



GENDER SENSITIVE POST-EARTHQUAKE RECOVERY AND RECONSTRUCTION PROJECT

Gender Sensitive Value Chain Analysis (GSVCA)
in the Municipality of Kruja

DECEMBER 2021

GENDER SENSITIVE VALUE CHAIN ANALYSIS (GSVCA)
IN THE MUNICIPALITY OF KRUJË

December 2021

The Gender Sensitive Value Chain Analysis (GSVCA) in the Municipality of Krujë was conducted by Smart ICT on behalf of the Gender Sensitive Post-Earthquake Recovery and Reconstruction Project, implemented by UN Women in Albania, with the financial support of the Government of Sweden.

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Disclaimer:

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ABBREVIATIONS

AU	Administrative Units
APP	Albanian-Austrian Partnership Foundation
ARDA	Agricultural and Rural Development Agency
ATTC	Agricultural Technology Transfer Centers
CBT	Community-Based Tourism
CEMR	Council of European Municipalities and Regions
DCED	Donors Committee for Economic Development
ETC	Etcetera
EU	European Union
GLP	General Local Plan
GSVCA	Gender Sensitive Value Chain Analysis
HACCP	Hazard Analysis Critical Control Point
INSTAT	Albanian National Institute of Statistics
IPA	Instrument for Pre-Accession Assistance
IPARD	Instrument for Pre-Accession Assistance for Rural Development
LED	Local Economic Development
MAP	Medicinal and Aromatic Plants
NFA	National Food Authority
NGO	Non-governmental organization
OECD	Organisation for Economic Co-operation and Development
PDNA	Post-Disaster Needs Assessment
PDyV	Mandatory Local Plan
SEA	Strategic Environmental Assessment
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TDP	Territorial Development Plan

TS	Territorial Strategy
UNICEF	United Nations Children's Fund
UN Women	The United Nations Entity for Gender Equality and the Empowerment of Women
VC	Value Chain
WEE	Women's Economic Empowerment

1. GENERAL INFORMATION

1.1 INTRODUCTION

As part of the post-earthquake reconstruction efforts of 2019, UN Women in Albania, with the financial support of the Swedish government, is implementing the "Gender Sensitive Recovery and Reconstruction Project" focusing on supporting and empowering women in 11 affected municipalities - Shijak, Durrës, Krujë, Tiranë, Kamëz, Kavajë, Vorë, Rrogozhinë, Kurbin, Mirditë and Lezhë, both in rural and urban areas.

Past experiences have shown that girls and women are differently and often disproportionately affected by disasters and crises and have unequal levels of recovery. That was also the same with the deadly earthquake of November 2019 in Albania, which had a disproportional impact on girls and women. In particular the earthquake, followed by the COVID-19 health crisis, has affected women in rural areas who face the risk of losing vital agricultural production; single mothers or women who are head of family, that are at risk of poverty and losing their homes; victims of domestic violence and / or intimate partner violence and other highly vulnerable groups, such as women and men with disabilities, the elderly, LGBTI and women and men of the Roma and Egyptian communities.

The project focuses on three main areas:

1. Supporting national and local authorities in preparing and developing risk reduction plans, which include the priorities of girls and women.
 - The objective of these plans is to increase the capacity of LGUs, by not only providing immediate relief to the disaster-affected population, but also by taking into account the specific needs of girls and women and providing support for their long-term economic and social recovery.
2. Supporting girls and women in affected areas to access and benefit from economic opportunities. Concrete activities include:
 - Women's Economic Empowerment (WEE) through the development of Gender Sensitive Value Chain Analysis (GSVCA) to identify employment opportunities and market access for women;
 - Full implementation of activities for the post-earthquake sustainability through the development of the value chain, economic inclusion and empowerment of women by aiming to increase the family income;
 - Local Economic Development (LED) through gender equality approaches and women's empowerment activities to bring sustainable local economic growth and improved livelihoods;
 - Providing legal support and assistance to women and men in affected communities for registering new homes and apartments, as well as reconstructed buildings on behalf of both spouses based on Albanian legislation;
3. Treating domestic violence and gender-based violence in earthquake-affected areas through:

- Creating capacities of referral mechanisms and other service providers for managing cases of violence between women and their preparation to provide these services even during emergency situations.
- Providing direct legal, psychological assistance and other services to girls and women in the affected areas.

Gender sensitive of the value chain analysis in the Municipality of Krujë was conducted within the field of 2. *Supporting girls and women in the affected areas for accessing and benefiting from economic opportunities*. Its primary objective was to identify the main sectors in this municipality, presenting opportunities for inclusive economic growth and development, as well as evaluating the involvement of women in the processes and their opportunities for empowerment; and secondly, focusing on value chains with the greatest potential for development, by providing recommendations for specific measures to enhance the role of women and eliminate gender-based initiatives.

Inclusive development will be achieved by: (i) supporting job creations for women in sectors where women find work; (ii) increasing the number of women (poor, marginalized and vulnerable) in employment, production, processing and marketing; and (iii) increasing the productivity and competitiveness of the products produced by these women.

This objective translates into specific intervention to increase the number of farmers / workers / producers - especially poor, earthquake-affected, vulnerable and marginalized women - who effectively and formally engage in employment or self-employment, take part in value chains and market systems, earn higher returns and enjoy economic security.

This approach is based on the Market Systems Development methodology ("Making Markets Work for the Poor" - M4P) and follows the guidelines of the Donors Committee for Economic Development (DCED) for Women Economic Empowerment (WEE) in the context of private sector development. The activities will be coordinated and supervised by UN Women and implemented by professionals who provide NGOs / associations with a solid history of technical engagement in inclusive private sector development and gender responsive, as well as knowledge for communities.

The specific activities are fully in line with the short-term solutions suggested by the OECD for the Western Balkans¹ and are based on the recent experience of gender-sensitive interventions in improving value chains in the country².

The focus of this study is the practical analysis of the main value chains in the Municipality of Krujë, from the perspective of the gender attribute. The main purpose of the gender-sensitive value chain analysis is to provide the Municipality of Krujë with practical recommendations that affect the population of the municipality as a whole (with a special focus on women in rural areas), that will create employment or self-employment of women, strengthen their role in

1 OECD (2020). COVID-19 crisis in Western Balkans. Economic impact, policy responses and long-term sustainable solutions. <http://www.oecd.org/south-east-europe/COVID-19-Crisis-Response-Western-Balkans.pdf>

2 Gender sensitive approach to the value chain development: Summary document. Prepared and published by TETRA TECH for the USAID project of Planning and Local Governance in Albania 2020.

selected VCs, their grouping and cooperation to increase their influence as main actors in VCs and as the result improving the living conditions of women (and families) and their role in community.

This analysis was made possible due to the excellent cooperation with the staff of the Municipality of Krujë.

This study is directly related to these objectives by supporting the women economic empowerment and promoting gender equality, at the same time improving the selected value chains (VC) in the Municipality of Krujë. This activity supports capacity creation of local value chain actors and supporting functions, as a better way to support value chain development by taking into account the gender aspect.

1.2 NATIONAL CONTEXT FOR GENDER EQUALITY

Gender equality describes the concept according to which all human beings, both women and men, are free to develop their personality skills and make their choices without restrictions set by stereotypes, rigid gender roles or prejudices. Gender equality means that the different behaviors, aspirations and needs of women and men are considered, valued and favored equally. It does not mean that women and men should be made equal, but that their rights, responsibilities and opportunities will not depend on whether they are born female or male. (UN Women, 2011)

Over the years, Albania has developed a sustainable legal and institutional framework to promote gender equality and the protection of women's rights. The legal framework for promoting legal equality has been significantly improved by the ratification of a large number of important international instruments and other amendments. Below are some of the most important documents:

- The Constitution of Albania adopted in 1998 provides and guarantees equality between men and women and provides policies for equal opportunities and prevention of discrimination, among other causes, based on gender (Article 18).
- The Law on Gender Equality was adopted in 2008. This law regulates the basic principles of gender equality, requiring equal participation of women and men in all areas of life, equal status between women and men, equal opportunities and to enjoy rights and fulfill their obligations in society and to receive equal benefits from their achievements. The law defines "gender-based discrimination" (Article 11).
- The Law on Protection from Discrimination was adopted in 2010. Under this law, no one can discriminate on any grounds such as gender, race, color, ethnicity, language, gender identity, sexual orientation, political, religious or philosophical beliefs, economic, educational or social status, pregnancy, family background, parental responsibility, age, family or marital status, civil status, place of residence, health status, genetic predisposition, disability, belonging to a particular group or based on some other cause.
- National Strategy for Gender Equality, 2021-2030, approved by decision of the Council of Ministers no. 400, dated 30.6.2021, is a guide to a society where all individuals women, men, youngsters, girls and boys, regardless of age, gender, place of birth and residence, ethnic or social group, disability, affiliation of religious belief, expression of gender identity and sexual orientation, as well as other individual characteristics, are given equal opportunities to develop their potentials; to participate equally in political and public decision-making;

to elect and be elected; to be educated and trained throughout life; to be employed and employ by advancing towards new professions, challenging stereotypes and gender division of labor; to influence the social and economic development of the country and to be supported of their socially and economically development; create healthy families, where parents share responsibilities equally and where communication is the key to problem solving; to live free from harmful practices and violence; and where vulnerable groups are treated with priority until they are empowered and enjoy equal rights and opportunities in all walks of life - a society where equality is not confused with uniformity and where no one should be left behind.

Strategic goal I - Fulfillment of economic and social rights for women, youngsters, girls and men, young people, boys in society and empowerment of women, youngsters from all groups, aiming at the growth and sustainability of the (green) environmental economy, as well as their equal participation in digitalization.

- o Application of the legal framework and improved policies that provide equal sharing of work and unpaid family care between women and men, youngsters, girls and boys.*
- o Increasing the access of women and youngsters from all groups to financial services and products, as well as to productive resources.*
- o Reducing barriers that keep women and girls away from the job market, as well as increasing the access of women and girls from all groups, to decent work even in non-traditional sectors of employment (in particular in science, technology, engineering, mathematics).*

At the local level, the promotion of inclusion and equality is a component of legal frameworks and policies, which highlight the obligations of local government units in the aspect of gender equality (UN Women, 2019). For example, the Law on "Gender Equality" addresses the need to promote gender equality in local government and the specific units that are responsible for presenting, overseeing and monitoring performance and service, including gender equality. Efforts have been made by several municipalities to meet the regulation of the Council of European Municipalities and Regions (CEMR) and EU standards, adopting a clear structure, priorities, responsibilities and budgets that respond equally to the needs of women, men, youth (UN Women, 2018).

As a result of proactive laws, policies and principles, Albania has made improvements in many aspects of gender equality, for example, at the role that women play in private sector development. Compared to 2016, the percentage of enterprises owned or run by women has increased in all regions of Albania in 2017. However, decentralization and successful implementation of legal and development frameworks is still challenging, and the pace of change in terms of women's economic empowerment through private sector is slow, especially for women in rural areas. Gender norms, roles, responsibilities and prejudices in women's ability to access productive resources (such as land, finance, networks, technology and equipment) and business services show that women and men still do not have an equal level in the economic and social aspect.

Some obvious impacts of gender prejudices in Albania in terms of economic empowerment through enterprises are for example:

- The employment rate for the population aged 15-64 is 77.1% for men and 61.2% for women of this age group. About 22.8% of women are unpaid workers in the family business, while for men this percentage is only 13.1%. A significant proportion of men are self-employed 33.3%, while the share of self-employed women goes up to 21.5%.³
- For women and men aged 15-64, the employment in the agricultural sector predominates. In 2020, 41.4% of female employees were employed in the agricultural sector. The second sector that occupies the largest share in the employment of women and men after the agricultural sector is trade, transport, hotels, business and administrative services, respectively with 21.6% employed women and 31.7% men. The gender pay gap is 6.6%. So, men have an average gross monthly salary 6.6% higher than women. Compared to 2019, in 2020 there is a reduction of the gender pay gap by 3.5%.
- Women own or manage 25.5% of all enterprises. ⁴ Divided by business size, it turns out:
 - Business up to 4 employees 25.8%
 - Business with 5-9 employees 23.9%
 - Business with 10-49 employees 22%
 - Business with +50 employees 22.8%
- In Albania, more than 80 percent of land titles are under the name of "head of household" or former head of household (father-in-law, father or grandfather). Women in rural areas have limited access to land information, limited access to support services, and perceive high levels of inequality in family decision-making and land rights compared to male family members (Zhllima, Edvin et al., 2016).

Women in agricultural farm management represent only 7% of the total number of farms in Albania (INSTAT 2020). Although the number of female and male farm workers is at comparable levels in rural areas (224,639 males and 267,098 females), there is a large difference between them in terms of non-farm work (UNDP, 2016).

In most cases, on family farms there is a noticeable division by gender of farm work processes. Men's roles are work-related that include control over decision-making, agricultural assets, commodity mobility, and the market; while women's roles are related to manual labor in agriculture and livestock, including activities related to the cultivation or feeding of animals, harvesting, milking, processing of agricultural and livestock products and food, also household chores. This distribution of labor has resulted in women having limited opportunities and control over agricultural assets, decision-making processes, and commercial transactions. Although rural women have been a priority of support programs offered to the agricultural sector, only 64 of them have benefited from IPARD funds, approximately 10.1 million Euros. Of the support schemes implemented during 2020, only 15% of beneficiary farmers were women (MARD 2021).

3 Men and Women in Albania 2021. INSTAT

4 Men and Women in Albania 2021. INSTAT

1.3 UN WOMEN IN ALBANIA

The United Nations Entity for Gender Equality and Women's Empowerment, also known as **UN Women**, is a United Nations entity working for the empowerment of women. UN Women is a member of the United Nations Development Group. UN Women was created to accelerate progress in meeting the needs of women and girls, worldwide. UN Women supports the United Nations Member States as they set global standards for achieving gender equality and works with governments and civil society to design the laws, policies, programs and services needed to ensure that the standards are effectively implemented and to really benefit women and girls all over the world. It works globally to make the vision of the **Goal for Sustainable Development** a reality for women and girls in all aspects of life.

UN Women, based on the vision for equality embodied in the United Nations Charter, aims to eliminate discrimination against women and girls; women's empowerment; and achieving equality between women and men as partners and beneficiaries of development, human rights, humanitarian action, peace and security. By putting women's rights at the heart of all its efforts, UN Women leads and coordinates the efforts of the United Nations system to ensure that commitments to gender equality and gender integration to go into action around the world.

