



Project Title

Project of a Bike Lane alongside Old Drini river, linking the area Zadrimë - Lezhë- Shëngjin (extension of Bike Lane/ Dajçi project (Buna Riverside: "Living the River")

Project Type

Economic development

Project Location

Balldre, Dajç, Blinisht , Kallmet, Lezhë, Shëngjin

Total Pre-Estimated Budget

300,000 Euro

Project Background and Analysis

Lezha Functional Area is characterized by lack of a coordinated and integrated approach of the touristic package; lack of well developed touristic concepts and products (agro/echo / nature / sea oriented tourism); low visibility / integration with national/ international touristic itineraries; faulty inventory of own touristic resources and poor maintenance / management; flaws in infrastructure in support of tourism (roads, road signage system, river embankments etc), lack of capacity of rational use of water assets; poor management of factors affecting the sustainability of tourism in the area (such as illegal constructions, hydraulic disorders in river areas, biodiversity poverty, degradation of protected areas Kune-Vain, damage of formations of forest trees, and deterioration of habitats, erosion etc.). The project of a Bike Lande alongside Old Drini River will contribute to:

- The concept of a diversified touristic product (agro/echo/nature/sea related tourism);
- Mobilization of local actors for addressing the abovementioned risks;
- Organization of diversified network of touristic operators willing to be integrated; and
- Increase of visibility of the Functional Area in national/international touristic packages.

Specific Objectives of the Project

Some of main objectives of the project are as follows:

- Offering a consolidated, improved, and diversified touristic product able to be integrated in national/international networks;
- Mobilization, awareness and networking of local/regional partners, public and private, in the tourism sector and its problematic issues;
- Improvement of competition in the region through improvement of competition of Small & Medium Enterprise (SME) operations in the tourism/agriculture areas.

Expected Results and Project Indicators

- Increase of local capacities (public and private) in the area of touristic planning and development;
- Increase of visibility of touristic resources, products, and operators along the path areas;
- Intensification of local/regional cooperation (between Lezha and Shkodra units);
- Advanced address of risks affecting a sustainable tourism in the area.

PROJECT 5



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Project Activities

The main activities of the project, which is planned to be implemented in 2 years, are as follows:

- Establish a regional partnership among local actors;
- Identify the itinerary on the ground and improve the physical conditions of road infrastructure;
- Signage road system;
- Link/integration with the similar project/ bike lane in Shkodra (Living the River)
- Promotion/marketing/ information and public awareness activities

Project Maturity

The project is part of the basic projects designed by the RDP Program for Lezha and extension of a similar project in Shkodra (Dajç, Buna Riverside). RDP Program has recently funded the project "Living the River", under which framework it is developed a consolidated and integrated touristic product (some bike paths, free parking places, sightseeing stops at places of particular natural/ cultural/ historic interest, promotion sites and sales of characteristic agricultural/ livestock/ handicraft products of the surrounding areas). The project can benefit from other previous experiences and be easily implemented in Lezha following Shkodra model. Project starts with a very important preliminary process of major problematic issues along the river and surrounding areas by local stakeholders. For a better management and maintenance of the project, it is planned to establish an institutional consolidated, comprehensive unit with clear responsibilities. This structure will be also responsible for continuous monitoring (even after the implementation of the project) of the situation and factors affecting its sustainability and awareness of the community for its maintenance.

Financial Resources and Implementation Partners

Financial funds can be generated from various sources: local and/or private funds, various EU programs (such as IPA), grants as dldp etc.

The main interested stakeholder for the implementation of this project is the big Municipality, its local units, in cooperation with NGO-s of the area.

Project Cost

- Identification of the itinerary on the ground and improvement of physical conditions of road infrastructure (150,000 Euro)
- Signage road system (100,000 Euro)
- Promotion/marketing/ information and public awareness activities (50,000 Euro)