

ARTISANS FOR CULTURAL HERITAGE - ARTCULT

Context

Addressing the needs of the municipalities of Kavaja and Rogozhina, the project will contribute to their socio-economic development opportunities, through the valorisation of cultural heritage, the integration of vulnerable groups in the traditional artisanal craftwork sector and the capacity-building of individual artisans and artisan SMEs. When both areas receive proper promotion, the number of visitors in the area and the financial income generated from tourism attractions will increase. This boost in tourism and local economic development will support job creation in the areas. The project will also enhance public and institutional awareness on the important role that our shared cultural heritage plays in stimulating our country's economic advancement.

Project Objectives

The Objectives of this project are to:

- i) Identify local socio-economic development opportunities of Kavaja's and Rogozhina's cultural heritage;
- ii) Enhance awareness on the role of cultural heritage as a driver of local development;
- iii) Develop capacities of traditional craft artisans, with particular emphasis on women and vulnerable groups.

Expected Deliverables

- Mapping of traditional craftwork artisans;
- Recommendations on opportunities to revitalize cultural heritage in Kavaja and Rogozhina.
- Visual brand identities for three artisan SMEs to promote their work;
- Tourist guidebook, highlighting natural and cultural heritage sites in Kavaja and Rogozhina;
- Participation in a local cultural heritage fair to promote artisans' work;
- Three promotional videos of the artisans at work in their ateliers.
- Training of Trainers for artisans from Kavaja and Rogozhina;
- An 8-week course on traditional craft skills for new artisans;
- Trainings and workshops on online marketplaces, social media marketing and photo and videography;
- A study visit to an established artisan business in Albania;
- Assistance on project writing to artisans.

GENERAL INFORMATION

DONORS:

European Commission

PARTNERS:

- Urban Research Institute (URI)
- Kube Studios

DURATION:

01/10/2022 - 01/10/2023

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About URI

Since 1999, the Urban Research Institute (URI) has been delivering big results for development projects and programmers carried out throughout Albania. Our core business focuses on community development, local government strengthening, environmental protection, decentralization, and public services. We conduct studies, lobby the government, train local government units, increase public access to information, and connect development partners. URI has worked with donors such as USAID, Swiss Cooperation, the Netherlands Embassy, UNDP, World Bank, EU, SIDA, Open Society Foundation, etc.



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