

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D.3.2.1 Regional Analysis

WP 3 Studying - act. 3.2 Analysis of the state of the art of the innovation system for the cultural and creative sector

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

STATE OF THE ART ANALYSIS

**Albanian Ministry of Innovation
and Public Administration**

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Date April, 2017

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According to the info from Eurostat, Albania has 12 Districts and 373 Municipalities and Communes while other calculations are in progress and will be revised soon.

1. REGION PRESENTATION



For this chapter is required the integration of key statistics about each region. Images, graphics or other visual content can be added preferably with good resolution. It is compulsory the addition of a caption below of each image, referring its source/ credits, etc. If you do not have enough space to add visual contents in this chapter, please add in annexes section (8), with a proper identification as explained in the previous sentence.

(1-2 pages)

1.1 Territorial framework



Geographical location, surface, etc.

Albania is located in Southeastern Europe, bordering the Adriatic and Ionian Seas. Its southern boundaries are with Greece and Macedonia, and has northern boundaries with Kosovo and Montenegro. Total land boundaries are 691 km, and a coastline of 362 km. The coordinates of Albania are 41.00 N, 20.00 E. The country has a total Area of 28,748 km². The terrain is mountains and hills, with plains along the coast, having an average elevation of 708m, with the lowest point being 0, and the highest point at 2,764m. *(Source CIA World Factbook)*

Albania was granted EU Candidate Status in 2014, and Albanian citizens can travel to 98 countries without an advance Visa, including the Schengen Area.

1.2 Demographic data



Population data.

Population: Population: 2,876,591

Languages: 98.8% Albanian (2011 est.)

Religions: Muslim 56.7%, Roman Catholic 10%, Orthodox 6.8%, Atheist 2.5%, Bektashi 2.1%, other 5.7%, unspecified 16.2%

All religions were banned from 1967-1990

Age structure: The largest age group is 25-54 years, composing 41% of the population, and the median age is 32.5 years.

Just over half of the population lives in urban centres, with a positive rate of migration to urban centres, and roughly 66% of the population lives in proximity to the coast (INSTAT).

Albania has a 98% literacy rate, but a high unemployment between 17-30%. *(Source CIA World Factbook)*

Due to a large, recently dispersed Diaspora, the demographics of Albania can be misleading, as many living abroad hold dual citizenship and contribute to Albania. Many linguistic/ethnic Albanians in the neighbouring countries of Kosovo, Greece, Italy, Montenegro and Macedonia continue to have influences within the territory of Albania. Between 1989 and 2001, roughly 800,000 people migrated out of Albania, and this trend has continued to see all skill levels leave the country. According to a 2015 report by Taleski and Hoppe as much as 66.7% of youth still express intentions to leave Albania. Annual remittances from Albanians abroad remains a major contributor to the GDP, and has averaged over half a billion Euros per year between 2002-2014, representing 15% of the GDP in 2007.

There has been a small labour migration of workers from the EU, Western Balkans, Turkey and China, mainly in Tirana, Durres, Shkodra and Vlora. These and other cities have also seen an influx of internal migrants from rural zones vastly changing local populations and economies within the country. Likewise, emigrants return and bring education, experience, skills and other expertise, however many experience difficulties re-adjusting or applying their knowledge in the local context.

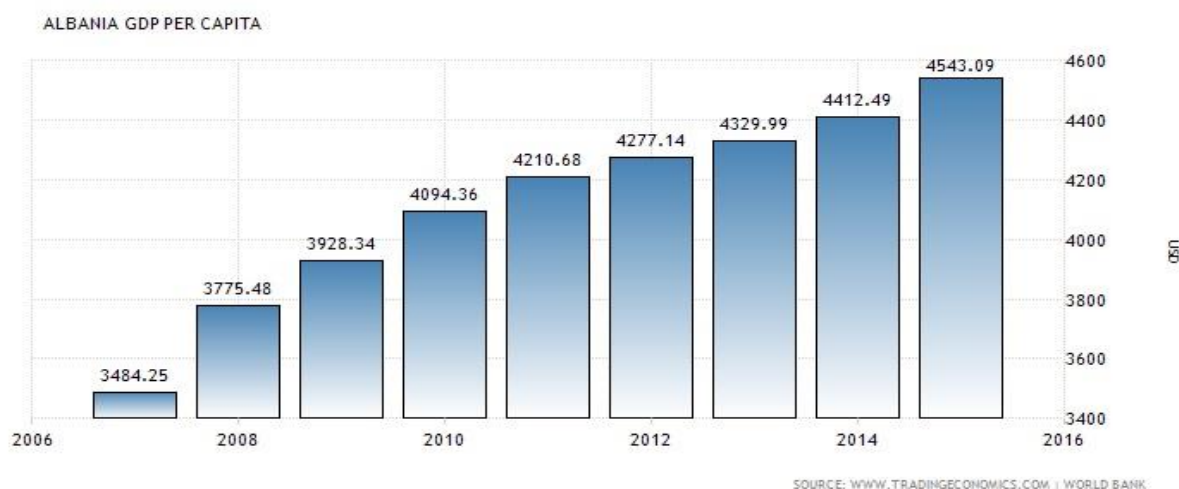
1.3 Economic framework



Role of your region in national economy; GDP per capita (value and share in national level).

GDP: \$12.14 billion (2015 est. *)

GDP per capita: \$4,543 (**)



GDP composition by sector: agriculture: 21.6%; industry: 14.9%; service: 63.5% (*)

Labour Force: agriculture: 41.8%; industry: 11.4%; service: 46.8% (*)

Public Debt: 71% of GDP (*)

(*Source CIA World Factbook)

(**Source World Bank)

As a coastal nation, the majority of employment and economic activity takes place in the maritime zone, focusing on the three areas of Tirana, Durres and Vlora. Albania has 4 main sea ports, each more or less with a primary role, ranging from fishing in Shengjin; cargo and ferry in Durres; oil and industry in Vlora; and tourism in Saranda. These ports also serve as a transit gateway to landlocked neighbours Kosovo and Macedonia.

2. LEGAL FRAMEWORK

2.1 Description of the legal framework on CCI

At different scales: regional, provincial, municipal level.

