

Bojo Resort-Live the Green Experience

Awarded with a
€10.000 4helix+
Innovation
Voucher

Blue Growth
Innovation
Creative
Tourism
Green Experience
Eco friendliness

Bojo Resort is a well-known touristic location at the South of Vlora, just by the sea. The resort's area attracts a strong base of customers mostly on the summer season and on weekdays. Bojo aims to bring together tourism and a green style of life; a traditional, but ecological and modern way of tourism; a resort with a unique suggestion that seeks to understand touristic

business as a Green and Ecological Experience. A Strategic communication plan involving social media, a new brand image, communication campaign involving video commercials, branded elements and merchandising, and a new website will be developed in order to reach new customers in both the high and low season and to promote the "green experience".

COMPANY

Bojo Resort

Beach Resort offering a range of services to tourists and holidaymakers

Vlora, Albania

<https://www.facebook.com/pages/category/Beach/Resorti-Bojo-1647379828914557/>

KNOWLEDGE PROVIDER

Mandarina Communication

Florence, Italy

www.mandarina.al



FEEL the GREEN, LIVE the BLUE



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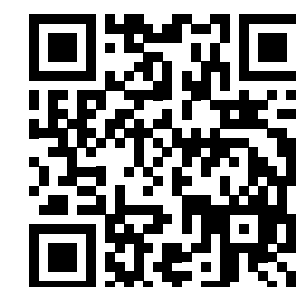


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4helix+



<https://4helix-plus.interreg-med.eu>

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Zero Waste Soaps

Awarded with a
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Innovation
Voucher

Blue Growth
Innovation
Creative
Olives
Zero Waste
Eco friendliness

The community of Himara is dedicated to the protection of flora and fauna in the region. That is why the products developed should continue in its eco-friendly tradition. The “Zero Waste Soaps” is mindful of this in the product development processes. Jorgji Skura produces olive oil using only centuries-old olive trees of Himara. Currently, around ten different types of olive oil infusions which use local herbs and plants are produced. After making olive oil, there is 3-5% olive oil with debris. Economic efficiency, development of the value chain, sustainability and the use of technological remnants have led to the company's

aim to be the first olive oil producer to offer zero waste soaps. Zero Waste Soaps transform olive oil debris into biodegradable soap in a practical and safe way, avoiding water pollution. The soap formula is simple and has three ingredients: olive oil, water, and caustic soda. Himara's well-known herbs will combine with the soaps to create a perfect natural line of products. Each packaged soap will present a “story”. Product development in new sustainable ways, custom packaging with new labels for every product and overall brand design will be developed.

COMPANY

Jorgji Skura

SME specializing in olive oil production from native varieties and olive oil byproducts

Himara, Albania

www.facebook.com/giorgos.skuras

KNOWLEDGE PROVIDER

Grid Cartels

Tirana, Albania

www.gridcartels.com



GRID
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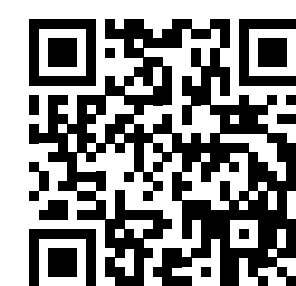


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Life on a Boat - the Web

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Voucher

Blue Growth
Innovation
Creative
Sailing Culture
Boat Construction
Digital Interaction

As a small family business producing traditional wooden boats, Life on a Boat wants an interactive way to present the company to a larger market and to facilitate some of the services inside the company. Life on a Boat wants to reach customers by offering them a new approach to the maritime and sailing culture in the region. To effectively promote the company and expand the market, a Website connected to a Web App will be developed. To engage the user in an interactive and playful way, the app, called Boat Finder, will ask simple questions to propose to the user the

type of boat that fits them best. Search Engine Optimization will be made. Rebranding of the catalogs, high quality gifts, and newsletter campaigns will be developed to better relate with customers and let them know about new products, services, or offers. A new social media marketing strategy will develop an interactive online relationship with the visitor. To facilitate the work and help manage sales, works, and needed data of the company, a Customer Relationship Management System will be created.

