1. General information

(a) Name of Party

REPUBLIC OF ALBANIA

(b) Date of ratification

Law no. 9613; 21.09.2006

(c) Ratification process (e.g. parliamentary process)

Parliamentary process

(d) Total contribution to the IFCD (to date)

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(e) Organization(s) or entity(ies) responsible for the preparation of the report

Ministry of Tourism, Culture, Youth and Sports , Albania

(f) Officially designated point of contact

Ols LAFE, Director of Department of Cultural Heritage, MoTCYS, Albania

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(g) Date report ças prepared

August-September 2012

(h) Name of designated official(s) signing the report

Mr. Abaz HADO, V/Minister of Tourism, Culture, Youth and Sports, Albania

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Summary

In the last decades, the world has been transformed fast, and the revolution of economy, communication and culture, has influenced largely in the development of cultural industries. These industries are playing more and more a crucial role in the development of economy in general. The 2006 UNESCO Convention on the Protection and Promotion of Cultural Diversity is the most important tool develops such industries according to commonly set objectives and measures. Encourage creation, support production, stimulate dissemination and promote access to cultural expressions are the objectives of this Convention.

The Republic of Albania ratified the UNESCO Convention on Cultural Diversity on 17.12.2006 and since then, it's the ambition of the Government of Albania to ensure the achievement of these objects in the country.

Albania has been a member of the Intergovernmental Committee for the years 2007-2009 and it participated at the First Intergovernmental Committee on Protection and Promotion of the Diversity of Cultural Expressions, held in Ottawa, Canada on 13 December, 2008.

Since then, considerable efforts to implement the obligations deriving from the Conventions has been made. The main objectives in broad terms has been strengthening the place and the role of culture in the policies and programmes compiled by the Ministry of Tourism, Culture Youth and Sports of Albania, which is the main institution responsible for implementation of the Convention, strengthening the contribution of culture to sustainable development and increasing collaboration with other countries in the field of cultural industries, promoting intercultural dialogue through implementation of different projects, awareness-raising activities and exchanges of good practice

Specific objectives have been set meanwhile such as:

- Establishment of the proper mechanisms to enable the development of diverse cultural communities in Albania;
- Encouragement of projects on regional and international cooperation amongst libraries, information centers and cultural institutions, aiming at motivating the presentation, the study and the deep understanding of diverse cultures;
- Involvement of cultural institutions in cooperation programmes and exchange of information and ideas, the reorganization of the library system whilst including new technology in drafting a common electronic catalogue ;
- Promotion and distribution of the Albanian written art and culture, projects to finance different editions, literature evenings, supporting the diverse cultural expressions through National prices in literature, bibliophile, drama etc

2. Measures

2.1 Cultural policies and measure

The main objective of the policies concerning the development of cultural expressions has been introduced in the draft strategy on Culture which is currently under drafting, in the Republic of Albania and can be summarized as follows:

1. **Support of creativity of Albanian artists and their art and creation of the appropriate conditions for increase of the level of the creativity. More concretely the priorities in this field are:**
    a. Creation of a supportive climate for the Albanian artists.
    b. Creation of fiscal facilities for Albanian artists.
    c. Increase of quality of the cultural product.
    d. Improvement of social status of artists

2. **Protection and preservation of cultural heritage and national identity. More concretely the priorities are:**
    a. Preservation of tangible and intangible heritage/
    b. Safeguard the monuments and sites within their cultural landscape.
    c. Promotion of Albanian cultural heritage values.

3. **Increase of role of cultural life in the improvement of quality of life. Increase the demand of quality cultural goods and services, through:**
    a. -Increase the dissemination and promotion of culture
    b. -Facilitate the mobility of cultural professionals.
    c. -Create access to the market of cultural products
    d. -Support cultural organizations.

Although the Strategy on Culture is not approved yet officially, some concrete action has been undertaken to implement these objectives. The Ministry of Tourism, Culture, Youth and Sports of Albania has from 2010 has approved a new structure in which the Cultural Heritage Department is also in charge of cultural diversity. A fund of 45.450.504.000 ALL(Albanian lek)/ 32.464.645 euro was allocated to private individuals and/or private associations for supporting activities which deal with creation, promotion and facilitating access of public in cultural life for the period 2010-2011-2012.

(a) What challenges have been identified in the implementation of this measure?