Active in Albania since establishing the Country Program in 2007, UN Women works closely with government and civil society to design and implement laws, policies, programs and services needed to improve the status of women and achieve global standards for gender equality. Within the **"One UN"** Program in Albania, **UN Women Albania** leads in gender equality issues and provides coordination and support for related activities by focusing on initiatives in four priority areas that are fundamental to women's equality and that can pave the way for all in Albania:

- ❖ Leadership and political participation
- ❖ Economic empowerment
- ❖ Ending of violence against women
- ❖ National planning and budgeting

To address some of these post-earthquake needs of November 26, 2019, and as part of post-earthquake reconstruction efforts in 2019, UN Women in Albania, with financial support from the Swedish government, is implementing a project focusing on supporting and strengthening women in the 11 affected municipalities – Shijak, Durres, Krujë, Tiranë, Kamëz, Kavaja, Vorë, Rrogozhinë, Kurbin, Mirditë and Lezhë, both in rural and urban areas.

The **"Gender Sensitivity for Post-Earthquake Recovery and Reconstruction"** project, which is implemented in close cooperation with the Municipality of Krujë provides support to local authorities in preparing and developing risk reduction plans, which include the priorities of girls and women; supporting women and girls in affected areas to access and benefit from economic opportunities.

The overall purpose of this report, prepared by Smart ICT Services Ltd, within the above-mentioned project is the analysis and identification of key sectors in the Municipality of Krujë,

which present opportunities for economic growth and development, assessing the involvement of women in processes and their chances for empowerment.

An important part of this report is also the in-depth analysis of 1-2 value chains with more potential for development, as well as the preparation of specific recommendations and development plans, which aim to increase the role of women and eliminate actions with gender prejudice.

1.4 USED METHODOLOGY AND ITS LIMITATIONS

The selected method for evaluation has been adapted from the methodologies successfully applied in several other countries, and is particularly suitable for countries which are in the initial stages of local government reform and have limited statistical data. This methodology combines information collected and processed in the field (primary sources) with those administered by the Municipality and various government institutions (secondary sources).

This report developed by Smart ICT Services has as its primary objective the identification of key sectors in the Municipality of Krujë, presenting opportunities for growth and economic development, as well as assessing the involvement of women in the processes and their opportunities for empowerment, and secondly, focusing on value chains with the greatest potential for development, providing recommendations for specific measures to enhance the role of women and eliminate gender-based initiatives.

Data and information regarding the general description of the Municipality of Krujë, its economic development and the main sectors of economic potential are taken from the main reports prepared in the framework of the "General Local Plan of the Municipality of Krujë (GLP)", respectively "Territorial Development Plan (TDP)", and "Territorial Strategy" (TS), approved by the Decision of the National Council of the Territory no. 5 dated 08.02.2017; as well as the report "Strategic Environmental Assessment of Krujë (SEA)". The information was also supplemented with data from the official website of the Municipality of Krujë and official publications and statistical information from the Institute of Statistics in Albania. The information was updated and the data were obtained and processed from the statistical database of the Institute of Statistics in Albania (INSTAT) in 2021, for the period 2018-2020.

During the subsequent evaluation of value chains in the agricultural sector, the methodologies considered were "Market and value chain analysis of selected sectors in Albania for rural economic diversification and women's economic empowerment" (FAO 2018), "Chapter 4: Value Chain Sketching Tool "and" Module II: Sustainable Value Chains "(GIZ), which served as a reference during the construction of the value chain map (sketch).

Regarding the information from the earthquake analysis and the effects it had on the affected municipalities, and specifically the Municipality of Krujë, the information was obtained from the "Volume A Report of the Post-Disaster Needs Assessment of Albania (PDNA)", developed in the February Report "Situation Assessment of the Earthquake of Families with Children Living in Temporary Shelters in Albania", developed by the UNICEF Office in Albania & IDRA Research and Consulting.

Sector Selection. Primary resources such as field research, including group consultations and discussion sessions with municipality representatives, producers and experts were used to select

the sectors. This step was split into two phases. In the first phase, a preliminary evaluation of value chains was conducted, through discussions and meetings with representatives of the municipality, producers, representatives of supporting organizations and field coordinators of the project, as a way to identify value chain opportunities. This phase ended with the organization of groups of interest meeting, during which participants had the opportunity to present and discuss additional details, share the opportunities and constraints and get a clear picture and understanding of the value chains which helped them to select the value chains in the following sectors: **Agriculture**, with a focus on fruit and vegetable products, the cultivation of medicinal and aromatic plants; **Livestock**, with a focus on goat breeding and their dairy products processing; as well as cultural and culinary **Tourism as the main areas where to focus**.

In the second phase, field visits, observations of activities, surveys and semi-structured interviews were conducted with questionnaires adapted for different actors in the value chain of handicrafts.

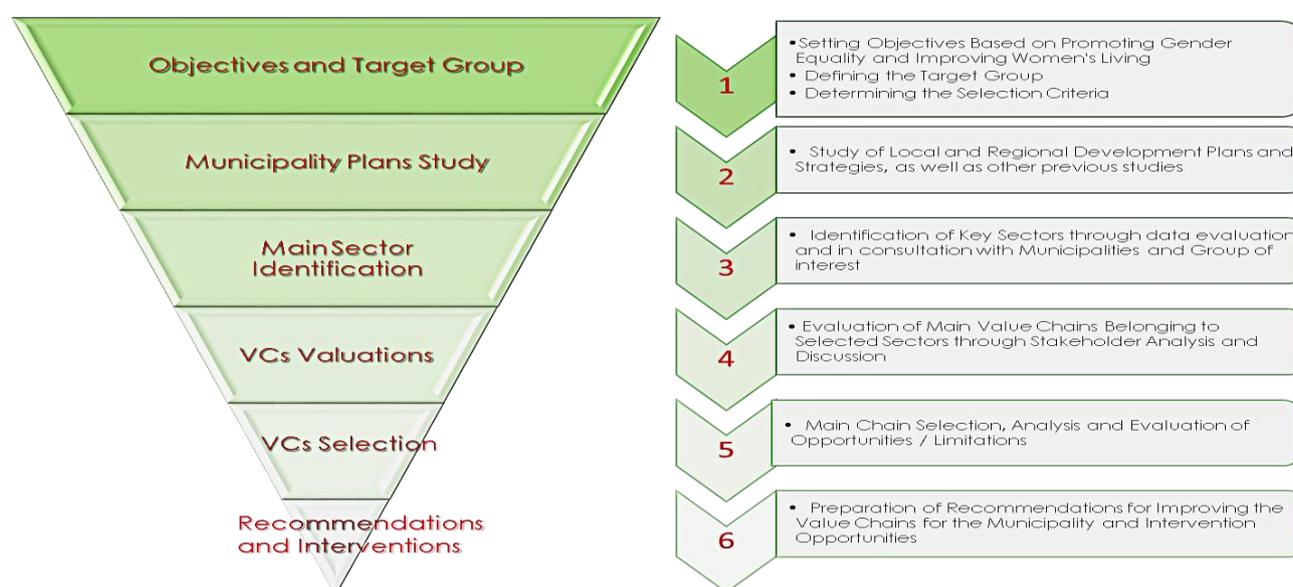


Figure 1. Methodology Approach

The main steps of the process are described below:

1. **Objectives and Target Group**: Defining objectives based on national and municipal goals (improving living and promoting gender equality) and defining the target group and selection criteria:
 - a. Target group: Women and men with low-income at the municipal level;
 - b. Criteria: the importance of the sector in creating living conditions for women and men.
2. **Study of Municipal Plans**: Initial study of municipal plans and research work, based on plans, strategies, previous studies, etc.
3. **Main Sectors**: Identification of main sectors using various reports, data and publications.

4. **Evaluation of VCs:** Evaluation of the main value chains belonging to the selected sectors through the brainstorming, discussions and focus groups.
5. **Selection of VCs:** Selection of one or two main value chains and evaluation of opportunities, constraints and areas of intervention, through field research.
6. **Recommendations:** Prepare recommendations for improving the value chain for the municipality and the possibilities of intervention.

Limitations of Research Work. The focus of this report is the practical analysis of the main value chains in the Municipality of Krujë, seen from the gender perspective. One of the greatest challenges during this study is the lack of secondary resources.

Currently, in Albania, do not exist reliable statistical data, due to two factors: i) high level of informality, ii) differences in methodologies used by local authorities and INSTAT for statistical analysis utilized. Therefore, the results of research work (for main sectors / value chains) often did not match the results obtained during the group work sessions and groups of interest interviews. Moreover, most public data are often not disaggregated by gender and a large part of the statistical data published by INSTAT are not disaggregated by municipalities. The biggest problem with this data is that, with the exception of CENSUS 2011 data, there is no data on the resident population. The most recent data on the resident population is that of the 2011 CENSUS, making it quite difficult to obtain reliable statistical data.

Conceptually, implementing gender sensitivity analysis in value chains can often be problematic. Findings of research work are often general and depending on the purpose (improving women's lives or in other words, empowering women), can lead to the provision of intervention scenarios that aim more at economic development and not specifically improving the situation of women themselves. The purpose of this study is to provide the Municipality of Krujë with practical recommendations that affect the whole population of the municipality and that consequently lead to the improvement of women' living conditions in the municipality. It is important to mention that in Albania and in those specific municipalities analyzed, the situation of the value chains is often so difficult (and poverty is so high) that any overall general changes and sustainable development in value chains would lead to higher incomes for the family, which would automatically mean better conditions for women and other actors in it. It's also necessary to remain attentive to the local context, including the diverse notions of masculinity.

Meeting sessions of the groups of interest, as well as the interviews conducted, are representative of the size of the study sample, which can be considered as very small (duration of the study - about 1 month). However, the use of municipal strategic plans, as well as field research, supported the hypotheses that the observed trends can be considered as representative of the groups of people.

2. MUNICIPALITY OF KRUJË

Based on the Law No. 139/2015 on Territorial Division in the Republic of Albania, for Statistical Purposes NUTSII, the Municipality of Krujë is part of the Northern Region. The Municipality of Krujë is bordered on the north by the Municipality of Kurbin, on the west by the Municipality of Durrës, on the south by the municipalities of Kamëz and Tiranë and on the east by the municipalities of Mat and Kurbin. The center of this municipality is the city of Krujë.

This municipality consists of 6 administrative units, which are: Krujë, Fushë-Krujë, Bubq, Nikël, Thumanë dhe Cudhi. In the new municipality there are two towns and 50 villages. All units are part of the Krujë District of Durrës District.



Figure 2. Location of Krujë Municipality

Data	Value	National Ranking	Ratio to national values	Average national value
Region according to NUTSII	Northern	-	-	-
Surface	357 km ²	36	1.26%	464.72 km ²
Population by Civil Status	82,630	14	1.83%	73,876
Population according to the 2011 Census	59,814	14	2.14%	45,908.64
Density by Civil Status	231	20	-	159
Density according to the 2011	168	15	1.	19
Number of Administrative Units (including Neighborhoods)	7	25	-	7.67
Number of Cities	2	-	-	-
Number of Villages	50	-	-	-

Table 1: Main Administrative-Demographic Data of Krujë Municipality

Municipality of Krujë is situated in a combination of plains and mountainous terrain. The plain terrain is crossed by the north-south road and railway corridor. The plain area has significant reserves of limestone, which has led to the construction of several cement factories and many lime productions plants. Both industries have high polluting rates in the country have a major negative impact on the environment.

VISION AND STRATEGIC OF MUNICIPALITY OF KRUIË

The vision of the strategic development of the Municipality of Krujë, which has also represented the foundation for the General Local Plan of the Municipality of Krujë, can be defined as:

"An inland area, positioned between mountainous and coastal resources and between the two poles of national development (Shkodra and Lezha in the north, Tirana and Durrës in the south), where longitudinal/linear infrastructure corridors of national and international significance, are integrated and benefit from rediscovery and strengthening of indirect corridors of ecological and environmental networks, networks of productive economy and employment, quality and sustainable agri-food products, slow and local movement, which connect the mountains and coastal ecological protected areas"⁵.

The territorial system of the Municipality of Krujë is characterized by four landscape typologies, from the lowlands to the inland areas.

- **The Agricultural Lowland** is characterized by plain morphology and the network of drainage and irrigation canals on which depends its fertility.
- **The Infrastructure Corridor**, which lengthwise traverses the agricultural lowlands and contains some important axes with the fastest development pace are very attractive elements for the location of productive activities of industrial and commercial type.
- **Urban system** at the foot of the mountain range, consists of a series of urban centers positioned along the old national road.
- **The Mountain System** includes both the western side of the mountain ranges that descend towards the plains area as well as the valleys located in the interior of the territory, which represent a reserve of ethno-cultural and natural traditions that should be preserved and used for tourism purposes observing principles of environmental and landscape protection.

Based on the above vision mentioned in the General Local Plan of the Municipality of Krujë, the following strategic objectives are defined (these realize the integration of territorial elements):

- ✓ Possible ecological integration between the coastal and mountainous territory, through environmental corridors consisting of river axes.
- ✓ Necessary complementary integration between the urban historic sites and the new infrastructure system.
- ✓ Interaction between protected natural areas and their potential use for economic purposes, through integrated forms of natural tourism.
- ✓ The different roles to be given to different parts of the system should include complementary specialization forms of specific offers, in the logic of mutual integration (very unclear -pls, see Alb version)

To achieve its Vision and Strategic Objectives, the Municipality of Krujë will focus on the development of the tourism sector, through:

- *Prioritize the use of free natural areas, with due focus to the environmental protection.*

⁵ General Local Plan, Development Plan Municipality of Krujë, pg24-34

- *Creation and consolidation of natural connecting corridors along the river valleys, which at the same time would become a sustainable connection for the protected areas system*
- *Protection of the areas with natural hazards to humans due to erosion, high seismic level and presence of materials harmful to health.*
- *Protection of the areas degraded by human activity.*

In addition to the development of the tourism sector, the Municipality of Krujë also plans the development of agriculture with the main objective "Efficiency for a competitive agricultural sector", which is intended to be achieved through:

- *Promotion and development of modernized and innovative local industry sector and the integration of the of the food production and processing structures.*
- *Promotion and development of quality production in the agricultural, livestock and forestry sector.*
- *Promotion of organic and vegetable cultivation methods*

2.1 DEMOGRAPHIC PROFILE

According to the 2011 Census, Krujë has 59,814 inhabitants. While according to the Civil Registry, this municipality counts a population of 79,608 people. Krujë has an area of 339.02 km². According to the Census, the population density is 176.43 inhabitants / km² while according to the Civil Registry and the density is 234.81 inhabitants / km².