The identification of legal framework is important to have an overview of the existence (or not) of policies and/ or specific legislation for CCI sector.

Please refer only to the most recent legislation or in any case to the legislation currently in force of CCI.

Please keep in mind the reference period 2013-2015; anyway take in consideration a 3 years period at least.

(1-2 pages)

- Law No. 144/ 02/05/2012 addressed violations of industrial property rights with regards to the Criminal Code. Two special articles have entered into force (149/a and 149/b) that open the way to the State Police (Directorate of Economic Crime) to perform procedural actions on their own initiative in attacking criminal activities in violation of industrial property rights.
- Law nr. 97/ 2013 on “Audio visual media in the Republic of Albania”
- Law No. 125/ 2013 on "Concessions and Public Private Partnership
- Law No.55/ 2014 on “Amendments and additions to Law No.9947”, dated 07/07/2008 “On Industrial Property”
- Law no. 66/ 26/06/2014 on “Additions and amendments to law No.8488” dated 13/5/1999 “On the protection of the topography of semi-conductor products” approximated to the legislation of the EU.
- Law no. 6/ 2015 for “amendments and additions to law No. 10081” dated 23/02/2009 “for licenses, authorizations and permits in the Republic of Albania”
- Law No. 35/ 31/3/2016 on "Author's rights and other related rights”
- Law No. 17/ 25/03/2017 on "Amendments and additions to the Law 9947, dated 7/7/2008" On Industrial Property " This law was drafted by the Directorate General of Patents and Trademarks with the support of the Economy Ministry of Tourism, Trade and Entrepreneurship are also based on consultation and cooperation closely with experts from the international organizations focussing on intellectual property such as the World Organization intellectual property, European Patent Office and the European Union Office for Intellectual Property.
- Law no. 15/ 02/16/2017 “For vocational education and training in Albania”

2.2 Regional innovation strategies for smart specialisation (RIS3)



If your region has a RIS3, please highlight what is written on cultural and creative industries.

Albania is not part of RIS3

2.3 Other strategic documents



If so, please refer legal documents and policies related to CCI sectors or foreseen effects on CCI sectors.

- The Ministry of Education and Science, UNESCO and coordinated by the Council of Ministers Science, prepared the Technology and Innovation Strategy (STI) 2009-2015
- General Directory for Patents and Trademarks “National Strategy for Intellectual and Industrial Property 2010-2015”
- The Business Innovation and Technology Strategy 2011-2016 (BITS) has a goal to increase the competitiveness of Albanian enterprises by encouraging and supporting innovation and technological development through financial, technical, informational, infrastructural and other types of support, improving framework conditions, creating a favourable environment to business innovation and strengthening the National Innovation System.
- National Strategy for converting from analogue to digital communication/ transmission 2012
- Business and Investment Development Strategy (BIDS) 2014-2020
- The Council of Ministers and the Ministry of Innovation and Public Administration have prepared a strategy “Digital Agenda of Albania 2015-2020.
- General Directorate of Industrial Property cooperation agreement with the EUIPO, signed July 2015.
- Cooperation agreement with WIPO
- National Strategy of Intellectual Property 2016- 2020
- In July 2016, the Albanian General Directorate of Industrial Property has made its trade mark and design data available to the TMview and Designview search tools.

3. STRATEGIC CHALLENGES FOR CCI SECTOR

3.1 Regional initiatives



In this content please list cultural programmes, festivals, conferences, meetings, European Capital of Culture, etc., what is (or will be) organized in your region. This point aims to know the regional or local offers in creative and cultural area and to understand the dynamism of each region.

(1-2 pages)

In 2015, the Regional Cooperation Council (RCC)'s Task Force on Culture and Society (TFCS) met in Durres, where promotion of cultural heritage rehabilitation, creation of Regional Film Fund and the establishment of a Regional Design Incubator were identified as the key sectors to be addressed. The TFCS acknowledged various funding opportunities for the regional programmes in culture and creative industries and emphasized the importance of increased participation. The TFCS adopted the Annual Regional Action Plan for the Culture and Creative Sectors dimension of the RCC's SEE 2020 Strategy.

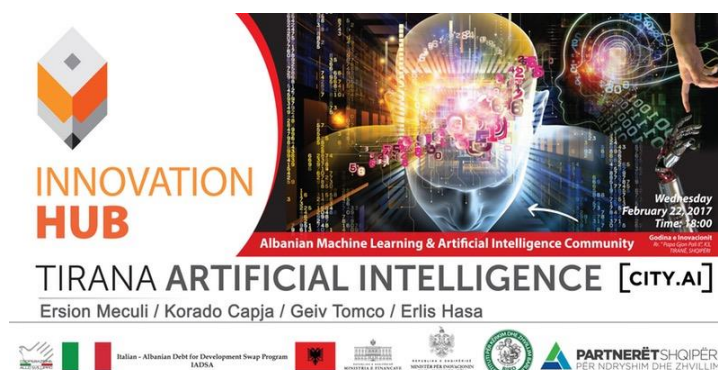
The "Brilliant Entrepreneur" programme has recently been established in Albania and has led to the creation of the "Network of Albanian Women Entrepreneurs" (NAWE).

There are numerous conferences and workshops on a wide range of topics in Tirana and other larger cities. In 2015 the Business Women and Crafts Association (SHGPAZ) organized a conferences called "Women Entrepreneurship-A Job Creation Engine In South East Europe" in 2015, with support from the South East European Centre for Entrepreneurship (SEECCEL).

The "Tirana International Film Festival" since 2003 has promoted Albanian Film, and is administered by the Albanian National Center for Cinematography (QKK). The Albanian Cinema Project has a mission to bring the latest skills and technologies for preservation for access to the region's archives, and in 2016 hosted a two week workshop called "Archives in Motion" with the National Film Archives and Marubi Academy of Film and Multi-Media, featuring practical training in current audiovisual and restoration techniques conducted by leading archivists and restorers.

Since 2012, Tirana Architecture Week with Polis University has conducted events, workshops and competitions. Architecture has become a popular subject and there are several academic programmes, conferences and activities.

