



## Project Title

Support of crafts sector in FA Lezha

## Project Type

Economic development

## Project Location

Lezha Functional Area/ Zadrimë, Balldren

## Total Pre-Estimated Budget

50,000 Euro

## Project Background and Analysis

The families of Zadrima area and of the district of Lezha have a long tradition in handicraft production and décor for personal use, and for trade as well. Anyhow, with the passing of time, the previous tradition of clothes production, carpets, different textiles or wood has started to vanish, as there are no mechanisms to transfer the craft from one generation to another. The support to the crafts sector has the potential to increase revenues, to promote cultural tourism and increase employment.

## Specific Objectives of the Project

The main objective of the project is revitalization of crafts sector and enabling new opportunities for employment and support to tourism.

## Expected Results and Project Indicators

The project can have direct beneficiaries in 3-5 units in the area of Lezha. The number of the direct beneficiaries is defined according to the size and kind of intervention. As a start, it is advised to start training and promote handicraft products with a group of young people, about 30-50 people. The opportunities are more limited at the beginning of the project, taking into account the need to find experienced and dedicated craftsmen. Development of crafts sector can produce indirect benefits, adding to the variety of the touristic products of the area beyond sand/sun and cultural/religious tourism.

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## Project Activities

The project can last for 6 months up to a year.

Activities include:

- Identification of authentic design from the district of Lezha, with the aim of promoting the cultural assets of the area;
- Formal and practical training of 30-50 people in crafts (mainly textile). Training should include marketing elements and business making skills;
- Support of young trained people to create an association/social business; development of a business-plan and provision of equipment and raw material to start work. The support can be accompanied with assistance on marketing, through enabling access and connection with market (ex. product catalogues; main hotels, etc.)

## Project Maturity

There are no readymade projects. Planning and implementation of activities is relatively easy and does not require big preliminary preparations. As a precondition for the beginning of the project, it is the identification and selection by local stakeholders of craftsmen, who exercise their activities nowadays.

## Financial Resources and Implementation Partners

Potential funding partners are the municipality, state budget through employment and self-employment (ltd) support schemes, and donors.

The municipality and/or the Council of Qark should have the copyright of the project, without which the sustainability of the project remains weak. The inclusion of stakeholders by the private sector (in other sectors of value chain) can create the potential for multiplication effect of the intervention.

## Project Cost

1. Identification of typical handicraft products and products produced by craftsmen – 10,000 Euro
2. (Optional) Design/adaptation of typical products as of current trends – modernization and marketing of products – 30, 000 Euro
3. Training of up to 50 young people for a six months period – 15, 000 Euro
4. Social business set up and support to start up – 25, 000 Euro