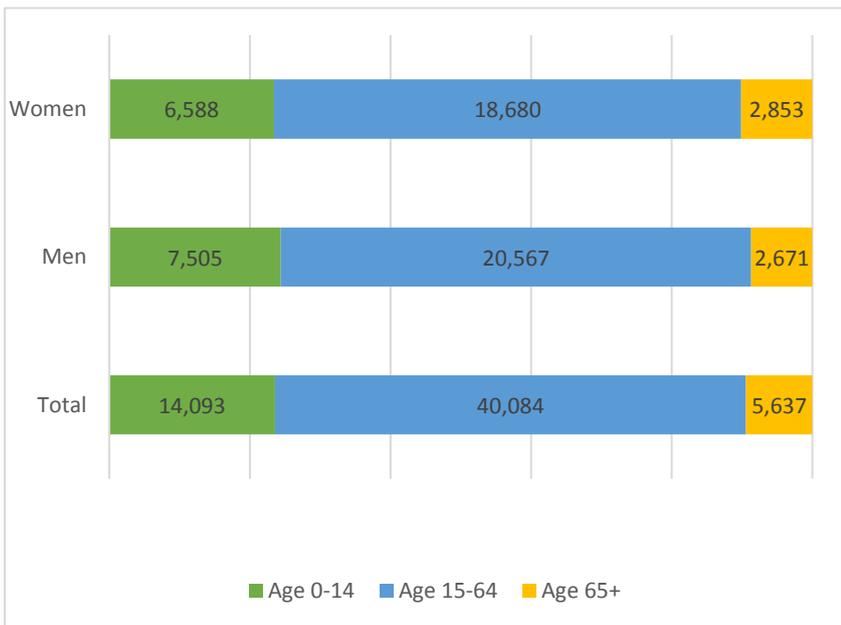
Based on the CENSUS 2011 data, approximately 48% of the population (29,071 inhabitants) are female. The 15- 64 cohort constitutes the largest number of the population, almost 67% of the population, both female and male. Table 2 provides the general population data divided by each Administrative Unit and by age group, while Table 3 provides this data broken down by gender.

Administrative Unit	Total	Age Group		
		0-14	15-64	over 65
Bubq	5,951	1,250	4,008	693
Thumanë	12,335	2,955	8184	1,196
Fushë-Krujë	18,477	4,504	12,483	1,490
Krujë	11,721	2,334	8057	1,330
Nikël	9,518	2,570	6,190	758
Cudhi	1,812	480	1,162	170
Total Municipality of Krujë	59,814	14,093	40,084	5,637

Table 2: Population data for the Municipality of Krujë divided by age group. (Source: CENSUS 2011)

Administrative Unit	No. of Villages	No. of Families	Total Population	Gender	
				Male	Female
Bubq	6	2,495	5,951	3,010	2,941
Thumanë	10	2,929	12,335	6,282	6,053
Fushë-Krujë	11	7,704	18,477	9,571	8,906
Krujë	3	5,129	11,721	6,027	5,694
Nikël	9	2,929	9,518	4,882	4,636
Cudhi	10	987	1,812	971	841
Total Municipality of Krujë	49	22,173	59,814	30,743	29,071

Table 3: Population data for Krujë Municipality disaggregated by gender. (Source CENSUS 2011)



Figures 3 and 4 show the composition of the population divided by gender and age-group for the Municipality of Krujë as compared to the total and divided by gender for each Administrative Unit.

Figure 3: Population in% of Municipality of Krujë divided by gender and age group. (Source CENSUS 2011)

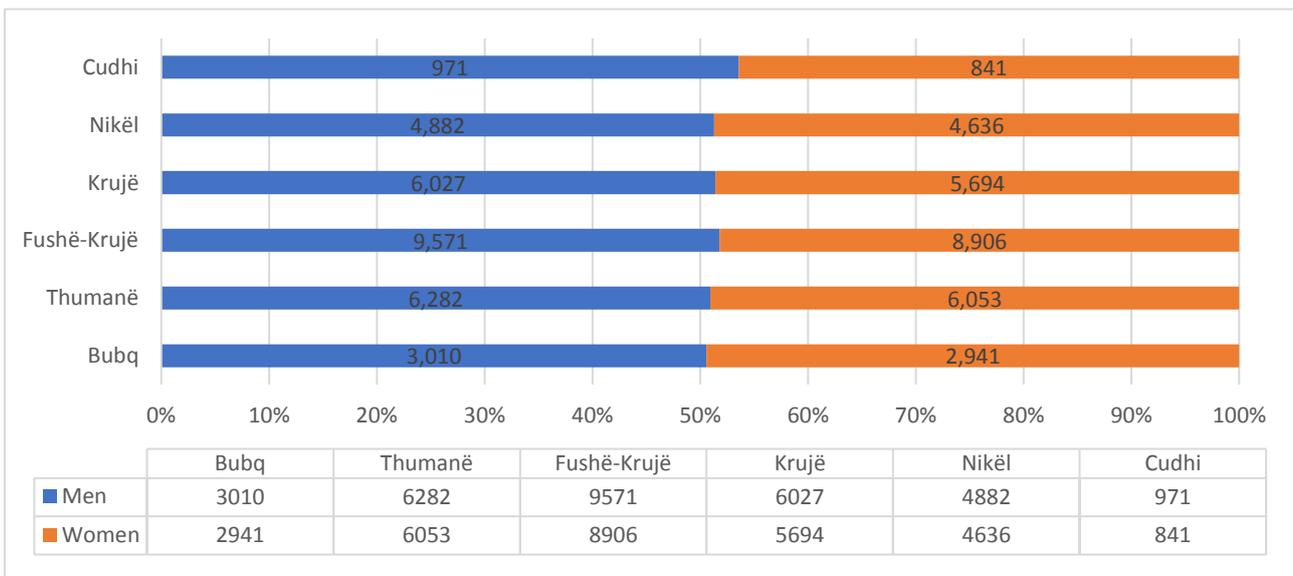


Figure 4: Population of Krujë Municipality for each AU in% disaggregated by gender. (Source INSTAT CENSUS 2011)

2.2 ECONOMIC PROFILE

Based on the official data obtained from the statistical database of INSTAT⁶ in the Municipality of Krujë at the end of 2020, 1900 active enterprises were operating. The number of these businesses, as noted in Figure 5, in the last 5 years is almost constant with a variation of about 2.4%

Based on the legal form, these businesses are divided into: i) 186 Agricultural Farms; ii) 1357 Legal Persons; and iii) 357 Legal Entities. As can be seen from the figure, the variation of legal forms has an increasing trend when it comes to the establishment of agricultural enterprises and a gradual decrease in numbers representing other business forms, mainly when it comes to legal entities.

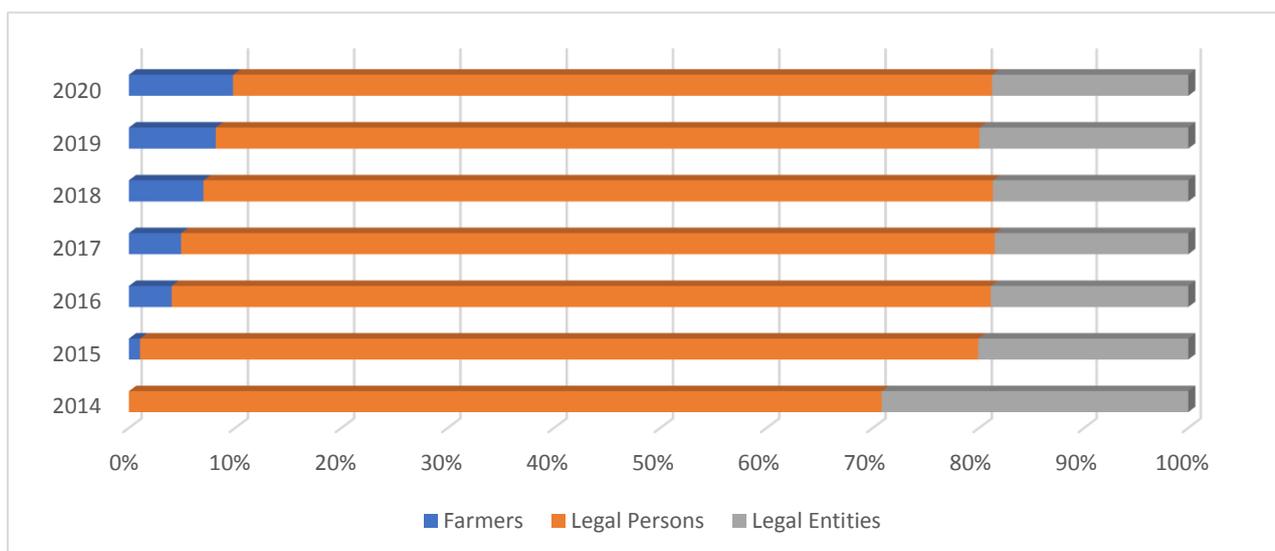


Figure 5: Number of Active Enterprises by Legal Form. (Source INSTAT)

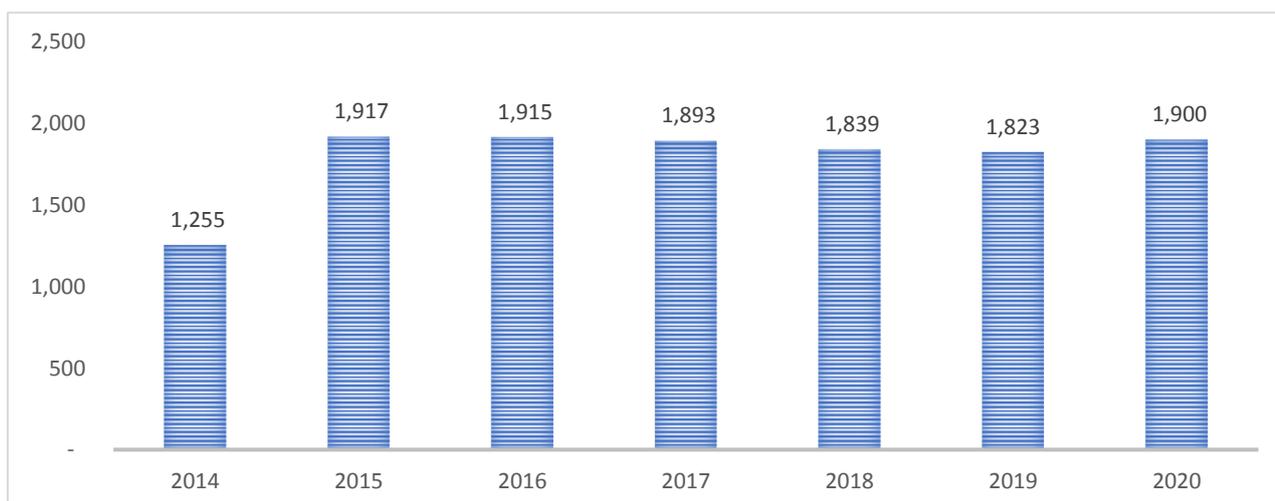


Figure 6: Percentage ratio of Businesses by legal form over the years. (Source INSTAT)

⁶ <http://www.instat.gov.al/al/temat/statistikat-e-p%C3%ABrgjiithshme-dhe-rajonale/tregues-sipas-bashkive>

The predominance of the Business Form as a Legal Person and Farmer is about 80%, is also reflected in the small number of employees in the private sector in this Municipality. Looking at the business structure from this point of view only 156 businesses or about 8.21% of them have over 10 employees, while about 85.37% of businesses have less than 4 employees.

According to unofficial information obtained, about 40% or approximately 24,000 citizens or about 8,000 families live in the rural area. Based on this fact, the number of agricultural farms should be at least 40 times higher. The number of registered agricultural farms is only 186, which is an indicator of the high informality that exists in the Municipality of Krujë and especially in the agricultural sector.

Today, about 24% of businesses registered in the Municipality of Krujë are run by women. Even in this regard there has been no significant change in the number of businesses run by women; the trend for the last 5 years is shown in Figures 8 and 9.

According to the data of the local revenue office, in the Municipality of Krujë 1900 active enterprises at the end of 2020 are divided by main sectors in: i) 186 Agricultural Farms; ii) 387 Goods Manufacturing Enterprises; and iii) 1327 Service Providers.

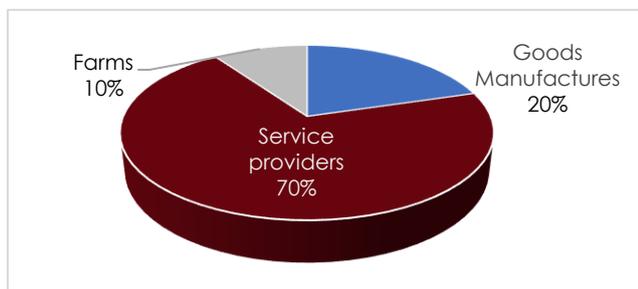


Figure 10: Ratio to the number of Businesses by main sectors. (Sources INSTAT and Krujë Municipality)

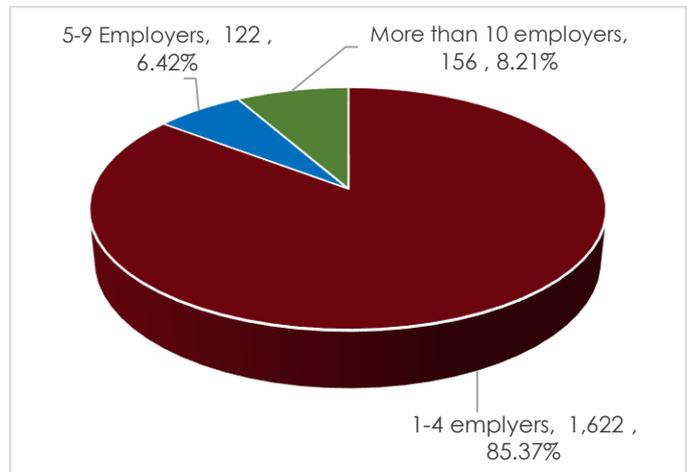


Figure 7: Number of Businesses grouped by number of employees. (Source INSTAT)

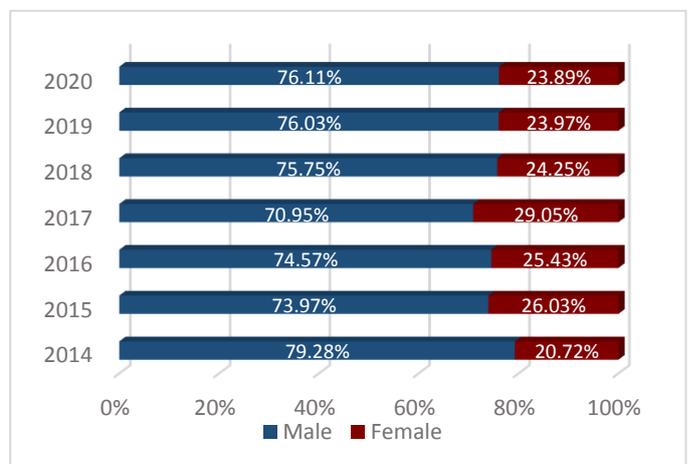


Figure 8: Percentage ratio by gender of administration / ownership of Businesses. (Source INSTAT)

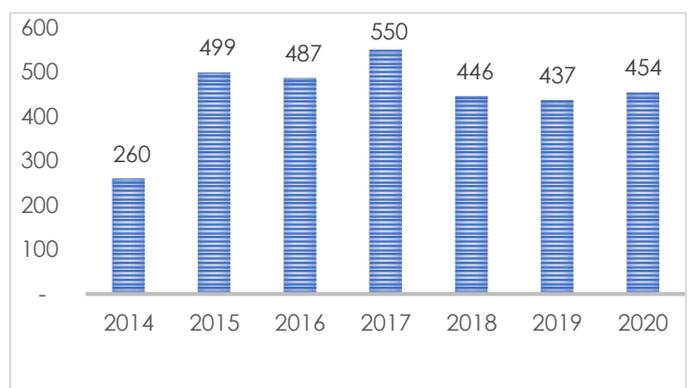


Figure 9: Difference in the Number of Businesses administered by Women over the years. (Source INSTAT)

Agriculture. The agricultural sector is dominated by small businesses, which face many difficulties in obtaining financing, integration of modern and contemporary technologies and agro-techniques.

