mainly artisans in the areas of wood and stone
- Architects, engineers, graphic designers and IT experts
- Visitors to museums and cultural institutions, including children - in particular the National History Museum (NHM)
- Specialists and managers at the National History Museum, the Institute of Cultural Monuments, the National Tourism Agency and the National Film Archive of Albania
- Managers, employees and tour guides of the Archaeological Parks of Apollonia and Antigonea
- Ministries: Tourism, Culture, Youth and Sports; Foreign Affairs; Education and Science
- Government officials from the municipalities of Gjirokastra and Berat
- Civil and community associations: Gjirokastra Conservation and Development Organization (GCDO) Media Institute, Artisans Associations, Albanian Forum for the Alliance of Civilizations (AFALC)
- Experts and academics from Tirana University
- Albanian cultural attaches in the Albanian embassies abroad

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Tourism, Culture, Youth and Sports; Foreign Affairs; Education and Science
- Municipalities of the WHS of Gjirokastra and Berat
- Institute of Cultural Monuments, National Tourism Agency, National History Museum, National Film Archive of Albania, Archaeological Parks of Apollonia and Antigonea, Spanish Embassy in Tirana, Albanian Forum of Alliance of Civilizations, Albanian Artisan Association, Tirana University

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is part of the One UN programme in Albania and its objectives are aligned to the 4 outcomes of the United Nations Development Assistance Framework (UNDAF) for 2006-2010:

1. A transparent and accountable government, developing and implementing effective national policies
2. An enabling environment is in place to ensure people's participation in policy formulation and the national decision-making process
3. Increased use of quality public services delivered in an efficient, transparent, accountable and equitable manner
4. Regional and local development strategies implemented with full participation of communities

SUCCESS STORIES :

❖ Cultural Marketing Strategy

Albania's cultural tourism industry and international image have been boosted through the design of a five-year cultural marketing strategy, thereby fostering economic development. Several marketing tools promoting cultural diversity and understanding have been produced for the government, including a year-long celebration of the centenary of Albania's independence ("Visit Albania Year 2012").

❖ Gjirokastra Artisan Incubation Centre

Local economic development and women's empowerment have been achieved in the municipality of Gjirokastra through the restoration of a derelict building to house an artisan incubation centre. This common space ensures the transmission of skills from one generation of artisans to the next, provides an organized channel of sales for their products, and acts as a hub for a local conservation and development NGO as well as cultural heritage activities implemented by other cultural operators. Over 250 artisans as well as 500 micro and small entrepreneurs have benefited from the centre. 70% of the centre's beneficiaries are women.

❖ First ever MA-Programme in Cultural Resource Management in Tirana University

National capacity in cultural policy planning and management has been enhanced by the accreditation of a new MA-Programme in Cultural Resource Management, officially launched on 25 October 2010 at the Faculty of History and Philology of the University of Tirana. The programme is so successful that the University of Tirana is considering establishing a Bachelor's programme in Cultural Heritage.

FOR FURTHER INFORMATION :

- <http://www.unesco.org/new/en/venice/joint-programming/mdg-f-albania-culture-heritage-for-social-and-economic-development/>
- MDG-F website :
<http://www.mdgfund.org/program/albania%E2%80%99sculturaltransformationisolationpaticipation>