COMPANY

Life on a Boat

Small family business producing traditional wooden boats

Durrës, Albania

www.facebook.com/artisanatirana/

KNOWLEDGE PROVIDER

Moras Dimitriou Ioannis

Thessaloniki, Albania

www.gridcartels.com



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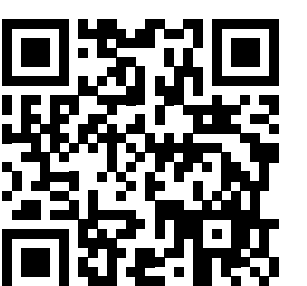


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Durrës Unique Souvenirs

Awarded with a
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Innovation
Voucher

Blue Growth
Innovation
Creative
Souvenirs
Tourism
Digital Visibility

In today's highly competitive environment, it has become increasingly more difficult to differentiate between one souvenir shop from another. It seems that all souvenir shops in tourist places sell similar goods that look alike. Marigo Souvenir and Gifts, unlike a typical souvenir shop, plans to introduce unique souvenirs related to the history, geography, and tradition of Durrës. Three types of Souvenirs will be developed: seafood souvenirs, classical souvenirs redesigned with inspiration from

the history and tradition of Durrës, and authentic souvenirs based on artifacts from the Archeological Museum. The main target groups, though not only limited to them, are tourists and visitors of the city. Marigo Souvenirs and Gifts will display its unique products in social media platforms and in a modern website where orders can first be done by contacting the shop and at a second stage, a more sophisticated e-commerce model will be developed.

COMPANY

Marigo Souvenir and Gifts Shop

Souvenir shop selling mainly Albanian made products

Durrës, Albania

www.facebook.com/marigosouvenirsandgifts/



KNOWLEDGE PROVIDER

New Media Communications

Tirana, Albania

www.newmedia.al



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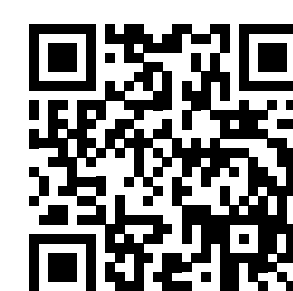


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Rapsodia: a new approach!

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Innovation
Voucher

Blue Growth
Innovation
Creative
Food
Branding
Market Expansion

Rapsodia, being closely connected to the sea, has oriented its business towards the blue economy by producing a first range of bio products with a simple packaging. Today these packaging solutions feel outdated, and do not reflect the company's social purpose and attention to nature. In cooperation with fishermen in Shengjin, under the Rapsodia name, two new seafood products will be developed and launched in the market: Putarga and Dry Saraga. This coincides with a general re-launch, expansion

and positioning of the Bio Food products in the national market and the opening of a flagship store in Shengjin. Our project to develop a marketing strategy, restyle the product line including the new seafood products, improve in-store positioning, develop the communication strategy and a creative social&digital campaign will help the company penetrate the national market as an authentic, natural, and innovative brand.

COMPANY

Rapsodia

SME specializing in food and beverage production and service activities

Shengjin, Albania

www.rapsodia.al

KNOWLEDGE PROVIDER

Europrint

Vlora, Albania

www.europrint.al



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Project co-financed by the European Regional Development Fund

Blue is the color of my future

Awarded with a
€10.000 4helix+
Innovation
Voucher

Blue Growth
Innovation
Creative
Branding
Maritime Training
& Crewing
Yacht Charter & Sale

TSTS Group is a maritime training and naval employment center internationally recognized and a leader in the Albanian market in the following three main activities: Training Center, Employment Agency, Port and Yacht Services. All these areas are related in a complimentary way, but as an innovative market reality, they need to be promoted and communicated carefully to a much segmented target audience. The project implements

a communication strategy along with a new brand image, video commercials, designing of informational tools, social media planning, and leads generation. This will help us be competitive and increase the number of people attending blue training, raise employment through the employment agency, as well as boost demand for the company's overall services.

COMPANY

TSTS Group

SME offering quality maritime training, employment agency, and port & yacht services

Durrës, Albania

www.tstsgroup.com

KNOWLEDGE PROVIDER

Maniacard- Free card Advertising Media

Tirana, Albania

www.maniacard.com



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