Upcoming and recent events include "Artificial Intelligence networking meeting" Feb 22, 2017 at Innovation HUB, "Presentation of Scientix" March 30, 2017, "Arduino Day", April 1, 2017 at Qendra Rinore Tirana, "CIT Startup Days" April 6-8, 2017 at Canadian Institute of Technology, "Economy and Trade workshop" April 10, 2017 at Innovation HUB, "Technology Parks, a driver of Innovation" presentation April 11, 2017 at Innovation HUB, "Open Source Conference Albania" May 13-14, 2017 at Harry Fultz School, StartUp Grind Tirana, etc.



Design Overview In Tirana (DOiT) is annual conference since 2012 about visual communications culture in traditional and non-traditional media. It is an international event dedicated to Advertising, Design and New Media”.

The 8th annual “InfoCom World Albania”, will take place in April 2017 at “The Plaza Hotel” Tirana. The 2016 edition brought together 600 participants from the public and private sectors and civil society.

Spaces are available for work and networking including MyOffice, Talent Garden Tirana, The HUB and other public and private venues.

StartUs magazine has published a guide of many initiatives in the country called “Discover The Fresh Startup Scene In Balkans’ South: Tirana” .

4. THE CREATIVE SYSTEM IN THE REGION



This chapter is crucial to understand the main regional actors who have contributed for the development and growth of CCI activities. For each chapter’s paragraph, please provide data (e.g. number of SMEs and employed people) and statistics that can sustain the selected information.

(2-3 pages)

There is currently no consolidated data on culture and creative industries however the “National Action Plan for the Implementation of the Regional South East Europe Strategy 2014-2020”, states there will be the development of a statistics system for culture and creative industries in the regions, comparable to the EU indicators, creating a map of creative industries and a database by the Ministry of Culture 2014-2020.

In 2007, the British Council mapped the creative industries in Albania. They found that just over 0.5% of businesses registered at the Tax Office could be considered creative industries, with most in the larger cities, and 40% being in Tirana-Durres. Of those, 70% described the internet as important tool for their business, however the high cost was seen as a deterrent. Since then, according to the Internet World Stats, internet usage increased from 2.4% in 2006 to 60.1% in

2013. This shows the speed of development in Albania, and that a previous year's data may quickly become obsolete.

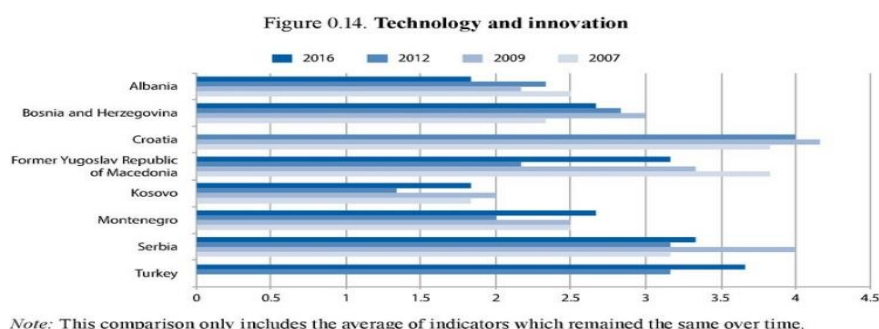
INSTAT figures from 2015 show that more than 99% of businesses are SME, and 95% of those are microenterprises (with 1-9 employees). SMEs in the service sector such as trading and accommodation make up almost 78% of all active enterprises.

The World Economic Forum's 2016-2017 Global Competitiveness Report on 138 countries, ranks Albania 106th in Innovation and Sophistication Factors. The overall rank for Innovation was 109th. Locally, this is behind all but two of the 14 SEE countries. The indicators for Intellectual Property Protection placed 119th. Most indicators for acquiring funding and financial development were poorly ranked. The report ranks Albania 82nd in Technological Readiness, Availability of Latest Technology ranked 104, while Government Procurement of Advanced Technology ranked 22nd. The Quality of Scientific Research Institutions placed 130th, and University-Industry Collaboration in R&D ranked 104th. The report ranked Albania 42nd in Higher Education and Training, which is a promising indicator, and forecasts the skill level of the future workforce to reach 29th position from its current position of 62. The Quality of the Education System ranked 34th, however capacity to Retain and Attract Talent ranked 117 and 119 respectively, which shows a “brain drain” still exists, and according to a 2015 report by Taleski and Hoppe as much as 66.7% of youth still express intentions to leave Albania.

All levels of government play a role, as well as agencies, foreign initiatives, CCI SME's, organizations, as well as fragmented and sporadic activities and initiatives. There is participation and cooperation in many national and international initiatives, including Erasmus, COSME, CARDS, IPA, MDG, Creative Europe, etc. and numerous conferences, training sessions and workshops. Organizations like GTZ, CIDA UK, British Council, UNDP, UNESCO, USAID, The European Bank for Reconstruction and Development (EBRD) and more have provided assessments, training, networking and funding to various projects and initiatives.

For 2017-2019, qualifying SMEs will be eligible for loans from a total 17 million European Investment Fund (EIF) with Raiffeisen.

Albania does not have a city in the UNESCO creative city network, however is involved in other similar type activities, such as “Smartcity.al”. Tirana has membership in the “Labcities” program, and “Tiranasmart.city” has been created and hosted the 2016 GO Tirana Smart City Conference 2016-2026 with the support of UNDP. Webpages are not regularly updated, and an issue is that Facebook pages tend to hold the most current and accurate information, rather than a specific web domain, for both private and public sectors.



According to the most recent OECD SME Policy Index for Western Balkans and Turkey, Albania has the second lowest level of support services for SME and startups in the region, although it is up slightly from 2012. It also shows that while Access to Finance for SME's is slightly higher than in 2012, is still below the regional average. Enterprise skills have decreased since 2012, as has innovation, both of which remain below the regional average. The report outlines that Albania has sound policies in place, but must improve on implementation and monitoring, and improve on Policy Framework for Entrepreneurial Learning, which is the lowest in the region. Entrepreneurial skills have been recently added to the educational system. Albania has also seen an overall decrease Technology and Innovation since 2007 according to the report.

