

2nd Issue

Underdeveloped Social Entrepreneurship, Shkelzen Marku: Reason, wild capitalism and the desire to get rich soon.

In an interview for Ekonomix.al Mr. Shkelzen Marku, Managing Director for the Balkans, Yunus Social Business shows what the Social Entrepreneurship in Albania is about, how it is taken and how the law in this sector shows no small problems. It also makes a comparative approach to the countries of Europe and the region how they have developed this type of venture. Mr. Marku also speaks to Social Enterprises that by Government Decision will determine the specific disadvantaged categories.

The decision of the Council of Ministers of 31st January 2018 "on the definition of specific categories of disadvantaged groups" is a decision that comes under the point 3 of article 11 of law no.65 / 2016 "On social enterprises in the Republic of Albania ". This decision makes an important addition and clarification of the list of categories of disadvantaged groups that may benefit from the activity of social enterprises. However, for the law to be able to start full implementation, a number of other subsidiary acts are needed, which will need to be approved by the Council of Ministers and the Ministry of Health and Social Protection.

These acts, without which the law cannot be implemented, are those related to the necessary procedures and documentation for obtaining / removing the status of a social enterprise and allowing / stopping their activity; creation of social enterprise register; the adoption of a regulation on the functioning of social enterprises; the forms, deadlines and ways in which these enterprises will have to report to the ministry; forms of support from central or local institutions; or even the types of concrete activities that social enterprises and the procedures can exercise for conducting their activity control.

The law was adopted on 09.06.2016 and required that sub-legal acts be approved within a period of six months from the entry into force of the law. Despite past delays, it seems that the Ministry of Health and Social Protection has already begun work on the fulfillment of sub-legal acts and I hope that soon will be proceeded with other necessary acts.

Social enterprises do not rise near the municipalities, although municipalities and central institutions can develop and implement instruments or support mechanisms for them. Under Law No.65 / 2016, these enterprises are established only as non-profit organizations, which are registered at the court (in conformity with the Law on Non-Profit Organizations), and then apply for social enterprise status and report to the ministry responsible for social affairs.



Shkelzen Marku, Managing Director for the Balkans, Yunus

"From my 5-year experience in this sector, I can freely say that the number of those wishing to set up businesses/ social businesses in these countries is still very small for many reasons, often contradictory, such as: economic level, the bitter experience of the "social" former system, the "wild capitalism" and the running after the rapid enrichment "

Social entrepreneurship is positioned between these two forms and borrows the best elements of both: from traditional entrepreneurship it lends "financial sustainability approach" (by generating the necessary income through an economic / trade activity), and; by developing organisms lends itself to the primary goal of "maximizing social / social benefits" (taking to contribute to solving one or more social problems). Of course, both traditional entrepreneurship and development organizations have a great impact and importance for society. The fact that they are trying to promote social entrepreneurship does not shadow their significance at all and do not try to replace them; rather, they are complementary and fill a gap that exists between the two.

As the social enterprise sector is still quite young, the definitions are still relatively unspecified. And in different countries, terminology is easily varied, with the terms "social market economy" or "social economy" (for the sector), "social entrepreneurship", "social enterprise" and "social business" dominate. However, the EU Commission has emerged since 2011 with a somewhat generalist definition (which I think we should refer to as a model to Albania) but not binding, and referred to in its sector support policies. In the document titled "Social Business Initiative" (COM (2011) 682 final, 25.10.2011), which is the basic document of EU policies on social enterprises, states: "A social enterprise is an operator in the social economy, whose main purpose is to create social influence in the country and not to provide profits for its owners or shareholders. "

In most of its documents, the term "social business" refers to the economic activity with a social purpose and the term "social enterprise" to the entity exercising this activity. In other words, "a social enterprise carries on a business activity whose main purpose is social / social benefits" whereas "a traditional enterprise carries on a business activity with the main purpose of personal gain."

The sector of enterprises or social businesses in Albania and in all Balkan countries is still at its beginnings. From my 5-year experience in this sector, I can freely say that the number of those who want to set up businesses / social businesses in these countries is still very small for many reasons, often contradictory such as: economic level, the bitter experience of the "social" former system, the "wild capitalism" and the running after the rapid enrichment, the low level of responsibility towards society and the way of understanding the role / contribution of the individual in society, overestimating the role of the state and the expectation that everything that belongs to society is an obligation or a duty only of the government.

As far as real support is concerned, although the current law mentions the possibility of developing support schemes, but at the moment, apart from some initiatives of private projects or organizations, there is no public support scheme for social enterprises until the necessary sublegal acts are prepared and adopted. Good examples and supportive instruments in the EU countries are complete, which can be borrowed and adapted to the Albanian conditions and we must learn from their successes and mistakes. In this framework, any support initiative, however small, by the government and local institutions for this sector is to be congratulated.



Event, Llogora 2018

On Friday, June 22nd, at 19:00, the Municipality of Vlora opened the 2018 tourist season with the logo 'Llogora on fest'.

AULEDA - Local Economic Development Agency cooperated with the Municipality Tourist Office, in identifying the tourist attractions of Vlora Region.

Present at this event were the Prime Minister of the country, Mr. Edi Rama, the Mayor of Vlora Mr. Dritan Leli, the Area Deputies, representatives from the Ministry of Tourism, the Ministry of Infrastructure and other representatives of the Government.

Also, in this event, participated the businesses of the tourism sector and agro-industry such as: Olive Oil Producers, Dairy Producers, Handicrafts Manufacturers, Wine Producers, Olive Oil Soap Producers - social entrepreneurship, supported by AULEDA, cluster supported by IDEA Project.





Promotional event, combined with music and various activities in association with the National Ensemble of Folk Song and Dancing.

The purpose of this activity was to promote the tourism, cultural values and local products, welcoming all tourists.

The event was promoted in local and central media by adding the necessary tourism visibility to the Vlorë Region.



Orikum, 31st July 2018



AULEDA - Local Economic Development Agency of Vlorë, held on July 31st the informative meeting with women in the Orikum area for the promotion and development of social enterprises.

The meeting took place in the premises of Orikum Administrative Unit, where were attended by 19 women from the Orikum area, respectively from the sectors: Agro-tourism, Hotel-tourism, Olive oil soap products, jam products, Marmalade and Pickles, Embroideries, Works with loom etc.



This project will be implemented by CELIM in cooperation with ACAP.

The focus of the meeting was to inform women about the opportunities that will be offered by working together to be beneficiaries of this project in the function of tourism.

It will be encouraged the creation of social enterprises with at least 3-5 initiating women.

The project will cover all the costs of a startup, business tax registration, environmental costs, technical assistance in marketing, product management and improvement.

The project will have a welcome call to support the women ideas, where 50 ventures will be assisted by all action areas.



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