

“The Green Entrepreneurship Caravan”

The Albanian Rural Development Network - ANRD is an initiative of civil society to promote and implement community-led rural development through advocacy and initiatives in the design and implementation of sustainable rural development policies in order to improve the quality of life of rural communities in Albania.

The network was formalized by the end of 2015, crowning a series of efforts over the years and included 21 rural-based civil society organizations. ANRD also marked the latest network created in the Balkan countries in the wake of the expansion of the European-wide rural development movement.

Its mission is to promote community-led rural development through advocacy and initiatives in the design and implementation of sustainable rural development policies in order to improve the quality of life of rural communities in Albania.

The NAGE project reflects the aims of project partner organizations to strengthen the positioning of the Balkan Network for Rural Development in the region, while encouraging the involvement of local actors in decision-making and reforming rural development processes, as well as networking and advocacy for the integration of the concept of green economy, offering political-based policy-based solutions.

The project will establish on national agendas the issue of environmental protection and green entrepreneurship as an integral part of agricultural and rural development programs with the ultimate goal of promoting national processes of approximation with the EU's Common Agricultural Policy. Within this project and in the function of its goals, various activities will be organized, among which the "green entrepreneurship caravan.

The Green Entrepreneurship's Caravan was conceived as a series of consecutive activities in the form of a caravan aimed at raising awareness of the public on the concept of green economy and entrepreneurship at the local and European level. Participants got acquainted with project activities, opportunities to participate actively in the project, and to establish collaboration and contribute to the successful implementation of the NAGE project in Albania. The green entrepreneur's caravan will be implemented once a year throughout the implementation of the NAGE project in all countries represented by the project.

Participants in the caravan were representatives of rural CSOs, high school students with agricultural and environmental profile, students of the Agricultural University, academics, journalists, green and innovative entrepreneurs as well as representatives of the member organizations of the Albanian Network for Rural Development .

Program

1. On April 4, 9am to 10.30am: At Tirana Castle, the Caravan began with an exhibition organized by students of Artistic Lyceum with drawings and installations related to the concept of environmental protection and the creation of a green economy and entrepreneurship in compliance with the environment. For the top three, there was price awarding.

This activity was preceded by an informational session with educators and teachers on the green economy and how it affects the quality of life of people.

2. On April 5th, at Creative Square, New Bazaar Tirana, from 9am to 10am, a Green Economy Information Corner was active. Project implementation staff disseminated information (brochures) and promotional material (caps, blouses) to the public, which kept and transmitted informing and awareness raising messages.

3. 10-13 AM. The Annual Meeting of the General Assembly of ANRD took place. The agenda of the meeting included presentation of the NAGE project and the promotion of the concept of green economy. The meeting was attended by the students of Artistic Lyceum who presented their work to the participants.

4. From 13.30 to 14.30, Agricultural University students joined the participants. They contributed to the coverage of the activity on social networks. A visit to the National Agency of Natural Resources was held as an opportunity for information exchange between ANRD and the Agency. In addition to the mutual presentation of the organization and functioning of AKBN and ANRD, discussions focused on the issue of green economy, policies and strategies as well as concrete actions regarding the application of this innovative concept.

5. From 15.00 to 15.30, arrival at Tirana Business Park to introduce participants with a green entrepreneurship model. Visit to its premises accompanied by one of the Park's directors. His presentation of innovative solutions in the field of energy efficiency and other issues related to the green economy. Visit to the electric car supply station.

6. Time 16 -17.30. Arriving at the Green Entrepreneur Uka Farm to introduce participants with one of the first green entrepreneur models. Organization, achievements and challenges of this venture were at the center of discussions with farm representatives. Shared lunch with all participants in the caravan marked the closing of the green caravan 2019.