4.1 Private sector



Describe the specialized companies, private institutions, associations, foundations, cooperatives, etc., which have an active role in your region.

The biggest full service private film production company is “A.A. Film Company”, as well as Koci Prouctions (2001), Papadhimitri Film Production (2001) and Kinostudio Dardan. ID Productions and New Moment Tirana (1996) provide marketing and design and TV and film production, while others like Max Productions (2006) Pro Video, Supersonic and Frame Production Studio are known for music videos. Many other production studios and companies exist.

Radio Television Shqiptare, (1938 radio, 1960 TV), Media 6 (1997), Top Media (1998), Tirana TV (1999), Vizion Plus (1999), Albanian Screen (2003), In Media (2014) are among the major television and radio providers of original content, while others provide various news programming. UTV (2007) has broadcast coverage relevant to the activities at Albanian University.

There are up to 300 local and 27 national newspapers and several magazines including Revista Kult and others. There is an unknown amount of online content relating to CCI, including InfoMediaAlbania, Business Magazine Albania, Krokodili, TechSot, PCWorld, Garazhe and more, however Facebook remains the preferred site for all information in Albania.

ArtKontakt has worked within the contemporary cultural scene since 2007, along with TICA (2005), Zeta Art Centre (2007), Mezuraj Gallery (2007), Ekphrasis Studio (2009), Tirana Art Lab

(2010), Tirana Ekspres (2011), Tulla Culture Centre (2015) are among many of the private cultural initiatives largely focussed in Tirana. These and others aim to digitize cultural activities and initiatives as well for ease of access and transparency.

Open Labs (2012) is a NPO that organizes regular activities including workshops, projects, meetings and the annual OSCAL conference on open source. They are the driving force behind Mozilla Albania, Arduino Albania, Linux Professional Institute Albania and WikiAcademy Albania.

In 2015 and 2016 the NPO Partners Albania organized ICT and Business Youth Camps in Tirana and Durrës. Following this, a televised “Young Entrepreneurs Competition”, gave financial support to 3 winning projects to develop and market their ideas.

Traditional creative industries, such as stone, wood, pottery and textiles remain a vibrant industry, however have greatly declined in recent times. In Gjirokastra, from 400 workshops in the bazaar a century ago, only half a dozen remain. Companies like Kajs Woodworking in Elbasan/Tirana, create artisanal and functional wooden products for export to Italy and Greece, or Krajan Pottery in Lezhe who also do custom orders, as well as the handmade carpets being made in Kruja. Through support from programmes and funds like the MDG, UNESCO and others, many artisans have become successful entrepreneurs. Cultural Heritage Without Borders also plays a leading role in reviving stone and woodworking skills through workshops and training.

The company TriQita has created a collection of silk scarves ties showcasing designs from Albanian heritage. Their product is available in Albania, online and since 2016, their collection “Silk Road to Albania” is available exclusively at the British Museum.

The Venetian Arts Mask Factory in Shkodra has produced and sold handmade Venetian masks since 1996. The factory is a major source of employment, producing up to 30,000 masks per year, which are sold on site, in Venice, and wholesale to Australia, Dubai, Las Vegas and elsewhere.

It is worth noting that agriculture, gastronomy, oenology, etc. are undergoing a creative transformation in Albania and are valuable segment for further CCI development, innovation and support.

4.2 Public sector



Governmental bodies, institutions, etc.

Central Government Ministries directly relating to the CCI are the Ministry of Innovation and Public Administration, Ministry of Culture, Ministry of Education and Sport, Ministry of Economic Development, Tourism, Trade and Enterprise, Ministry of Agriculture and Rural Development, Ministry of Urban Development and The Prime Ministry, while others such as the Ministry of Justice, Ministry of Foreign Affairs, State Police Department and Ministry of Finance also have responsibilities.

Locally, regional territories are overseen by County Councils (Qarku) and urban areas by Municipal Councils who determine policies, funding and administration in line with the central government.

A 2017 Council of Ministers decision created The Creative Economy Fund which will provide direct financial assistance to micro and small enterprises operating in the sector of craftsmanship. The fund is 30 million Albanian Lek, and will last for 2017-2019.

Also in 2017, the Albanian National Centre of Cinematography (1997) is supporting 18 films, to boost Albanian film production. Between 2015 and 2016, the Albanian National Center of Cinematography, has supported the production, distribution and promotion of 33 fiction features, 34 shorts, 75 documentaries and 48 animations.

The Albanian Investment Development Strategy agency (AIDA) also had a Creative Economy Fund Budget for 2013-2016

4.3 Professionals involved

Namely freelancer or independent professionals. Please specify their core activities (e.g.: design, visual arts, illustration, etc.).

n.a.

4.4 The cultural and creative synergy



This point will serve as conclusion to affirm the existence (or not) of interaction among different professionals, and how they work together.

The Albanian Information Technology Association (AITA) was established in 2007 to bring together the Albanian information technology (IT) enterprises. Its membership includes members ICT, hardware and software companies, and is an advocate for the expansion of Albania's innovative capacity and stronger productivity through the strategic use of technology. Other activities such as Startup Weekends, ICT and business camps, technology themed weekend activities and get togethers, as well as conferences and seminars show a great deal of cooperation amongst the tech sector of the CCI, and a great deal of volunteering.

5. EDUCATION AND RESEARCH



A description of the offer of Education provided by vocational schools, universities, research centres, laboratories, research institutes, and others, as it is important to know if each region is investing on the educational and research field of CCI sector.

(2-3 pages)

In 2014 the Ministry of Education organized a fair entitled “Entrepreneurship, key competencies in education” as part of European SME Week. The Ministry also began to align the Albanian curriculum with schools in Europe, as well as announcing the project “Schools as Community Centre”.

Vocational schools are overseen by The National Agency of Vocational Education Training and Qualifications (NAVETQ). Among the top schools are Beqir Cela in Durres and Harry Fultz in Tirana which offer business and technical training in their programmes, and both recently hosted ICT and business camps for students.