For 2020, data from INSTAT (INSTAT, 2021) show that based on the legal form of active enterprises operating in the Municipality of Krujë, 186 are classified as 'Farmers', accounting for 10% of the total number of active enterprises. In this sector 39% of employees are women.

The Municipality of Krujë is considered rich in agricultural land and cultivates a wide range of crops, despite the need for intervention in specific areas. Based on the information of the Cadaster Office of the Municipality of Krujë, 38.14% of the territory or 12,930.85 ha is agricultural land, a percentage much higher than the Albanian average which is 24%.

Based on the annual agricultural statistical report (SAAR) for 2020, which releases data from the Ministry of Agriculture and Rural Development, the two main categories of goods produced in the agricultural sector are: seasonal crops and permanent crops. For the first category, deposited crops, in the Municipality of Krujë, the arable land area of field crops reaches 11,011 ha (note: 1ha = 10,000 m²), 64% of which is occupied by forage plants (7,012 ha), 22% grains (2,393 ha), and the remainder by vegetables, potatoes and beans (1,598 ha). For the same year, the production/cultivation of this species is 290,302 tons, where the production of fodder plants is around 86% (248,928 tons), followed by the production of vegetables by 8% (23,611 tons) and the production of grains 5% (13,951 tons). Potato production represents 1% of the total. Out of the total land area of 2,393 ha that is cultivated with grains, 63% is cultivated with maize, wheat occupies 33%, 4% is planted with fodder. Meanwhile, for the total production for this type of field crops, 13,951 tons, wheat and corn occupy 24% and 74%, respectively.

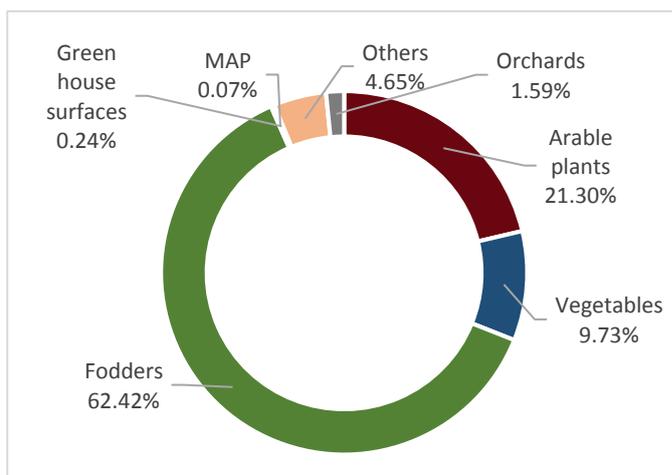


Figure 11: Structure of Agricultural Crop Groups (Source: Ministry of Agriculture and Rural Development and Krujë Municipality)

Industry. The main economic activities are concentrated along the national road, between the A.U. of Fushë-Krujë and Krujë (around the national road)

Among economic activities, a large percentage are those that directly exploit natural resources, such as quarries and inert mines. Another important sector is that of processing industries such as cement, wood, marble and sugar processing, etc.

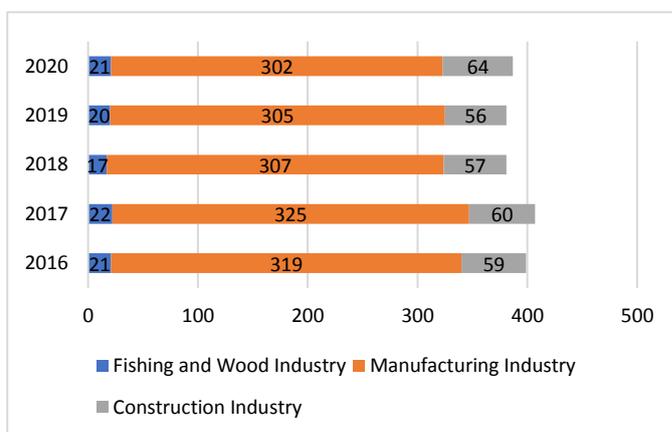


Figure 12: Manufacturing Industry Structure by 3 official classifications over the last 5 years. (Source: INSTAT and Krujë Municipality.)

Manufacturing Industry during the last 5 years has a contraction at the level of 6.39% a significant change for the municipality and signifies the difficulties that this municipality is going through in terms of growth and economic empowerment. This decline is observed since 2018. This indicator shows that the manufacturing industry has not shown a decline for the reasons of the earthquake of November 26, 2019 and the pandemic during 2020. The most declining class large is the manufacturing industry

As shown in Figure 13, for the other two classes the situation is as follows, the construction industry has increased in size during 2020, while the wood industry and the fishing industry have been at constant levels over the last 5 years. The specific weight of each class during 2020 is shown in Figure 13. Although with a contraction of about 6.39% the manufacturing industry is still the leading sector in the Municipality of Krujë with over 78% of the entire manufacturing sector.

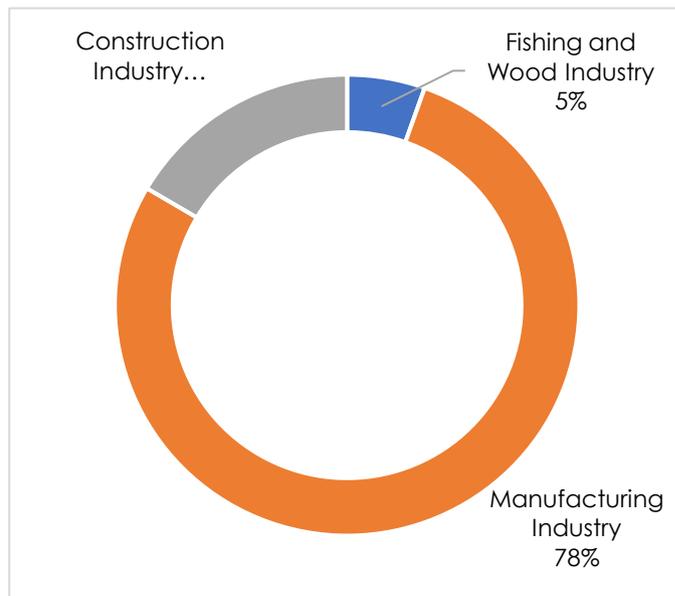


Figure 13: Report of the main classes of the Industry for 2020. (Source: INSTAT and Krujë Municipality)

Services. The services sector is also the sector with the large share and constitutes 69% of the local economic structure in terms of the number of economic operators. This sector also has had a contraction of 10.15% over the last 5 years

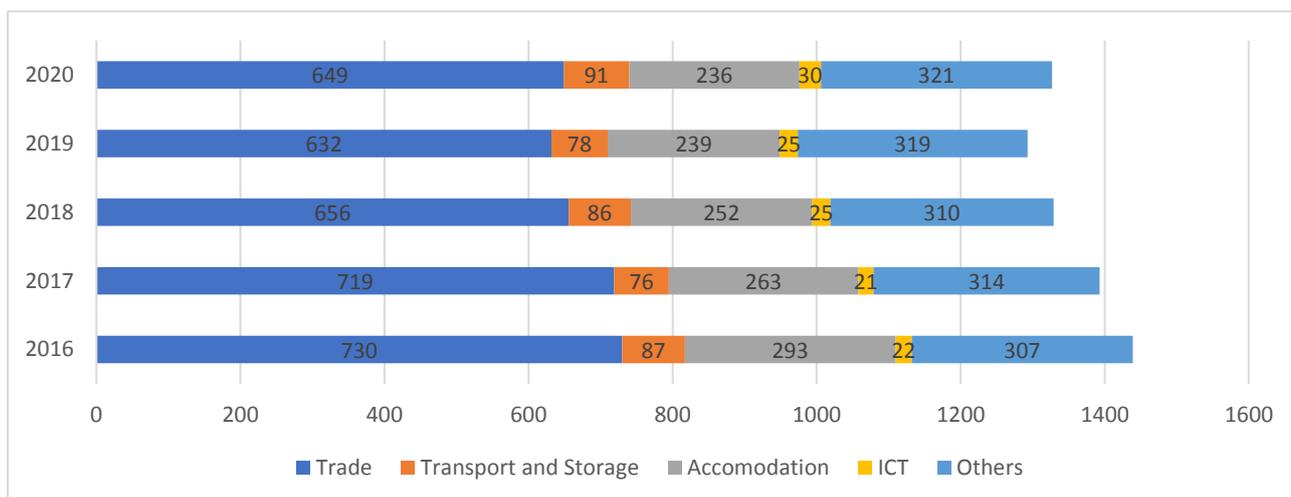
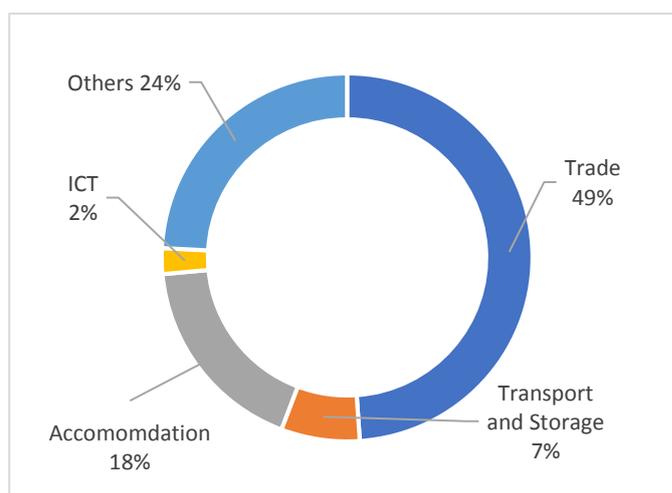


Figure 14: Structure of the Services Industry according to 5 official classifications during the last 5 years. (Source: INSTAT and Krujë Municipality)

What differs from the manufacturing sector is that the contraction is almost proportionally divided into its 5 classes. This trend makes us think that the main factor is the reduction of the services market due to the emigration of the population of this municipality to the most economically developed areas within the country as well as emigration abroad.

Making a more detailed classification of this sector for 2020, as noted in Figure 15, results in the following data: in Municipality of Krujë, out of 1327 registered businesses, 649 (or 49%) operate in the trade sub-sector; 91 (or 7%) operate in the transport and storage sub-sector; 236 (or 18%) in accommodation and food and 321 (or 24%) operate in other services sector.

Figure 15: Report of the main classes of the Manufacturing Industry for 2020. (Source: INSTAT and Krujë Municipality)



2.3 SOCIAL PROFILE

Employment. According to the Krujë Regional Labor Office, the active labor force is estimated at 21,286 persons. The level of unemployed in Krujë is at the level of 10.8%, where unemployment is more prevalent among men.

Individuals in need. A total number of 5959 families receive at least one form of social care service, as of 2020 in the territory of the Municipality of Krujë. The percentage of families consisting of single mothers with children is almost 2.1% of the total, the percentage of children 6-15 years old included in the economic aid scheme is about 5.9% and the percentage of children with different abilities is about 2.9%.

Administrative Unit	Total	Individuals in Need of Social Care Services	
		Number	%
Krujë	2,495	1,224	49.06%
FushëKrujë	2929	401	13.69%
Thumanë	7704	631	8.19%
Nikël	5129	473	9.22%
Bubq	2,929	1,939	66.20%
Cudhi	987	879	89.06%
Total Municipality of Krujë	22,173	5,959	26.87%

Table 4: Data on the number of individuals in need of social care services in the Municipality of Krujë divided by Administrative Units. (Source Krujë Municipality June 2021)

As can be seen from the data above, all Administrative Units have a low percentage of individuals in need of social services as compared to the total population, but for the Cudhi Administrative Unit this percentage is higher than the average percentage.

In the Municipality of Krujë, 5 people have the status of orphan, victims of violence - 22 people, 3 families have triplets, 9 children placed in foster families and children with disabilities 1 child.