During the process of drafting the policy measures and implementing them, several challenges were identified. These challenges are connected first of all with the lack of human recourses specialized in cultural diversity issues. There is a strong need of training of officials of government as well as other people involved in cultural diversity in general and in drafting legal framework and action plans in specific. The involvement of the civil society in the process has been a challenge in itself, the awareness raising of the society and different actors about the implications of implementation of the Convention is another strong issue to solve in the near future.

A lack of coherent and systematic communication between private sector, central and local government and individuals is a difficulty which is faced very often in implementation of the objectives of the Convention, given the wide scope and variety of sectors involved in the process.

(d) What has been the effect or impact of the policy or measure? What indicators were used to lead to this conclusion?

There doesn't exist a specific impact based evaluation of the intervention, neither are indicators established as such. The indicators used to the time being are the financial indicators and percentage of funds dedicated to the activities financed for the cultural activitites.

2.2 International cooperation and preferential treatment

An intense cooperation with foreign organizations and other countries has been in place for bilaterally promoting Albanian culture abroad and cultural products.

Many bilateral agreements for exchange of professionals in the field of culture and exchange of cultural products are in force. These agreements are renovated each 4 or 5 years and have served to strengthen collaboration with counterparts.

The three main international organizations Albania has collaborated in the field of culture are: the Council of Europe, UNESCO, and UNDP. The Albanian Government has benefited also from the kind support of the German Technical Cooperation, the Swiss Cooperation, Cooperazione Italian, Spanish Cooperation etc.

Since 2009, Albania is participating in the program Culture 2007- 2013, and also in the Europe for citizens Program.

2.3. Integration of culture in sustainable development policies

Since ratification of the Convention in 2006, considerable efforts have been undertaken to include culture and cultural exploitation into development strategies. The National Strategy on Development and Integration considers culture as an important force for sustainable development. The emergence of the concept of cultural industries as such, has been considered important both by central and local government. An initiative of the Ministry of Economy supported by the German International Cooperation, aimed at drafting a legal framework which would give incentives to the cultural industries, more specifically to traditional crafts. The draft law is currently under revision of different stakeholders.

Being a new concept introduced and a new field it represents a big challenge to give a boost to such industries. There is a strong need of exchanging experience with other developed countries which have had concrete results in the sector.

2.4 Protecting cultural expressions under threat

Also In the framework of the 2003 Convention on Safeguard of the Intangible Cultural Heritage, convention in which Albania is party , the Ministry of Tourism, Culture, Youth and Sports set up a National Committee chaired by the Minister of Culture, which in 2010 proclaimed the list of national intangible list of outstanding importance, in which one the elements, more concretely "The epics of the Frontier Warriors" was proclaimed as an expression under threat. This phenomenon will be nominated for in the near future in the List of Intangible Heritage for Urgent Safeguard"

A Working Group is set up to compile the file for nomination.

So far, no other initiative has been undertaken for identifying other cultural expressions under threat.

3. Awareness-raising and participation of civil society

In a generic meaning the, the role of civil society has been considerably increased on the global landscape. While all groups, the media or political interest groups have long played an important role on a local and national level, it is the more proactive the involvement in global problems of non-governmental organizations which role has also been constantly increased in recent decades Today without the active involvement of civil society we wouldn't be able to rich our common goals. The Albanian Government and the Ministry of Culture, has been systematically allocated funds to the civil society organizations which promote and develop cultural diversity

Different activities were organized in the field of theatre, dance, music, folklore, audio visual, etc with regard to promoting and enhancing cultural diversity.

4. Main achievements and challenges to the implementation of the Convention

Since the ratification of the UNESCO Convention on Protection of Cultural, a series of interventions were undertaken both in terms of legal framework and concrete activities which has resulted in a more efficient way of improving cultural diversity in the broad term.