From 2010-2017 a GIZ led programme for vocational education and training (VET) has worked with vocational schools and instructors throughout the country to develop a capable and coherent workforce.

In 2009 Albania developed a six year STI (Science, Technology and Innovation) Strategy through the Ministry of Education and Science, UNESCO and coordinated by the Council of Ministers, with consultation from the 'Science Community'. This resulted in the creation or re-structuring of several state run centres, faculties and departments, aiming to align Albanian research systems with those of most European countries.

The Ministry of Culture is working with the Albanian Institute of Statistics (INSTAT) on the UNESCO program Culture for Development Indicators, to develop cross-sectoral capabilities and initiatives in cultural industries, creativity and heritage management in the region.

Albania has about 15 public and over 25 private universities, some being for profit, others not for profit, and vary in levels of accreditation. Most universities have faculties of Business/Economics and Information Technology as well as Law. Several universities also offer exchanges and partnerships with universities abroad.

The numbers of students graduated from university in 2015 is 33,529, which is 4,392 more than the previous year. The most graduates in 2015 were in business, administration and law, with a majority of 29.2%, while those graduating in Information Technology and communication are 5.3 % of the total.

5.1 Educational curricula offered



Please list the curricula of universities and/or third level educational institutions and/or vocational schools in your region (designation of the course, and a brief description of the course's objectives and professional outlets).

There are too many university programmes to list them all, however this is a list of many of the degree programmes relevant to CCI.

BA	Business Administration	University of Tirana
BA	Informatics/Economy	University of Tirana
MA	Marketing	University of Tirana
PHD	Information Systems in Economy	University of Tirana
PHD	Management	University of Tirana
MA	EU Business Law	University of Tirana
BSC	Computer Engineering	Epoka University
BSC	Electronics & digital communication	Epoka University
MSC	Architecture	Epoka University
PHD	Computer Engineering	Epoka University
MSC	Economics	Epoka University
BSC	Information Systems	University NY Tirana
BSC	Business Administration	University NY Tirana
BSC	Software Engineering	Canadian Institute of Technology
MSC	Mechanical Engineering	Canadian Institute of Technology
BSC	Business Administration & IT	Canadian Institute of Technology
BA	Electronic Engineering	Polytechnic University of Tirana
MSC	Computer Engineering	Polytechnic University of Tirana
PHD	Telecommunication & Information Engineering	Polytechnic University of Tirana
MSC	Architecture and Urbanism	Polytechnic University of Tirana
MSC	Textile & Fashion Engineering	Polytechnic University of Tirana
MSC	Economy and Agrobusiness	Agricultural University of Tirana
BA	Art & Design	Polis University
MA	Parametric Design	Polis University
MA	Business Administration	Polis University
MSC	Applied Design	Polis University
BSC	Economics & Information Technology	European University of Tirana
MSC	Business Law	European University of Tirana
BSC	Communications Design	European University of Tirana
MA	Graphic Design	European University of Tirana
BA	Business Admin. and Tourism Management	University of Vlora Ismail Qemali
BA	Cultural Tourism Management	University of Durres Aleksander Moisiu
BA	Business Administration	University of Durres Aleksander Moisiu
BSC	Information Technology	University of Korca Fan S. Noli
MSC	Economy and International Law	University Elbasan Aleksander Quvani
MA	Economics and Management	University Our Lady of Good Counsel
BA	Business Administration	University Marin Barleti
BA	Architecture	University Marin Barleti
BSC	Applied Informatics - Systems and Networks	University Marin Barleti
BA	Music, Film & TV, Choreography, etc.	Arts University
BA	Fine Art , Sculpture, Applied Arts, etc.	Arts University
BA	Economics	University Gjirokastra Eqrem Cabej
BSC	Computer Engineering	Albanian University

BA	Design	Albanian University
BA	Business Management	Albanian University
MSC	Architecture	Albanian University
MSC	Information Technology	Albanian University
DPLM	Film	Academy Marubi Film School
BSC	Computer Engineering	Metropolitan University of Tirana
MSC	Architecture	Metropolitan University of Tirana
MSC	Information Engineering	Metropolitan University of Tirana

In 2016, the Albanian Center for Dialogue and Openess is supporting 2 fellowships for the MA on Cultural Policy and Management, UNESCO Chair, University of Arts in Belgrade and University of Lyon 2.

5.2 Research centres, laboratories and research institutes



Regarding the research centres, laboratories and research institutes topic, please provide a list of the research outputs such as (number of) patents, trademarks, utility models, copyright, etc.

As part of the STI strategy, was the creation in 2010 of the Agency for Research, Technology and Innovation Agency (ARTI) to monitor, assess and support relevant institutions. Marin Barleti University administers the Adriapol Institute for Smart and Creative Development, and the “Center for Enterprise, Tourism, Artisans and Innovation” with focus on Creative Industries, while POLIS University administers “IF, Innovation Factory” and “R&DI, Research and Development Institute”. The Protik ICT Resource Center began as a public private partnership. The Business Relay and Innovation Center (BRIC) was established by the Albanian Investment Development Agency (AIDA) in 2011 to implement the Business Innovation and Technology Strategy (BITS).

According to the report from the General Directorate of Industrial Property, 2015 there is an increase in the number of invention patents applications.

	Applications for national patents	EP	PCT	Total
2010	2	338	1	341
2011	5	342	6	353
2012	5	342	4	351
2013	4	340	4	348
2014	12	409	2	423
2015	17	520	2	539
Total	45	2291	19	2355

Source: Annual Report 2015, General Directorate of Industrial Property, Albania

In 2015 near GDPT were filed 534 application for patents compared to 423 applications filed during 2014, thus achieving a 22.8% increase of the number for patents applications. From the

above mentioned, 2 patent applications come from Patent Cooperation Treaty, 17 patent applications are national applications with applications of Albanian citizenship, and 515 applications for patents, which granted by European Patent Office and which require protection in Albania.

