

“C.R.E.A.R.E. Creating a Raising and Enduring Albanian Rural Economy” (2014-2016)

Project leader: Ministry of Agriculture, Rural Development and Water Administration of Albania
Project partner: TAMAT and Municipality of Città di Castello.

The project aims to contribute to a sustainable socio-economic development of Korca Region, encouraging a balanced and harmonious development approach of the territory. Because of this reason, the project encourages the competitiveness between areas of the same rural region, following the LEADER model, based on an integrated and multi-sectorial approach focused on community participation and development. In that way, the project promotes an innovative and inclusive development of the rural territory, that encourages employment opportunities in the area.

The main beneficiaries of CREARE are the technical institute Isuf Gjata of Korca that provides secondary and permanent education to 700 students, (both youth and adults), and the Regional office of the Albanian Ministry of Agriculture.

The institute Isuf Gaja provides educational opportunities in the field of tourism (training programme for cooks, bartenders, waiters, receptionists), in the sector of technology (food technologies and laboratory analysis regarding the control of agricultural products), as well as computer science, design and Italian language classes. The Regional office of the Albanian Ministry of Agriculture supports the development of rural areas, responding positively to the development strategies proposed by the Ministry and the Albanian State, as well as supporting the rapprochement of the rural world to the European Union.

Through the implementation of different activities the project aims to:

- To develop the LEADER approach through workshops by creating the first LAG - Local Action Group - in the territory; creation of a trademark and branding of products;
 - To offer training programmes to disadvantaged people from rural areas in the sector of agricultural production and transformation and in the field of rural tourism;
 - To support the entrepreneurship of vulnerable people from the area, through small co-financings meant to help and incentive the success of the business idea;
 - Provide the “Isuf Gjata” Institute with adequate equipment that can increase the value of agricultural products (ovens for dehydration, packaging machine, etc.);
 - To give visibility to the rural areas of Korca, through the organization of one Fair, 2 public cooking shows, one Info Point, and through the elaboration of touristic maps and itineraries for the promotion of the territory;
 - To create an advertising campaign on the topic of food safety and food quality.

Target group of the project are disadvantaged inhabitants from rural areas: small farmers, unemployed people, youth, women, with a special focus on those who have no access to the credit system because of the lack of additional guarantees.