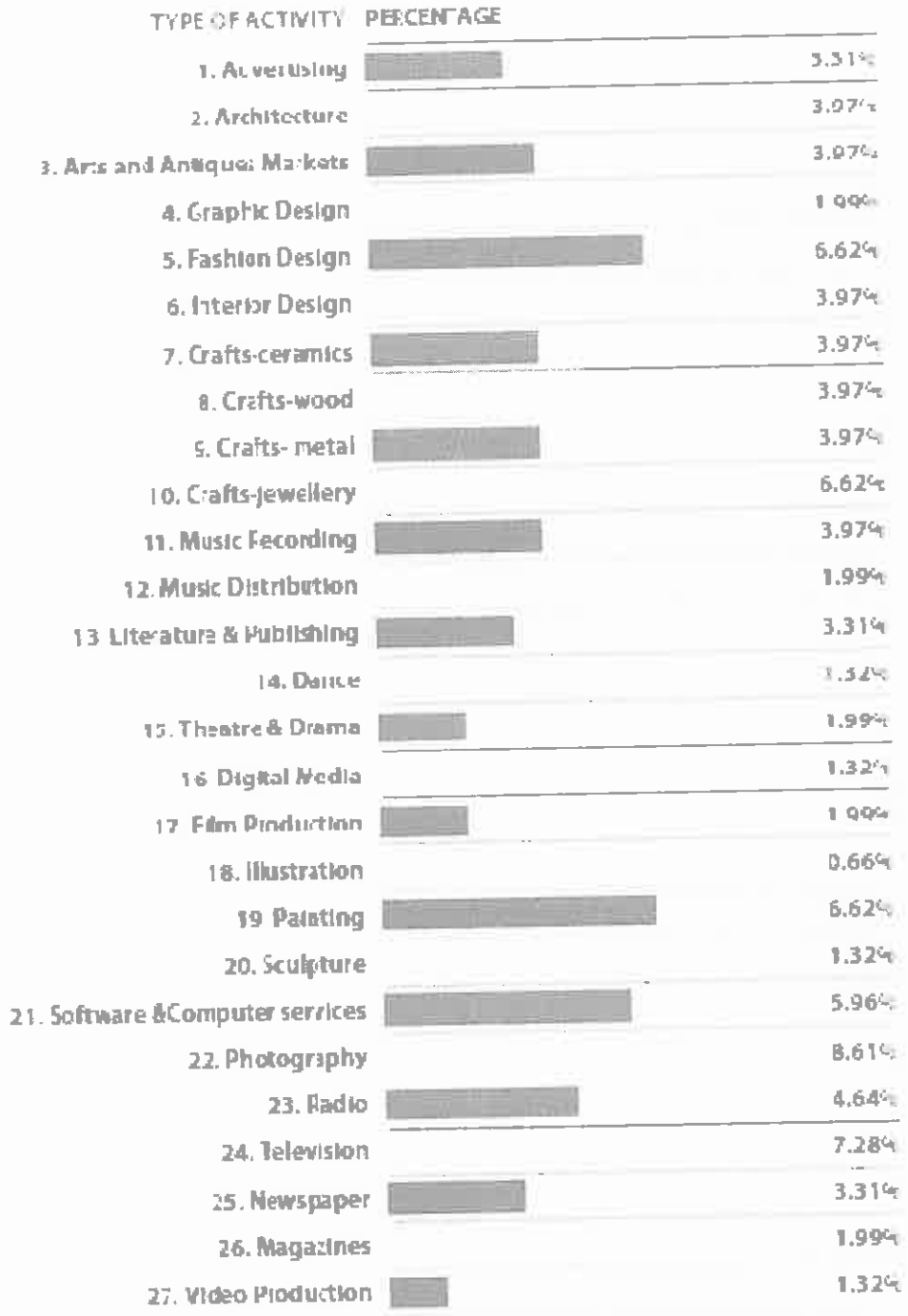
Apart from the different interventions, we would like to mention here a few activities held in the framework of the implementation of the Convention.

- In 2010 a Conference on the occasion of Cultural Diversity Day was held on the 21st of May bringing together
- Dialogue among communities was strengthened by approving the Strategy on Roma people, and different activities resulting thereof such as "Integrating Roma culture in the cultural daily life".
- A mapping of creative industries was carried out in 2007 by the British Council to describe and assess the overall situation on creative
- A mapping of craft producers and designers was carried out by German International Cooperation (GIZ) in Tirana to assess the situation of handicraft producers using local natural materials or innovative designs, and a competition for Albanian designers of hand-made objects was held in 2011.
- An International symposium on Intercultural and Interreligious Dialogue and the inclusion of young generation in it, was held in September 2012 in Durres, supported by the Council of Europe.
- A National Conference was held in Tirana in 2011 on the "Respect of the rights of the roma minority in a society without discrimination or racism"
- The publishing of a book titled "The night of the Green Eye", for the first time described the life and the custom of the Roma people.