Also, as a result of the wide awareness campaign undertaken by GDIP the applications for registering trademarks have also seen an increase of Albanian applications during 2010-2015,

Source: Annual Report 2015, General Directorate of Industrial Property (GDIP), Albania

2010	238	372	2897	3507
2011	257	463	2776	3496
2012	276	410	2697	3383
2013	377	398	2507	3282
2014	420	485	2414	3319
2015	509	428	2555	3492
Total	2077	2556	15846	20479
	Albanian Applications	Foreign Applicants	Applications from Madrid Agreement Protocol	TOTAL

6. MAIN CULTURAL AND CREATIVE INDUSTRIES



This chapter is the conclusion of each regional state of the art analysis.

(3-4 pages)

6.1 Identification of 3 main sectors or subsectors



On page 57 of ChIMERA application form is written: “(...) the project starts from a comprehensive analysis of best practice of innovative clusters models in CCI sector (with focus on audiovisual, design and digitalization) at transnational level.”

If in your territory some of this sectors are non-existent or irrelevant, please indicate other sector(s) or subsector(s) with more expression in your region, and justify your choice.

Ongoing digitalization of Albanian culture can be seen in the increasing content of material available online, the increase of digital software and information in the Albanian language, as well as the increase of technology in the country. The population has dramatically embraced the internet, and new innovations are occurring as is support for new inventors.

Likewise, various archives are quickly digitalizing their collections, from the Marubi photographs dating as far back as 1858, to the feature films and animations from decades ago being digitally re-mastered. Also government documents and strategies are now readily available online. The data from the National Library show that the number of digitized pages has increased 18% between 2013-2015. Also, publications and translations supported by the Ministry of Culture has quadrupled.

Archaeology is also benefiting from new innovations, such as 3D imaging technology for scanning and mapping underwater heritage, as The Albanian National Coastline Agency and the non profit RPM Nautical Foundation have now mapped about one-third of Albania's coast, scanning 38 shipwrecks in the Ionian Sea, six of them more than 2,000 year old. Other 3D mapping of land heritage is being done by the Construction Technologies Institute of the National Research Council of Italy with the Institute of Monuments of Culture of Albania.

The entire television sector is being switched over to digital TV.

Detailed information on the creative and culture industries are to be found only in the report by the German Technical Cooperation (GTZ) in 2012, as there are no other statistics available. The report states that there are 1300 employed as artisans, of which 78% women, 50% of architecture is informal, 108 businesses are registered in fashion, 20 registered graphic design studios and around 300 painters in the country. The advertisement industry is increasing.

6.2 Identification of 3 regional best practices



The identification of 3 regional best practices is a way to justify the above selection. Suggestion: Choose 3 regional best practices that can be involved on ChIMERA's future activities.

What is a good/best practice?

“A good practice is defined as anything that has been tried and shown to work in some way – whether fully or in part but with at least some evidence of effectiveness – and that may have implications for practice at any level elsewhere.”¹

Key questions to help identify best practices:²

- 1) It produces superior results (superior is defined as 25 percent or higher results than the normal output).
- 2) It is clearly a new or innovative use of manpower or technology.
- 3) It is recognized by at least three different references as a best practice (that is, three or more public domain sources have referenced this practice).
- 4) It has received an external award for this practice.
- 5) It is recognized by their customers or suppliers.
- 6) It is recognized by an industry expert.
- 7) When the organization(s) utilizing it have a patent for this practice.
- 8) It leads to exceptional performance.

1

Serrat, O. (2008). *Identifying and Sharing Good Practices*, Asian Development Bank. Retrieved from: <https://www.adb.org/sites/default/files/publication/27598/identifying-sharing-good-practices.pdf>

2

Burke, C. J. (n.d.). *10 Steps to Best-Practices Benchmarking*. Retrieved from: <https://www.qualitydigest.com/feb/bench.html>

Please fill out the form for each of the best practice (b.p.):

Best Practice 1

Name

Start Up Weekend Tirana

Profile

*A short descriptive title that can be accompanied by a short abstract.
Indicate if the b. p. is a company, institution, project, cultural programme, etc.
Also specify the main work core, processes, function, author(s), etc.*

Since 2012, Startup Weekend Tirana has allowed students and young entrepreneurs to create and present business plans with focus on boosting innovation in different sectors. Annual themes have ranged from cultural heritage, tourism, youth, environment, ecology, etc. Startup Weekend Tirana is a 54 hour network of people developing, designing and marketing their business ideas.

Description

Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.

The aim is to turn an idea into a business plan ready for development and investment within a 2-3 day period. Each year's theme will determine which segment the startup idea should serve or address.

On Friday participants present their projects and form groups. On Saturday they prepare business models. Mentors from different areas of expertise are on hand to provide feedback and advice. A Jury then selects the top startups and prizes are awarded.

Among the projects in the 2015 themed "Tourism and Cultural Heritage" edition, was a 3D digital museum in Gjirokastra, digital mapping of all cultural monuments in Albania, and a platform connecting guides with tourists.

Along with encouraging innovation, this type of activity encourages mass creation, whereupon a lot of information, mistakes and successes can be quickly shared. It also provides real and formal opportunities for young talents to display their abilities to potential employers and developers.

Context impact

If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?

It creates a critical mass of people, ideas and talent, where connections can be made, needs and shortcomings can be addressed, and a potential

for future employment.

Locally, this mass creation of ideas can lead to more innovative and efficient ways of doing business, communicating, and other daily things, while on a larger level it can lead to a smarter, more prepared workforce, a catalyst for investment, and more efficient administration with other countries.

The short timeframe encourages quick and efficient solutions, and in 2015, Startup Weekend Tirana received the award for “Best Innovation Accelerator” from Infocom Albania.

Cooperation is an integral part of presenting this project, and partners over the years have included Harry Fultz Institute, Protik ICT Resource Centre, The Ministry of Culture, Ministry of Economic Development, Tourism, Trade and Entrepreneurship, Ministry of Social Welfare and Youth, ICTS Media, Garazh, ChwB Albania, AIDA, Marin Barleti University, US Embassy Youth Council, Talent Garden Tirana, as well as other Albanian and foreign government ministries, private sponsors and many dedicated volunteers.

Links to Resources

Expert, author or owner contact details; website link; Facebook page; Twitter, etc.