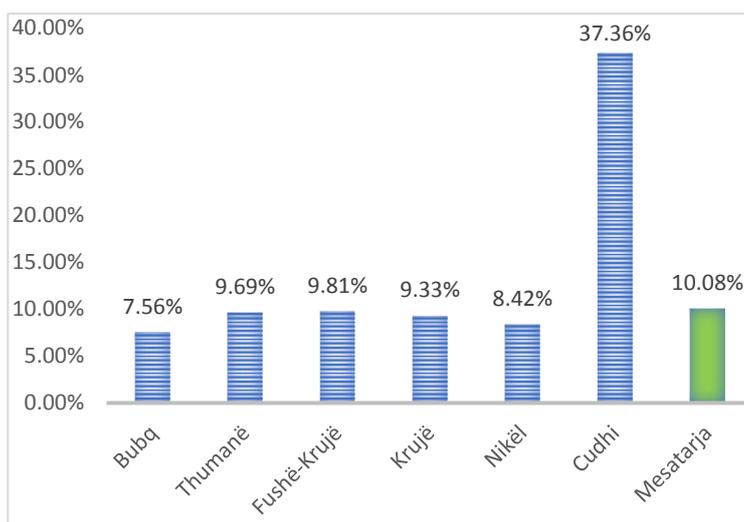


Figure 16: Percentage of individuals in need versus population for each A.U. (Source Krujë Municipality)

Regarding **persons with disabilities and work invalids**, the data according to the respective administrative units are as follows:

Administrative Unite	Population	PWD	% PWD	WP	%WP
Bubq	5951	193	3.24%	121	2.03%
Thumanë	12335	368	2.98%	280	2.27%
Fushë-Krujë	18477	549	2.97%	455	2.46%
Krujë	11721	342	2.92%	568	4.85%
Nikël	9518	243	2.55%	123	1.29%
Cudhi	1812	114	6.29%	42	2.32%
Total Municipality	59814	1809	3.02%	1589	2.66%

Table 5. Number of persons with disabilities and work invalids

In the table above it can be seen that the number of people with disabilities in this municipality is 1809 people making up 3.02% of the population and the number of work invalids is 1589 people or in other words 2.66% of the population in this municipality. Fushë-Krujë also has the highest number of persons with disabilities and Krujë has the highest number of work invalids.

As can be seen from Table 6, about 1% of households are part of the Economic Aid scheme, which shows once again the low level of poverty in this municipality.

Administrative Unit	No. of Families according to the Census 2011	Families with EA	% e families EA /total families
Bubq	5951	28	0.4%
Thumanë	12335	124	1%
Fushë-Krujë	18477	206	1%
Krujë	11721	45	0.3%
Nikël	9518	96	1%
Cudhi	1812	113	6%
Total Municipality of Krujë	59,814	612	1%

Table 6: Data on the number of households receiving Economic Assistance in the Municipality of Krujë divided by Administrative Units. (Source Krujë Municipality)

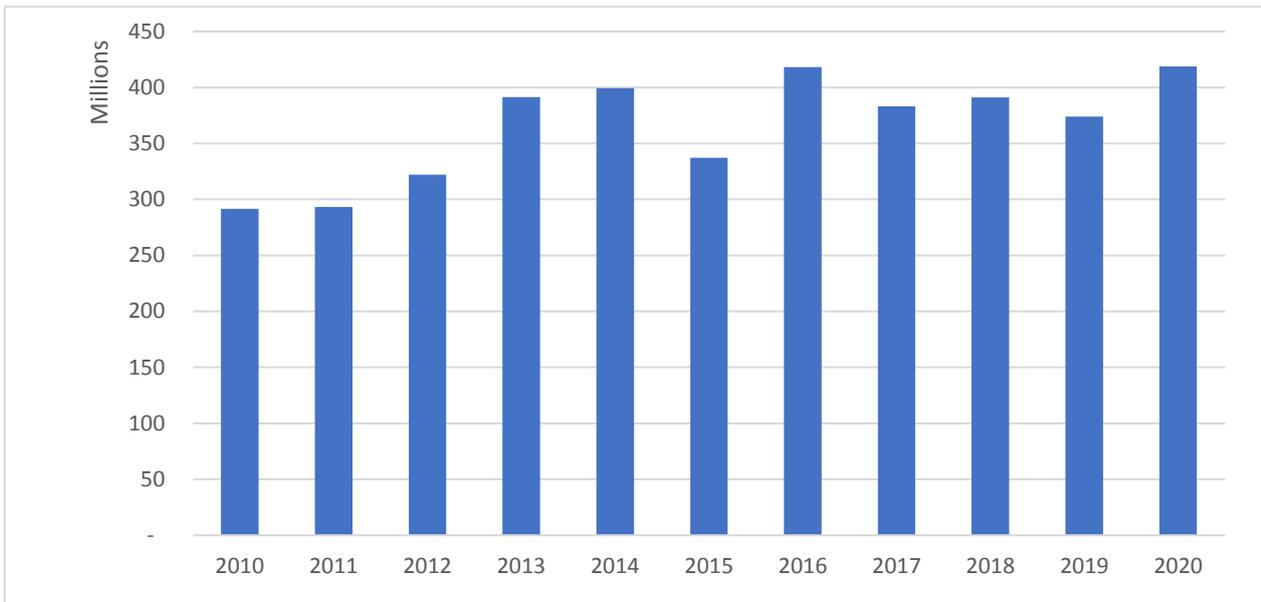


Figure 17. Budget used by the Municipality of Krujë in 10 years. (Source Krujë Municipality)

The figure above shows the budget used by the Municipality of Krujë in the last 10 years for the payments of Individuals in Need. This budget is increasing during the last 10 years and in 2020 it is about 418 million ALL.

Education. Based on data collected in the Municipality of Krujë , as well as comparing it with data from the Ministry of Education and Science, the number of children attending preschool institutions (kindergartens and nurseries) has increased by 6.65% from 2016 to 2018. This is mainly as a result of increasing the capacities of the preschool institutions. In the Municipality of Krujë, this increase in the number of children was accompanied by a small increase in the number of educational staff, which kept the ratio of 7.58% at the same levels. The ratio of educators / number of children in the Municipality of Krujë is relatively high 23.28 children per educator, compared to the national ratio which is at the level of 18.40 children per educator.

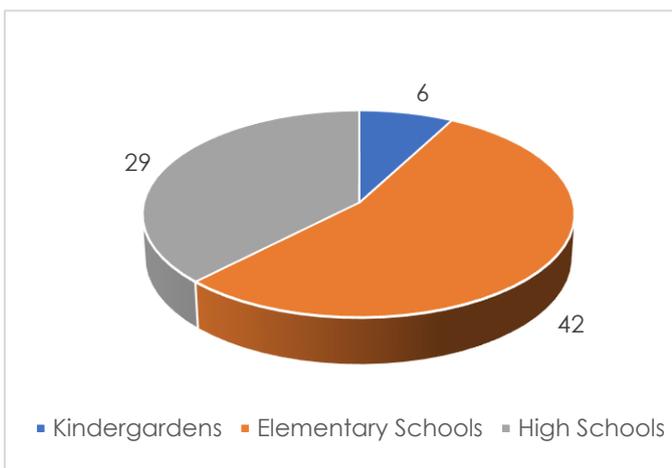


Figure 18: Structure of Pre-University Education facilities for the school year 2017-2018 (Source Krujë Municipality)

In the territory of the Municipality of Krujë there are 77 schools with 468 classes in total. Only in 9-year educational establishments (compulsory education) there are 45 combined classes versus 468 classes in total or otherwise 9.63% of the classes are combined classes. Given the fact that over 60% of the population of the municipality resides in very rural areas, the number of the combined classes is not very high. In the academic year 2017-2018, in the Municipality of Krujë, 11,406 students attended educational institutions and the number of teachers reached 709. The above graph shows the structure of schools, based on educational level, kindergartens, 9-year schools and high schools.

In terms of kindergartens, 9-year schools and high schools according to Administrative Units: in the administrative unit Bubq, there are 4 kindergartens, 4 9-year schools and 1 high school. Cudhi Administrative Unit has only 1 kindergarten and 3 high schools. In the Administrative Unit Fushë-Krujë, there are 6 kindergartens, 6 9-year schools and 1 high school. In the city of Krujë there are 3 kindergartens, 4 9-year schools and 1 high school, while the Administrative Unit Nikël has 5 kindergartens and 5 9-year schools. The Thumanë Administrative Unit has 5 kindergartens, 5 9-year schools and 1 high school.

3. EARTHQUAKE IMPACT

On November 26, 2019, at 03:54, Albania was hit by an earthquake, which was considered the strongest to hit the country in the last 30 years by national authorities. According to the Albanian Institute of Geophysics, Water and Energy, based on the Post-Disaster Needs Assessment Report in Albania (PDNA), the magnitude of the earthquake was 6.3 on the Richter scale at a depth of 38 kilometers. Its epicenter was 22 kilometers from Durrës and 30 kilometers from Tiranë, and the main damage was caused to 11 municipalities of Albania, where Tiranë and Durrës were the most affected municipalities, followed by the municipalities of Shijak, Krujë, Lezhë, Kurbin, Kamëz, Vorë, Kavajë and Rogozhinë. The tremors were felt nearly 370 kilometers from the quake's epicenter. Between November 26 and 29, 17 more earthquakes were recorded, with magnitudes above 4 on the Richter scale.

Based on the PDNA report, after the assessment, it is estimated that the total effect of the disaster in all affected municipalities amounts to 985.1 million Euros, of which, 843.9 million Euros represent the value of destroyed physical assets and 141.2 million Euros the value of losses. These data are summarized in Table 7 and Figure 19 below:

Sector	Damages	Loss	Total
Education	63.59	8.76	72.35
Health	8.02	1.91	9.93
Housing (Apartments)	662.30	34.00	696.30
Infrastructure	30.41	3.01	33.42
Production	70.82	79.66	150.48
Social Protection	0.00	0.62	0.62
Civil Protection	8.75	13.22	21.97
TOTAL	843.89	141.18	985.07

Table 7: Damages and Losses in Million Euros by sectors at Republic level. Source PDNA

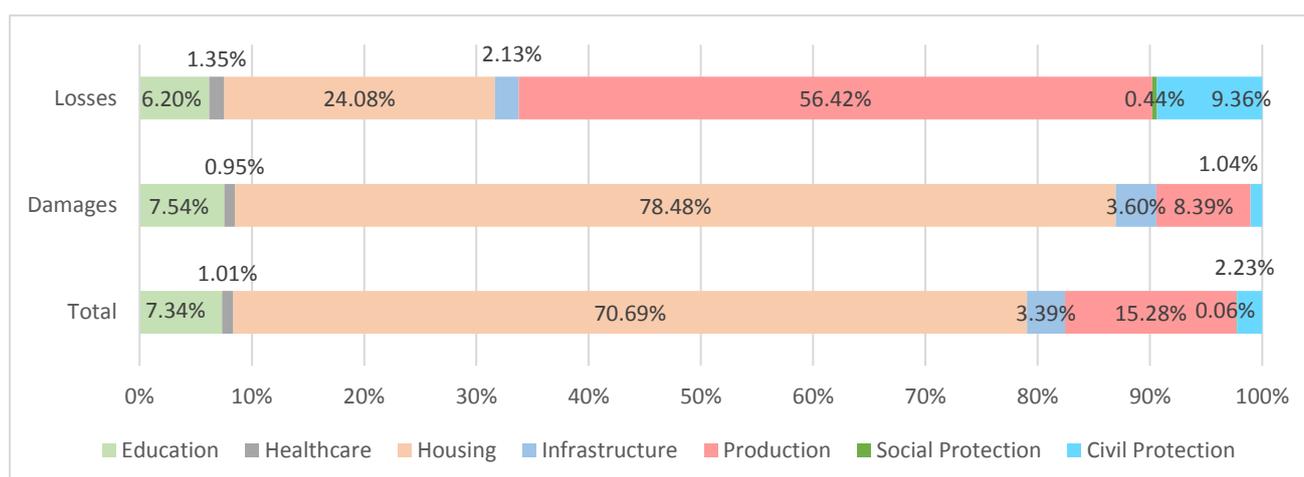


Figure 19: Specific Weight of Damages and Losses by sectors at Republic level. Source PDNA

As can be seen from the data presented above, the Housing Sector accounts for the majority of claims, with 78.5%, followed by the Manufacturing Sector with 8.4% and the Education Sector with 7.5%. Meanwhile, in terms of losses, the Manufacturing sector makes the largest share of the total amount with (56.4%), followed by the Housing sector (24.1%) and the Civil Protection

Sector and the Disaster Risk Reduction sector (9.4%). Based on the same report, "Damage is defined as the cost of repairing or rebuilding infrastructure or physical assets that are partially or completely destroyed. Losses are changes in economic flows, expressed as the value of output of goods and services (income or losses in kind), as well as changes in production costs (such as output decline and higher than normal cost of production) as well as unexpected additional costs."

Based on the sectoral assessments, reflected in the PDNA report and with their accuracy from the information provided by the municipalities, the two basic sectors of the economy, after the houses which occupy 70% of the earthquake damages, those most damaged are the infrastructure and the production, including buildings. Figures 20 and 21 are presenting data in% according to subsectors where the losses and damages are seen in these two sectors.

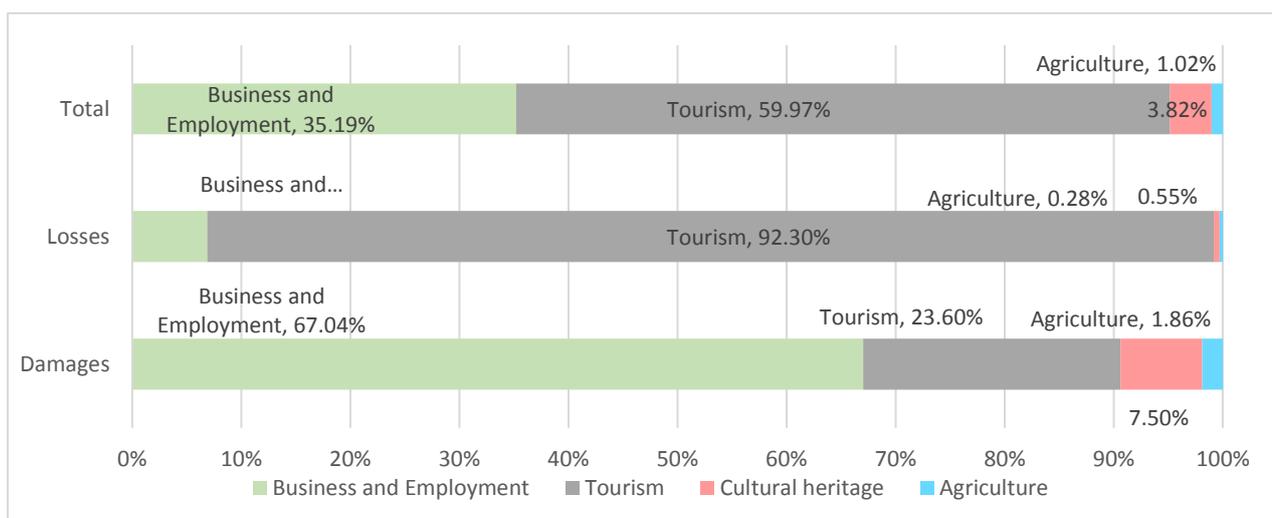


Figure 20: Specific Weight of Injuries and Losses by production subsector. Source PDNA