Despite numerous activities have been undertaken, there are many challenges ahead concerning the establishment of proper mechanisms in implementation of measures and obligations deriving from the Convention.

The set up of the National Coalition on Cultural Diversity is one of the steps to be undertaken in the near future, and the inclusion of all stakeholders in the process is a challenge to be addressed also in the near future, creation of a specific Fund called "Albdiverse Fund", capacity building, raising of some specific structures in the level of local government, inclusion in the educational curricula of the knowledge on the Convention and its obligations, setting up a National Center for Cultural Diversity and

awarding of a special yearly prize on Cultural Diversity, inclusion of specific ammendments concerning cultural diversity in the law of Cultural Heritage.



2.1 Demographic context

a) Population structure

- Total population	3.258.000
- Total annual growth rates per 1000s	0,4%
- Age structure	-

b) Migration

- Migrant stock as a percentage of the population	-47.8%
- Emigration	

c) Language and literacy

- Number of official languages	1
- Number of languages spoken	1
- Literacy rates	98.3 female +15yr
	99.2 male +15yr

Sources:

a) National Statistical Offices, Census Data, United Nations Statistical Division Databases (http://unstats.un.org/unsd/databases.htm).

2.2 Mobility of cultural goods and services

a) Total flows of cultural goods and services

- Total exports trade in cultural goods in million lek - 2007-2011	168.7
- Total imports trade in cultural goods in million lek -	220
- Total exports trade in cultural services in million USD	
- Total imports trade in cultural services in million USD	

b) Translation flows

- Total number of published translations
- Total number of titles translated and published abroad

Sources:

a) Customs data and balance of payments data.

2.3 Cultural production, distribution

a) Films

- number of national feature films produced/year	17
- % films co-produced	13
- % of nationally controlled distribution companies	20
- number of cinemas per 1000 inhabitants	

b) Radio/TV broadcasting

- annual television broadcasting time by programme type (in hours)
- annual broadcasting time (TV and radio) for programmes related to indigenous peoples (in hours)
- annual broadcasting time (TV and radio) by type of programme production (national/foreign, in hours)

c) Books

- number of titles published	2700
- number of publishers	233
- number of book shops	-

d) Music
Sources:
c) National Statistical Offices

2.4 Cultural consumption / participation
a) Percentage of people attending cultural events such as concerts, live theatre several times a year, broken down by gender and age (if possible)
b) Cinema admissions in 1000s
c) Book sales
d) Household equipment (% hab.)
- Number of households with a television set
- Personal computers per 1000 inhabitants

2.5 Connectivity, infrastructure, access

a) Mobile cellular subscribers per 1000 inhabitants	2.240,000
b) Internet users per 1000 inhabitants	1.300,000
c) Internet penetration rate as a % of the population	42.4%
d) Number of online newspapers	26
e) Number of Internet radio stations	
f) % of public radio and television institutions	4 + 8
g) Number of community radio stations	48

Sources:
a), b) International Telecommunication Union: http://www.itu.int/ITUD/ict/statistics/index.html.
c) Internet world stats (http://www.internetworldstats.com/stats.htm).
d), e), f), g) UIS Questionnaire on Media Statistics.

2.6 Economy and finance
a) Contribution of cultural activities to Gross Domestic Product (GDP) in percentage
b) Percentage of people employed in culture
c) Public expenditure: government expenditure on culture
d) Household expenditure on culture and recreation
Sources:
a) Economic censuses, Industry surveys, Service surveys, Small establishment surveys, Household surveys, National Accounts. In national statistics departments, central banks and cultural institutions (based on International Standard Industrial Classification: ISIC Rev. 4 NAICS, ANZSCI, NACE, NAPCS).
b) Census, Household surveys (using Standard Classification of Occupations ISCO-08 ISIC Rev. 4).
c) & d) National sources, Systems of National Accounts.
For a), b) see also UNESCO methodological note on calculating cultural employment and contribution of characteristic cultural activities to GDP.

2.7 International cooperation

a) Official Development Assistance allocated to culture (estimated percentage of total allocable ODA)

b) Net receipt (in USD) of Official Development Assistance allocated to culture (estimates)

6.696.535 euro – International cooperation : IPA Project and Spanish Found