<http://www.up.co/communities/albania/tirana/events>

<https://www.facebook.com/swtirana/>

Key words

*List the key works that define the activity of the b.p.
(Example: Graphic design; Web design; Web marketing; Multimedia)*

Startup, ICT, business, entrepreneur, ideas, design,

Best Practice 2

Name	Open Labs Albania
Profile	<p><i>A short descriptive title that can be accompanied by a short abstract. Indicate if the b. p. is a company, institution, project, cultural programme, etc. Also specify the main work core, processes, function, author(s), etc.</i></p> <p>Open Labs was founded in 2012 by 5 initial members. It is a non-government non-profit organization, based in Albania with a mission to make knowledge a tool that brings prosperity and opens new horizons to people of all ages, organizations, local communities and civil society.</p>
Description	<p><i>Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.</i></p> <p>The Albanian presence in Mozilla, with Open Labs being the official launch team of Firefox OS in Albania, and having launched various projects and events related to Mozilla. They also started Mozilla Weekend (MozWeekend). www.mozilla-albania.org</p> <p>Open Labs presents LibreOffice, Arduino Albania, Linux Professional Institute Albania and Open Source Conference Albania (OSCAL), which is an annual conference in Albania promoting software freedom, open source software, free culture and open knowledge. The Conference gathers free libre open source technology users, developers, academics, governmental agencies and people who share the idea that software should be free and open for the local community and governments to develop and customize to its needs, and that knowledge is a communal property and free and open to everyone.</p> <p>WikiAcademy Albania is organized by Open Labs, and promotes Wikipedia in Albanian language by hosting workshops and presentations in and around Albania to edit Wikipedia, and increase the Albanian content on the site.</p>
Context impact	<p><i>If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?</i></p> <p>Open Labs works to ensure easy and free access to knowledge, which has always been an indicator of prosperity for societies. In adapting existing technology to the local Albanian context, citizens will have a greater access to free knowledge, and be better positioned to improve</p>

the quality of their lives. They cooperate with many partners, including Protik ICT Resource Centre, which is another positive and important initiative.

Links to Resources

Expert, author or owner contact details; website link; Facebook page; Twitter, etc.

<https://openlabs.cc/en/>

<https://twitter.com/openlabsalbania?lang=en>

<https://www.facebook.com/openlabsAlbania/>

https://wiki.hackerspaces.org/Open_Labs

Key words

*List the key works that define the activity of the b.p.
(Example: Graphic design; Web design; Web marketing; Multimedia)*

Web content, ICT, programming, hackerspaces, mozilla, open source,

Best Practice 3

Name	TriQita
Profile	<p><i>A short descriptive title that can be accompanied by a short abstract. Indicate if the b. p. is a company, institution, project, cultural programme, etc. Also specify the main work core, processes, function, author(s), etc.</i></p> <p>TriQita is a private family business, selling digitally reproduced motifs of Albanian cultural heritage, printed on silk products. Their latest collection “Silk Road to Albania” is available for purchase exclusively at the British Museum.</p>
Description	<p><i>Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.</i></p> <p>High resolution digital photos of scenes and artifacts from Albanian heritage printed on high quality silk ties and scarves, with an accompanying story for each product.</p>
Context impact	<p><i>If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?</i></p> <p>Education and awareness through beautiful, functional accessories. Innovative design process. Their product is a form of cultural heritage protection through digital reproduction and functional design.</p>
Links to Resources	<p><i>Expert, author or owner contact details; website link; Facebook page; Twitter, etc.</i></p> <p> http://www.triqita.com https://twitter.com/triqita https://www.facebook.com/triqita/ https://www.slideshare.net/NatashaKorn1/triqita-scarves </p>
Key words	<p><i>List the key works that define the activity of the b.p. (Example: Graphic design; Web design; Web marketing; Multimedia)</i></p>

Digital, silk, scarves, ties, accessories, marketing,

7. BIBLIOGRAPHY



List all bibliography consulted. The bibliographic information should follow the APA format (American Psychological Association)³.

This chapter is mandatory and has no limit of pages.

3

For the consultation of APA format rules, we suggest the on-line document:
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8. ANNEXES



Annexes deemed relevant for a better understanding of what described in the above chapters. You can attach for example the full texts of the laws described in chapters 2 and 3, or scientific articles illustrating in more detail what is described. This material can be useful also for the educational activities. This chapter has no limit of pages.

1) Territorial Administrative Map of Albania. 2015. INSTAT.