Finally, the total population, which has lost or had their dwellings severely damaged is estimated to be around 204,000 persons in the eleven municipalities. The following graph shows the distribution of the affected population by municipalities:

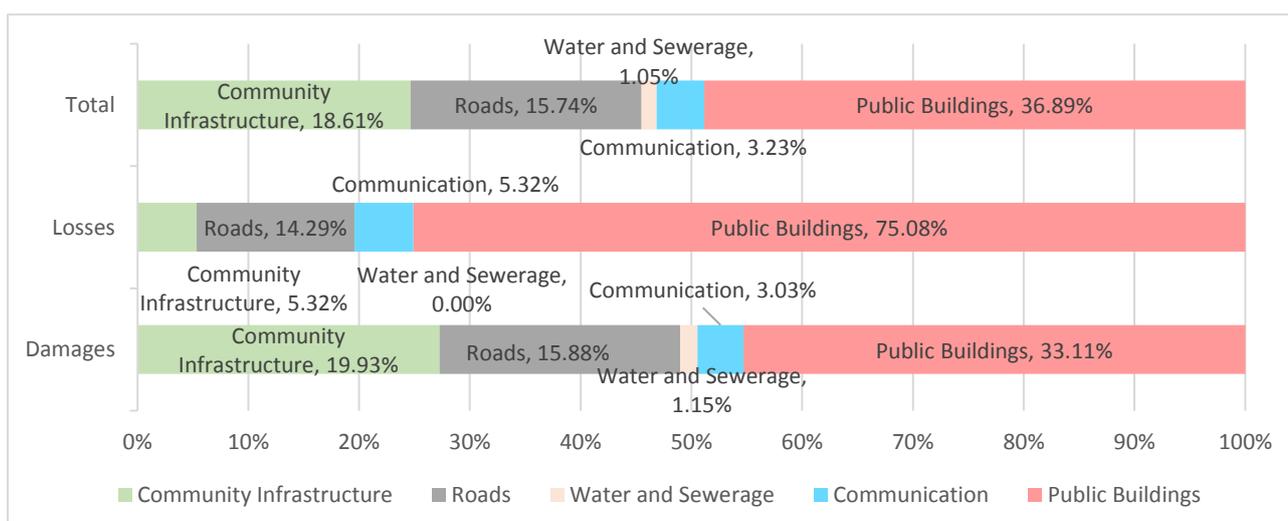


Figure 21: Specific Weight of Damages and Losses by Infrastructure subsector. Source PDNA

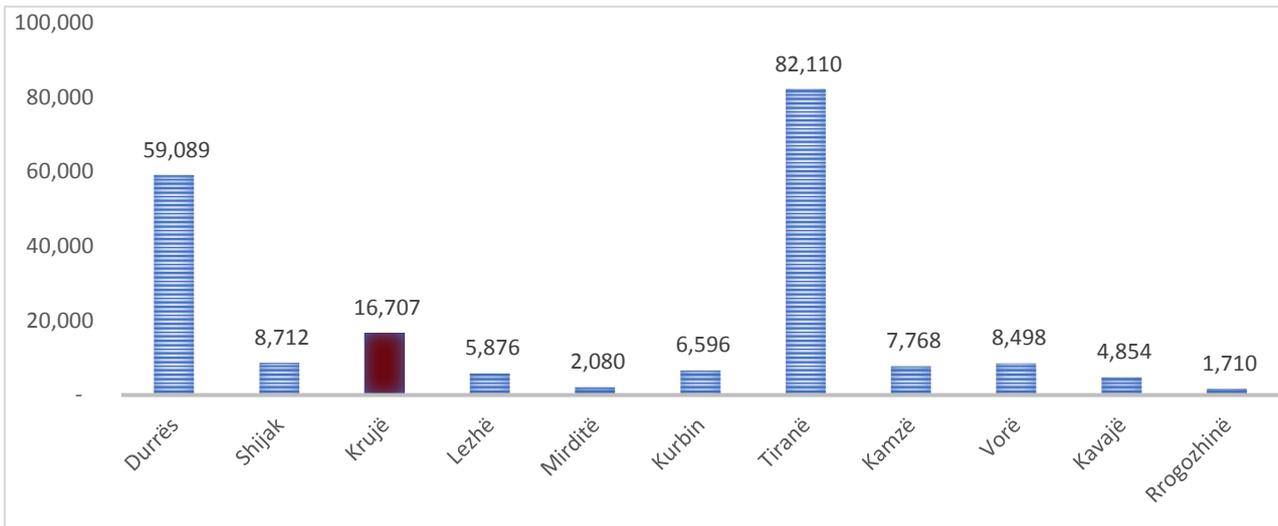


Figure 22: Number of populations whose dwellings have been damaged or destroyed by Municipalities. Source PDNA and Municipalities

As it appears from the data in figure 22, in the Municipality of Krujë, we have 16,707 inhabitants affected by the earthquake, approximately 1% of the total population affected. In relation to the resident population the number of affected persons is about 27.9% which is considerable for this municipality and ranks it as the third most affected municipality among the 11 affected municipalities.

As we mentioned above, financial losses in damages are estimated at 985.07 million Euros. From this point of view, the Municipality of Krujë with 86.15 million losses and damages is classified as the 3rd damaged municipality. Graph 16 presents the values of losses and damages for each municipality in absolute values.

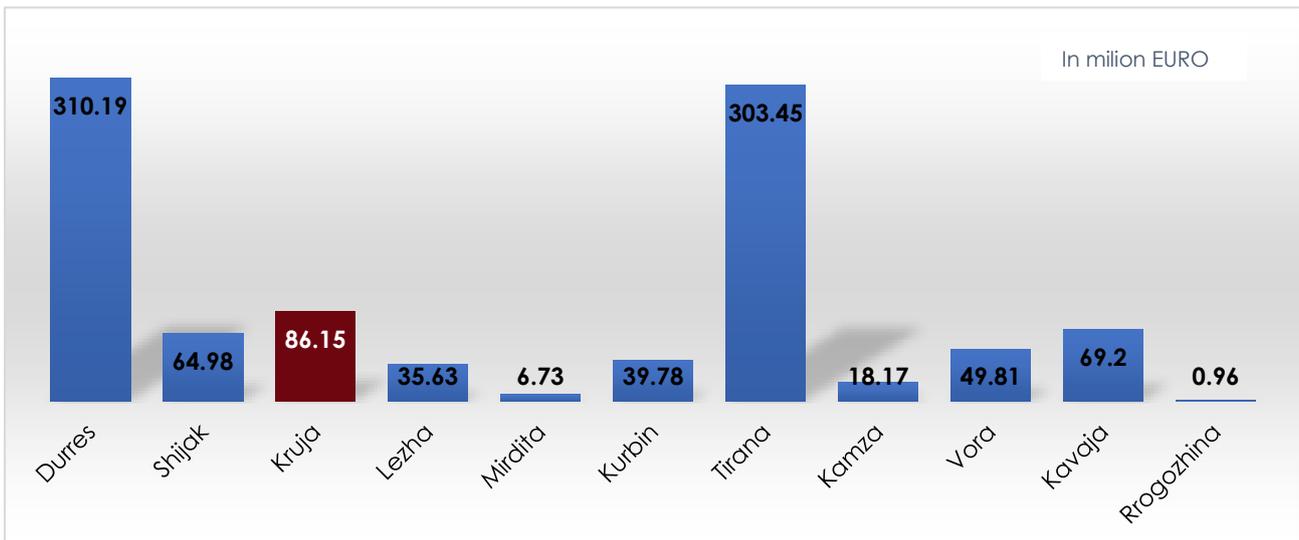


Figure 23: Financial damages in damages and losses by Municipalities. Source PDNA and Municipalities

Calculating the losses per capita of the resident population, it is ranked 5th, well below the national average. Figure 24 presents the values of losses and damages for each municipality as well as the national average per capita of the resident population.

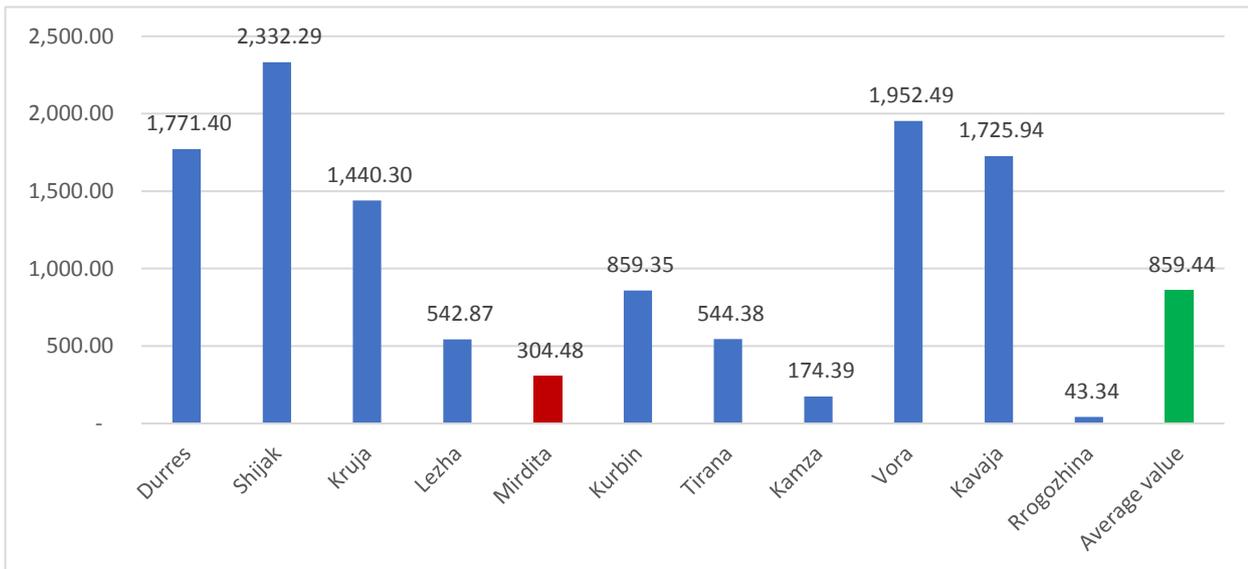


Figure 24: Financial damages in damages and losses per capita by Municipalities. Source PDNA and Municipalities

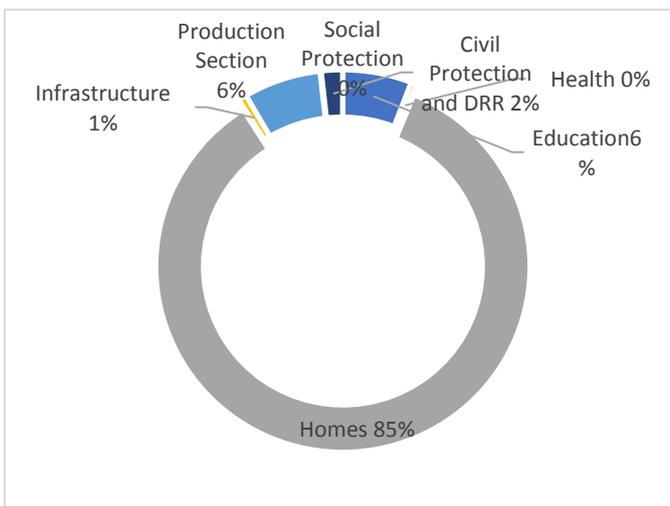


Figure 25: Financial losses by sectors in the Municipality of Krujë (Source PDNA and Municipality)

In the Municipality of Krujë, from the total of damages and losses of 86.15 million Euros, the housing sector is the most affected with 73.01 million Euros or 85%, followed by the production and education sector with approximately 5.67 and 5.04 million Euros or 6% and 6%. Fortunately, the health sector in this municipality did not suffer any losses or damages. The Civil Protection and DRR sectors have suffered losses or damages in the amount of 0.06 million Euros or 0.006%.

Regarding the Housing sector, damages include damaged buildings as well as losses in home appliances. The total earthquake damage in Albania in this sector amounts to 662.3 million Euros, while for the Municipality of Krujë these damages are estimated at 73.01 million Euros, almost 0.11% of the losses of this sector.

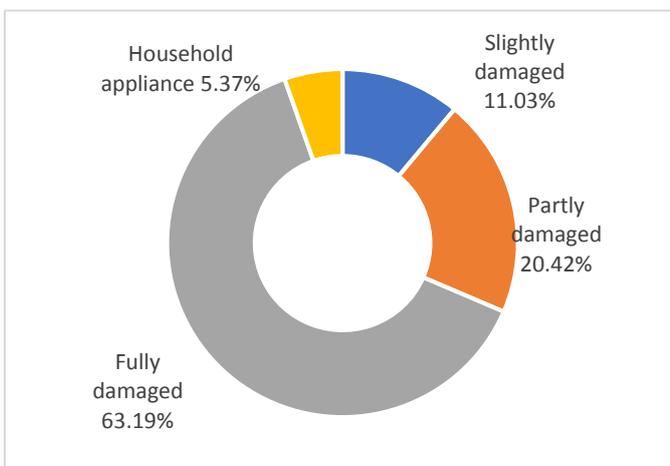


Figure 26: Financial losses of the Housing Sector by type of damage. Source PDNA and Municipality of Krujë

The total damages and losses of the manufacturing sector, which includes the sub-sectors of Business and Employment, Tourism, Cultural Heritage and Agriculture, in the Municipality of Krujë the amount is 5.67 million Euros.

Earthquake damage analysis and accommodation needs analysis.

In the Municipality of Krujë, the great tremors of the earthquake of November 26, 2019 caused damage to apartments, service units and administrative buildings. After determining and assessing the damages, the Municipality of Krujë proceeded with the reconstruction process. For this purpose, four Mandatory Local Plans (MLP) were implemented, which were approved by the National Territory Council, respectively with decision no. 240 on 18.11.2020 for the AU Thumanë, with decision no.199 dated 29.09.2020 for the AU Krujë, with decision no. 256 dated 10.12.2020 for the AU Fushë -Krujë and with decision no.11 dated.14.01.2021 for the AU Bubq. These MLP enable:

- a) Development and / or re-development of an area damaged by a natural disaster:
- b) Development of a new area to meet the housing needs of families affected by the disaster
- c) Construction of public infrastructures for the construction work for the residential buildings, commercial units and institutions has started; in the AU Krujë for 186 families, in the AU Thumanë for 233 families and in the AU Bubq for 45 families. Divided by size / structure and type, the residential buildings are grouped as follows:

Administrative Unit	1 - 2 members	2 – 3 members	4+ members	Residences Type
Krujë	81	73	32	Individual
Fushë Krujë	17	57	73	Individual
Fushë Krujë	32	64	24	Collective
Thumanë	26	73	57	Individual
Bubq	30	63	36	Individual

4. VALUE CHAINS ANALYSIS IN MUNICIPALITY OF KRUIJË

The economic growth and the markets that enable it are one of the best-proven drivers in reducing poverty. Markets are the main means through which women and men participate in economic activities. However, the assumption that markets and economic growth work in everyone's favor does not mean that all types of economic growth lead to equal results. Gender discrimination may mean the benefits and favors of economic growth are concentrated in the hands of experienced participants in the market systems, rather than in the hands of those most in need.

Where markets operate inclusively, they serve both women and men by providing the means - jobs, opportunities, skills, financial resources and services - to increase their income. The roles of women in value chains are essential for the development of market systems, especially rural and agricultural value chains, but are also increasing in the manufacturing sector, in which women occupy the highest number in the "production base". Women and men can be involved in different stages of a value chain. In general, women's roles are less visible in the development process, although they often serve as the key link in which change and improvement must take place in order for it to lead to chain development.

Value chain development and market system. The gender-sensitive value chain and the market system development can be used as effective frameworks to improve the productivity and competitiveness of the sector, and at the same time to reduce gender-based barriers that hinder the full economic participation of women. Market system development initiatives should occasionally take into account the multiple roles of women and systematic disadvantage, as well as seize opportunities to use remedial measures that actively promote the transformation of gender norms and equal opportunities for women.

Value chain and market system development means taking actions that improve the productivity and inclusion of value chains, as well as changing the way the market supporting functions and rules work to support future value chain development. Markets serve as the main means through which women and men participate in economic activity, and value chain and market system analysis and development are increasingly being used to identify effective strategies for supporting the poor. They aim to identify:

- *Appropriate intervention points to improve industries so that they compete in domestic, regional and international markets; and*
- *Opportunities to improve the situation of disadvantaged people in the value chain.*

Despite the role that women have together with men in the realization of economic development, they are often excluded from the development, management, decision-making of value chains, as well as from the benefits that come as a result of the development of market systems. This is partly due to the socio-economic status of women in their families and in the community, but also due to the direct (and sometimes indirect) discrimination encountered in institutions that regulate and develop markets, such as government units and sector representation organizations.

Gender sensitive development and analysis is an approach that helps achieve gender equality and broader goals in Albania, by identifying value chain solutions that improve productivity. Reduce gender-related barriers, achieve women's full participation and inclusion, and

promote equality between women and men. Table 8 highlights some of the benefits that come as a result of the analysis and development of the value chain according to gender sensitivity and market system development principles.

BENEFITS OF GENDER-BASED INTERVENTIONS IN THE VALUE CHAIN			
ECONOMY	SOCIETY	FAMILY	WOMEN
More competition: all human resources of society are used.	Long-term development: investing in the education and health sectors of future generations.	Improving family living conditions, reducing vulnerability and increasing resilience.	Contribution to family and household chores.
Higher productivity: producers, mainly women in rural areas, can improve the quantity and quality of products.	Economically safer and healthier society. More balanced roles and responsibilities of women and men resulting in lower gender discrimination.	Reducing the economic burden of men in their role as "sole provider". More investment in children's education and health.	Self-realization, more confidence, improved social capital. Enhancing women's skills. Women's economic independence.
Higher demand: increasing spending power, stimulating domestic demand.	Strengthening the roles of women in under-represented areas of society, such as political representation and decision-making.	Improving the common understanding between men and women about roles and responsibilities.	Higher productivity and income through access to investment and training.
Stronger market ecosystem by providing enterprises higher support, productivity and competitiveness.	Strengthen legal and support functions for market systems, improving governance and stability.	Reduce vulnerability and increase resilience, increase social and health insurance coverage and pension benefits.	More formalized businesses and fairer and equal access to business development support services.

Table 8. Benefits of Gender Based Interventions in the Value Chain

All the main economic sectors in the Municipality of Krujë were initially evaluated using the criteria of gender-sensitive value chain analysis (GSVCA), among the most important of which we mention:

- 1) *Is there a growing demand for the product?*
- 2) *Are women involved in the chain steps?*
- 3) *Do most of the chain steps happen in the municipality?*
- 4) *Are there any existing or recent initiatives to get involved in the value chain?*
- 5) *Are there development opportunities for the value chain?*
- 6) *Is there a connection between what women do and prospects for growth / diversification in the value chain?*

The main sectors that turned out to be most likely to be analyzed during the research work in the Municipality of Krujë turned out to be as follows:

- Industry, focused on the sub-sector of handicrafts
- Agriculture as a general sector
- Tourism: Cultural and Culinary

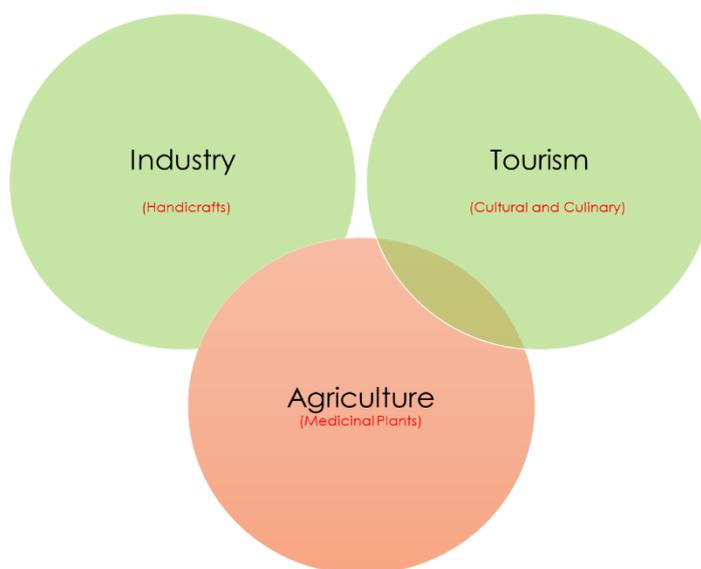


Figure 27. Identified Value Chains for the Municipality of Krujë

Further, in cooperation with the Municipality and stakeholders, a detailed assessment was conducted based on six pre-defined basic criteria. After identifying the value chains or sub-chains, in the main sectors, discussions and suggestions led to further presentation of problems, constraints, possible solutions, etc., which in a macro analysis are presented summarized in the following table:

Criteria	Tourism (Cultural and Culinary)	Agriculture	Industry (Hand Crafts)
Is there a link between what women do and prospects for growth / diversification in the value chain?	Yes. Cooking and cleaning are still a women's domain, and with the development of the hospitality sector, women can make profits from it.	Women are involved in agricultural work. Formal employment in this sector would be a good opportunity for them.	Women are involved in family businesses and formal employment in this sector would be a good opportunity for them.
Do women (or can they) acquire the skills needed to add value through product processing or diversification?	They are already involved in hospitality support services, so their role can be strengthened further through training.	They can still acquire and improve their skills, especially skills related to the use of new technologies.	In the Municipality of Krujë, over 80% of the sector is represented by handicrafts where women are 100% involved. Necessary skills exist, but they need to be increased in terms of promotion and links to tourism.

Does this value chain offer new opportunities for women?	Women can gain the necessary skills, but this sector is perceived as attractive and with potential for sector growth.	If steps are taken to modernize and increase interest in the sector, opportunities for women will also increase.	If steps are taken towards supporting young people, traditional products can be reactivated; opportunities for women will increase along with the growth of the market.
Can this value chain improve living conditions for women / families?	Yes, if the employment rate in this sector will be high.	Yes, if the sector is formalized and the inclusion of women will be higher.	If the right initiatives and investments are applied, then there are great opportunities for women.
Is there an organization in the value chain committed to supporting / representing value chain actors so that they can develop further?	Agritourism establishments / inns / small hotels are considered a diversification strategy for small farms / families and would bring additional income.	No, there is no support towards the development of the Agricultural Products Processing Industry.	The sector in the past was supported through the intervention of the AADF through its project 'TID Kruja'.
Are there opportunities to make changes with small investments?	Not much. What is missing in Krujë are the accommodation capacities, the establishment of which requires investments. The promotion and marketing of typical local products will accelerate the return on investment, making the sector more attractive.	There are opportunities, especially in making the sector more attractive and changing people's mentality and investing in technology.	They must first formalize the business, do it on a larger scale through collaboration between several women, understanding the market. There are also opportunities to increase interest from young people by stimulating work opportunities.

Table 9 Ranking and Selection of Value Chains, using the Gender Sensitivity Criteria

As Agriculture is a very large sector and requires large investments in terms of intensification, it was not considered for a more detailed analysis. In the Municipality of Krujë, we have conducted a more detailed analysis of the two sectors, Tourism (Cultural and Culinary) and Handicrafts.

4.1 VALUE CHAINS IN THE TOURISM SECTOR (CULTURAL AND CULINARY)

4.1.1 DESCRIPTION OF THE SECTOR SITUATION

The tourism sector is considered the most important, which is mainly concentrated in and around the town of Krujë. Krujë is the first capital of the Arbërian Principality; in other words, the capital of the first Albanian state during the Middle Ages. This principality was a feudal state that was founded in 1190, located between the Shkumbini and Drini rivers, centered on the Castle of Kruja. The symbol of the principality is an Eagle with one head and open wings and a

ring in its beak, symbolizing power. The founder of this state was Progon, who was succeeded by his two sons Gjini and Dhimitri. The golden age of Krujë was under Dhimiter Progoni, who was the third and last prince of the Progon dynasty and who ruled from 1208-1216.

Despite the developments over the recent years, the tourism sector is still facing difficulties related to poor quality and variety of services, lack of long-term tourism and the mismatch of tourism services with market demand. There are almost 20 main tourist sites in the Municipality of Krujë, as shown in the list below:

- ✓ *Remains of Old Rural Cobblestone, Bushnesh and Abdyl Houses Mosha Bridge, Krujë*
- ✓ *Dolma shrine in the Kala neighborhood of the city of Krujë*
- ✓ *Old Hammam in the Castle*
- ✓ *Skanderbeg Monument in the city of Krujë*
- ✓ *The Old Bazaar in the city of Krujë*
- ✓ *Xhemal Belegu's house; "Xak Pengili" neighborhood, in the city of Krujë*
- ✓ *Gocajve House, Seseraj in the city of Krujë*
- ✓ *House in the Seseraj neighborhood in the city of Krujë*
- ✓ *Haxhi Agicis House, in the city of Krujë*
- ✓ *House in Mecaj, in the city of Krujë*
- ✓ *Muharrem Hoxha's house in the village of Rranxe*
- ✓ *Selman Tara's house in Shkrete village*
- ✓ *Xhemal Topciu's House t in the city of Krujë*
- ✓ *The house of Ibrahim, Hamza and Bajram Gjoni in the village of Bubull*
- ✓ *Kulla Tafe in Mafsheq village*
- ✓ *Hamit Kala House (Ethnographic Museum), in the city of Krujë*
- ✓ *The Archbishops of Kruja . The ensemble consists of two grain factories and the John the Baptist tannery, including the surrounding + protected area*
- ✓ *Archaeological sites "a" and "b".*

Krujë Castle. The castle of Krujë symbolizes the strength of the Albanians, thanks to the heroism of Gjergj Kastrioti Skënderbeu in the battles against the Ottoman occupation. Archaeological excavations prove that the hill has been inhabited since the 3rd century AD, while the castle itself was built during the 5th to 6th century. In the 13th -14th century it was established as the capital of the Arberian state. During the Skanderbeg era, it became the fortress of the Albanian resistance against the Ottoman invasions. Inside the castle, there are many sites that can be visited such as: National Historical Museum "Gjergj Kastrioti Skenderbeu", Ethnographic Museum, Dolma Temple, Medieval Hammam, Clock Tower, St. Ndreut Church, Fatihu Mosque, Medieval House and the Olive Tree Skenderbeu.

Old Bazaar. Kruja characteristic bazaar with cobblestone streets leads directly to the castle. On both sides of the cobblestones streets there are many shops. By the locals it is known as the "Derexhik Bazaar". The bazaar has functioned since the Skanderbeg period, in the 15th century, a period when the shops closely surrounded the entrance to the castle. The bazaar has withstood 500 years of Turkish ruling and has been restored to mark the 500th anniversary of Skanderbeg's birth.

The 17th century marked an economic development of the city, along with the bazaar shops. Krujë Bazaar was declared a cultural monument in 1961, while in 1968 the first restoration took place. Krujë is known for the fact that it has some of the best weavers in Albania. These master weaves make clothes, curtains and rugs with the utmost mastery, using stunning color

combinations, especially the red and black corresponding to the national flag colors. In the Bazaar are displayed some of their best works and one also has a chance to talk directly with artisans about their work.

Gjergj Kastriot Skënderbeu National Museum. The National Historical Museum, "Gjergj Kastrioti Skenderbeu", known as the Skanderbeg Museum, was built in the early 1980s. It is a memorial museum and architecturally treated as an Albanian kulla (characteristic Albanian stone house). The museum complex is spread among different exhibition areas according to the chronology of events. This museum is dedicated to the Albanian resistance against the Ottoman occupation in the 15th century. The museum's collections include many original objects, documents and bibliographies, authentic reproductions that refer to the Albanian history, starting from the 15th century. The museum consists of numerous pavilions such as antiquity and late antiquity, Albanian rulers, Ottoman occupation and resistance against it, medieval castles, Albanian resistance, Skanderbeg chancellery, library, princes' hall, pinacotheca hall, and, finally, the heritage pavilion.

Ethnographic Museum. This museum is set up in the house of the Toptani family, a typical "garret" building built in 1764. The interior, as well as the objects displayed on the outside, give a complete view of Albanian crafts, and especially, those practiced in Krujë, as well as the way of life from 300 years ago. 90% of the objects exhibited in the museum are original and functional. It is a well thought out exhibition of ceramics, wood, stone, iron, cotton, silk, wool items and various kinds of embroidery. The lifespan of these facilities varies from 60 - 70 to 500 years. The Ethnographic Museum of Krujë was inaugurated on November 20, 1989.

The ruins of the Old Mosque. The Old Mosque, or the Mosque of Sultan Mehmet Fatih, as well as the Hammam have undoubtedly served the needs of the garrison after the Ottoman conquest of Krujë Castle. It is estimated that the mosque and hammam were built around 1478-1490 (the period of the death of Sultan Mehmet Fatih in 1481). This name is preserved by the locals even today. The mosque was damaged in 1831 when the Ottoman army dismantled the castle walls during the Tanzimat uprising. It was rebuilt in 1837-1838. The mosque and the minarets are structurally connected together. It is thought to have been rebuilt by Sultan Mahmud II.