The Albanian Map of Territorial Administrations

HARTA ADMINISTRATIVE TERRITORIALE E SHQIPËRIË



61 Municipalities

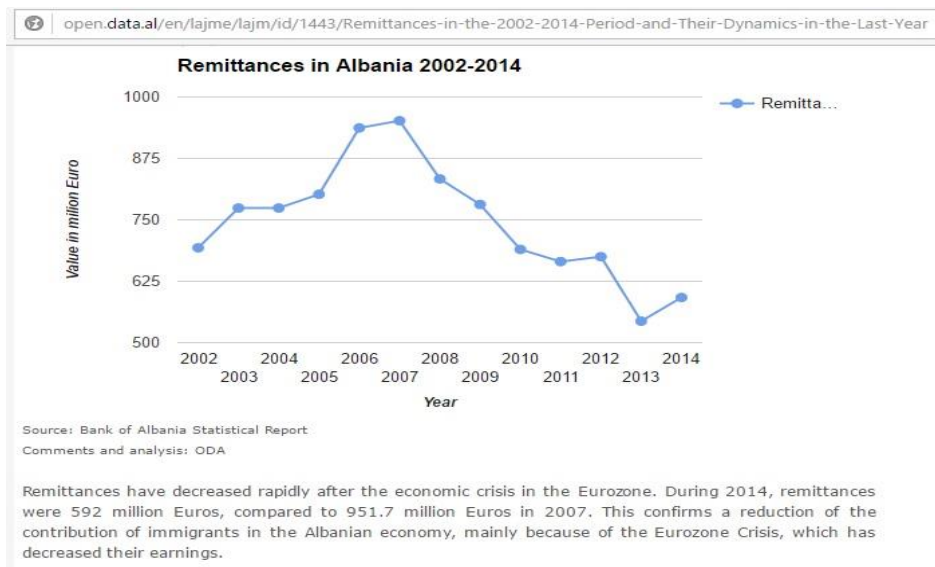
BASHKITË	
01 BERAT	36 PUSTEC
02 URA VËJGËRORE	37 KOLONJË
03 KUÇOVË	38 DEVOLL
04 SKRAPAR	39 KUKËS
05 POLIÇAN	40 TROPOJË
06 DIBËR	41 HAS
07 BULQIZË	42 LEZHË
08 MAT	43 MIRDITË
09 KLOS	44 KURBIN
10 DURRES	45 SHKODËR
11 SHËKË	46 VALI DEJËS
12 KRUJË	47 MALËSI E MADHË
13 ELBASAN	48 PUKË
14 CERRIK	49 FUSHË ARRES
15 BELSH	50 TIRANË
16 PEQIN	51 KAMËZ
17 GRAMSH	52 VORË
18 LIBRAZHË	53 KAVAJË
19 PRRENJAS	54 RRIGOZHINË
20 FIER	55 VLORE
21 LUSHNJË	56 HIMARË
22 PATOS	57 SARANDE
23 ROSKOVËC	58 KONISPOL
24 DIVIAKË	59 DELVINË
25 MALLAKASTËR	60 FINIQ
26 GJIROKASTËR	61 SELENICË
27 LIBOHOVË	
28 PERMET	
29 KËLCYRË	
30 TEPELENË	
31 MEMALIAJ	
32 DROPUILL	
33 KORÇË	
34 POGRADEC	
35 MALIQ	

Kufijtë e bashkive janë krijuar për qëllime statistike dhe mund të mos përputhen plotësisht me territorin e njësive lokale.

The municipal borders might not be the defined territories of the local units

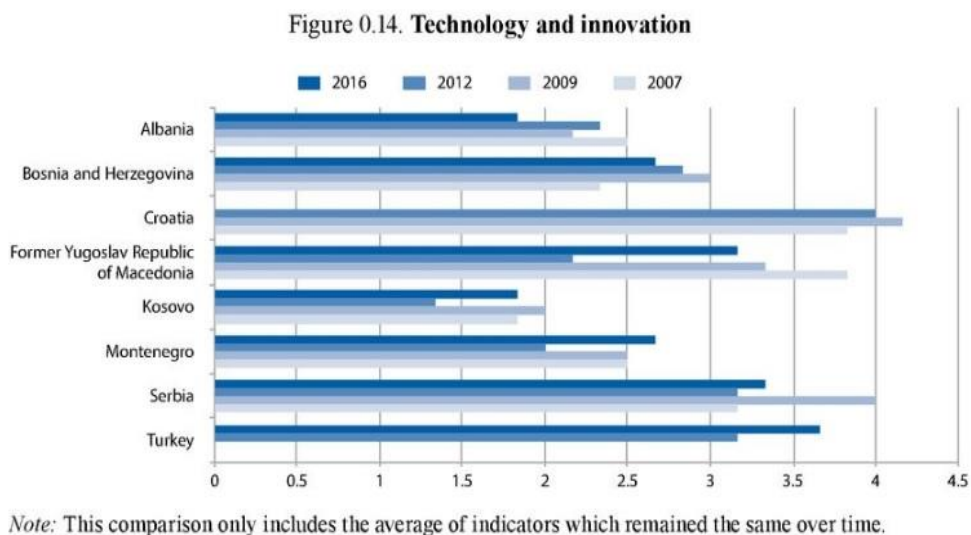
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STUDENTS GRADUATED IN THE FOLLOWING FIELDS in 2015 in %

STUDENTË TË DIPLOMUAR SIPAS FUSHAVE TË STUDIMIT , VITI 2015 NË %

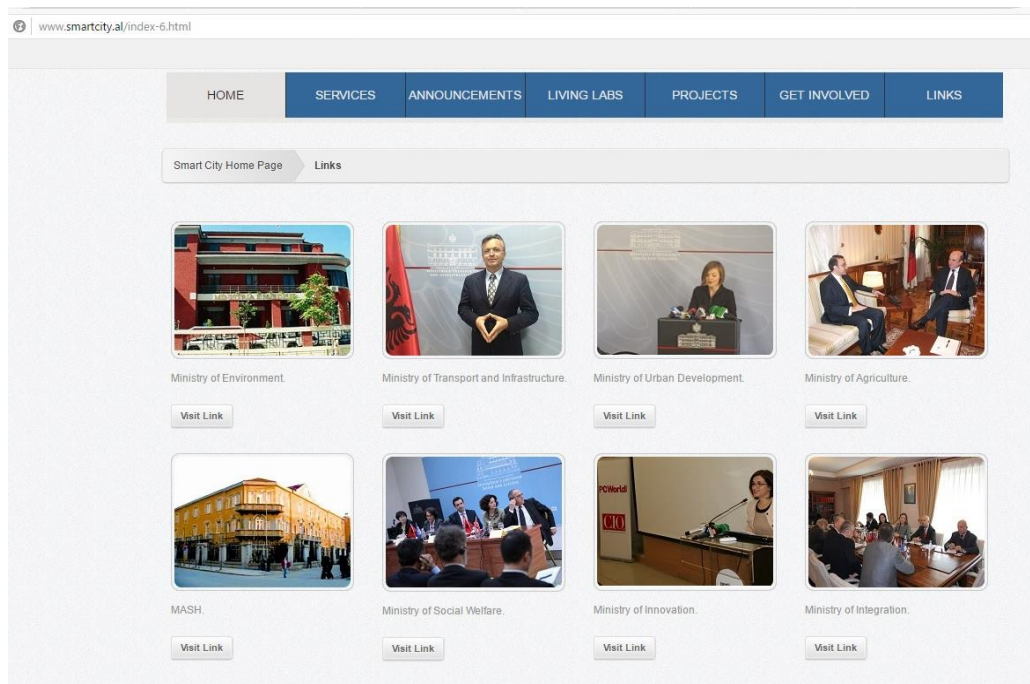


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END OF DOCUMENT