Turkish Bath (Hammam). The hammam may have served the Krujë garrison or the small Muslim population in the first centuries of Ottoman ruling. The construction period dates back to 1478-1490. There are three parts in the hammam, the dressing room (5.6m x 7.4m), a transversely mounted "sodukluk" (7.4mx 2.2m) covered with a dome, and two halves of a cradle-shaped dome over the remaining two rooms, two toilets and the bathroom & "barbershop". The former hot room and pot of water are buried underground.

Dollma Tekke. Dollma tekke is located at the southwestern end of the Castle, and can be seen from every corner of the city of Krujë. A fragmented inscription near the mihrab shows the date 1779, which is believed to be the date of its construction. In the category of Islamic Shrines, it represents the small, monumental type with domes. The northwest façade consists of an irregularly paved stone wall. The interior is illuminated by twelve windows, three of which are walled. Most of the interior is painted in two different phases: The first phase, 1779 is when the mihrab, side arches and the surface between them were painted. The second stage, 1807, is when the domes, trumpets and walls were painted.

Tasloi Spring of water. One of the important components of the Krujë castle is the fortified courtyard with two springs inside. Both springs are at a lower level than the ridge surface. The first spring, although the water gushes out at the entrance to the castle, has always been flowing outside the surrounding walls, while the second spring, or Tasloi Spring gushes in the middle of a fortified courtyard and has always supplied the castle with water. The tunnel which today connects the Tasloi spring with the castle, served only as the inner entrance of the spring. The tunnel is so narrow that made it impossible to enter the castle in case the courtyard was occupied. The fortified spring courtyard looks like a small castle, in fact, it represents an annex to the castle. The protection of the spring was of great importance, which is why the outer wall of the courtyard had three watchtowers, while the inner wall has four watchtowers.

The Watchtower. The tower was built in the 12th century as a bell, performing two functions, as watchtower at the top of the castle and also as a religious one connected to the church built next to it. In the second half of the 17th century, the tower was partially rebuilt, equipped with time-measuring mechanisms and functioned as a city clock until the middle of the 20th century. Along the pyramidal structure of the watchtower, the new walls had a square shape ending in covered stone columns.

The ruins of the Church. This 15th century church, also known as Skanderbeg Church, stands on the ruins of a former church which preserves a fragment of its original fresco. It was brought to light by excavations carried out in the late twentieth century. After the restoration it was supposed to become a small exhibition displaying the site's findings.

The Illyrian city of Albanopolis. During the years 1847-1850, the Austro-Hungarian consul in Ioannina, George Von Han, made a trip through Albania. On this trip, he stopped at the ruins of Zgërdhesh. Han, who was an archaeologist, was the first to identify Zgërdhesh as the Illyrian city of Albanopolis, based on the work of the Egyptian geographer Ptolemy. The latter, in his work "Geography", describes the cities and settlements and mentions for the first time the city of Albanopoli, which was east of Dyrrah -known today as Zgërdhesh. Albanopolis has an area of 10 ha. Its walls were stretched to a length of 1400m with a drop tower system on the west side with towers placed at an equal distance. Albanopolis is thought to have been built at the end of the fourth century BC. In 168, after the final conquest of Illyria in the south by the Romans, Albanopoli gradually began to lose its importance. Two centuries later its inhabitants moved to Krujë.

Temple of Sari Salltik. Located in the lowlands on a cliff of Mount Krujë, the Temple of Sari Salltik in Krujë marks the beginning of the history of temples in Albania. The construction of these temples is related to the Bektashi missionaries who settled in these areas during their missionary journeys, decades before the Ottoman armies appeared. The work of Sari Salltik in Krujë began in the first half of the 14th century. The temple took its name from the Bektashi missionary Sari SadikBabai, who was a student of Haxhi Bektashi, along with Baba Tomorri. The legend is dedicated to the Dervishes of the Holy Sacrament, who fought to end the practice of sacrificing girls in ritual sacrifices. In the cave near the temple, flows an inexhaustible spring of water. Sari Salltiku, who became one of the most prominent personalities of the Bektashi religion, with special patience and prudence, worked to spread the seed of the Bektashi faith throughout Skopje, Orid, Krujë and Ioannina. The Bektashi saint was assisted in his work by three Dervishes, who helped share his principles. During this time, Krujë became the most prominent center of Albanian Bektashi practices. The temple was demolished during the communist

regime in 1967 and reopened in 1991. The Sari Salltiku Temple is the second largest pilgrimage site in Albania visited by pilgrims, citizens and tourists of all faiths. The peak of the pilgrimage season is from August 14 to September 14.

Kurcaj Bridge. Kurcaj Bridge is located south of Krujë at the entrance of Kurçaj village, on the Black River that originates in Qafështama National Park. The bridge served as a shortcut caravan route from Tiranë to Krujë following this itinerary: Tiranë-ZallHerr-Rradhesh-Mukaj-Buronjë-Kurcaj-Barkanesh-Krujë. This bridge has an interesting construction with three circular arches. The large arch has an opening space of 10 meters that was damaged during World War II, and was subsequently repaired. Two offshore arches on both banks of the river are the originals. The original cobblestone on the right side of the bridge had various colors and shades and is well preserved. The cobblestone has a securing stone protective wall. Kurcaj Bridge was built in the XVIII century.

Abdyl Aga Bridge. This bridge is located in Gryka e Zeza in Krujë between the villages of Barkanesh and Cudhi in the mountains of Krujë. In the Middle Ages, the bridge of Abdyl Aga served as a caravan route that connected Shkodra and Lezhë with Dibra through the mountains of Tiranë and Mat. This bridge consists of a large arch about 7m above the water level and a smaller arch with a space of 2.6m on the left bank. From a construction point of view, the bridge is strong. The main arch is 88cm thick and is secured with transverse metal connections. The cobblestone of the bridge is 18 meters high and 3.2 meters wide is secured by a low protecting wall of piled stone blocks from which today only the traces are preserved. For the construction of the bridge was used lime stone from the nearby mountain. Adjacent to the ruins of the bridge is preserved a medieval road of a different time. According to local sources, the construction of the bridge took place around the years 1810-1820.

Weeping Gorge. There is a written history for every part of Krujë. Three kilometers from the center of the city, to the east and along the Qafështama national road there is the Weeping Rock. It is a memorial built by the people of Krujë dedicated to 90 young Krujë girls who jumped down from the rock to prevent their suffering at the hands of the Ottoman invaders on June 16, 1478. The mothers of the girls went there every day to mourn the girls. That is why this place is called the Weeping Rock.

Thermal Water in Bilaj. Thermal water spring is located in the village of Bilaj, west of the Municipality of Krujë, in the area of Bubq. These natural thermal waters were discovered during a search for drinking water. They have a temperature of 60°C and are rich in minerals (sulfur) and various salts that give the water a green shade. During 1971-1975, the construction of a special curative center was completed. Recently, this center has been modernized and offers services such as access to curative baths, a bar-restaurant and a hotel.

Murat Beu Mosque. The Varosh Mosque or Murat Bey Mosque is part of the Old Bazaar and was built in 1533 during the period of Ottoman occupation. This mosque has special architectural values arranged in harmony with other buildings in the Old Bazaar. It also enjoys the status of a cultural monument. During the communist regime, the mosque was closed and its original minaret collapsed. It reopened back in 1991 and the rebuilt minaret can be seen today by local and foreign tourists.

Qafështama National Park. Qafështama National Park is located in the northern side of Krujë, 25 km from the city center and is part of the Skanderbeg Range. The mountain pass serves for

connecting Krujë and the mountain valleys. The national park, established on January 15, 1996, has the status of a protected natural heritage area that has beautiful landscapes covered with Black Pines and Beech Trees, and the Mother Queen's Spring flows through it. Its surface is 2,000 ha and represents a great biodiversity. In the northern part of the park, Lake Peak is the highest point, at an altitude of 1724 m above sea level. This park was frequented by the royal family, while in the communist era it became a holiday camp for workers, school children and the leaders of the time. In Qafështama there are many water springs, the main one being the Mother Queen's Spring, who took the name in honor of King Zog's mother.

Mother Queen's Spring. The spring is located in the Qafështama National Park, about 1100 m above sea level. The water of this spring has curative values, being considered light, with little salt, but also rich in magnesium. The Mother Queen's Spring was named in honor of King Zog's mother because the Zog royal family drank water there in the 1920s. In addition to this spring, in this national park there are other springs and streams that descend from the mountain.

Black Gorge. It is located on the Zezë (Black) River, which separates the mountain of Krujë from the northwest and Brari from the southeast. It is a narrow gorge of several hundred meters long and with a height of over 200m. The water of the Black River has been carving some limestone rocks for millions of years. In the river bed, there are large rocks that are detached from the walls of the gorge. Along the bed of the river there are orchards and small sills formed by water. On the rock face, there are karst holes and some caves. The landscape of this monument is very attractive and is especially suitable for picnics and families with small children. It has natural, geographical, biological, geological and aesthetic values that display local character. It is visited by taking the road from Tiranë or the road FushëKrujë – Black Gorge.

Skanderbeg Olive. This olive tree is over 500 years old. It is believed that the National Hero, Gjergj Kastrioti Skënderbeu, planted it on the day of his wedding to Donika Kastrioti. This established a tradition that has been preserved for centuries, for each young couple to plant an olive tree as a sign of peace and harmony of their marriage. Under its crown are the tombs of Bektashi fathers and dervishes who served the temple of Dolma.

Droja River Canyon. The canyon of the Droja river is located 4 km north of Krujë, near the national road Krujë - Qafshatamë, and between the mountains of Krujë and Brret. This section is 1.5 km long and it was declared a natural monument. The habitat around this canyon is untouched by human hands and is in very good condition. Along the length of this river canyon there are typical Mediterranean evergreen vegetation populated by laurel trees, lynx, daffodils, olive groves, birds, etc. The canyon is crossed by the river of the same name and there are many waterfalls that come one after the other forming a wonderful ensemble. Along the river bed, there are many large springs, such as Banac, which is an underground system of caves 3 km long. These caves are still little known. Inside the canyon is a stone bridge carved into a rock, which is one of the most interesting to visit. There are footprints on all sides of the rock.

4.1.2 OVERALL ASSESSMENT BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the Tourism (Cultural and Culinary) value chain based on expert analysis and discussions with stakeholders as well as the interviews with key actors, is presented below.

QUESTION	Points*	WEIGHT	Total	DESCRIPTION
Is the participation of employed women in the value chain relatively high?	3	2	6	In tourism (especially culinary), women are involved in many processes (cooking, serving, hospitality, etc.). As for the typology of Krujë, men are involved in tours and as service providers.
Are there many female entrepreneurs in the value chain?	1	2	2	Entrepreneurship is still considered a men's field due to cultural constraints and mentality. However, the situation is changing. Also, grant programs give a greater priority to women entrepreneurs, which is soon expected to lead to the establishment of new tourism (and agritourism) businesses, led by women.
Do women control / own equipment and assets?	2	2	4	Equipment and assets are mostly owned by men; however, women have access to them.
Do women (or can they) acquire the skills needed to add value through product processing or diversification?	3	1	3	Women are becoming more and more aware of the importance of diversifying the family farm by adding the tourism (culinary, agricultural) component. There is a high willingness to learn about agritourism management, proper hospitality, English language skills, on-farm tours, off-farm tours in attractive surrounding areas, etc.
Do women have control over sales and enterprise revenue?	2	3	6	Income is controlled and managed mainly by men, but there is often consensus among family members on the expenses.
Can work be located near home?	4	1	4	Yes. Usually, the old dwellings are close to the houses where the families live, and it is often the same building with two floors or separate spaces that is used simultaneously for tourists and family. So, accommodation and food activities are very close to home.
Is this a value chain with small barriers to entry for poor entrepreneurs (small scale of production, low initial cost, not requiring large capital investment, using low technology)?	3	1	3	No, there are some legal barriers to entering this value chain. The initial costs are somewhat high. Based on various studies and estimates, about 10-20 thousand EUR would be needed to transform the assets and the old apartment into a building with traditional renovated architecture. Given the opportunities available in the form of grants, this investment would be affordable for many rural families in the Municipality of Krujë.
Is this a value chain with low barriers to women's involvement (time and movement, access to	4	2	8	There are no specific restrictions that prevent women from entering the VC. Women are involved in daily farming

technology and assets, cultural constraints)?				activities, traditional cooking for the family and tourists, and other activities.
Does this value chain offer new opportunities for women?	3	4	12	Adding the tourism component to a family farm creates many opportunities for higher involvement of women in various processes. With the right skills and knowledge, women can play an important role in the family agritourism business.
Is the activity in the value chain in line with living conditions (year-round income, use of domestic work, quick returns, keeping the environment intact)?	3	2	6	Tourism (Agri or culinary) activity is considered as a diversification activity for farms; thus, in the period of low sales in agriculture, farms can compensate for this effect by providing accommodation services and cooking for tourists. Agritourism can provide sufficient income for families for most of the year, except during the winter season, where many roads are blocked due to heavy snow and temperatures are very low.
Is there a connection between what women do and prospects for growth / diversification in the value chain?	3	1	3	Women are involved and can be involved in various processes of an (Agri) tourism business. By improving skills and knowledge, women can boost the growth of the agritourism sector.
Are there gender norms (for example "women's work") that prevent women from taking full advantage of value chain opportunities?	3	2	6	Household chores and childcare take a considerable amount of time, and this often deprives women of taking full advantage of the value chain opportunities. However, the short distance from home offers opportunities for women to play an important role in this sector.
Total for gender potential		63/102		

*** Points: 0 (very little, no, not at all) to 5 (very high, yes, very important).**

Table 10. Assessment of women's empowerment and gender equality in Tourism (Agri, Culinary, Cultural) VC

4.1.3 SWOT ANALYSIS OF AGRITOURISM VALUE CHAIN

SWOT ANALYSIS OF AGRITOURISM VALUE CHAIN	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Area based on agriculture and livestock; ▪ Good geographical location, which brings high opportunities for mountain and cultural tourism ▪ Tradition of hospitality and cooking; 	<ul style="list-style-type: none"> ▪ Lack of experience and business management skills in agritourism; ▪ Lack of specific training programs for agritourism management. ▪ Poor road infrastructure and poor public transport in rural areas;

<ul style="list-style-type: none"> ▪ Investments made in some natural paths and their marketing by the Municipality of Krujë ▪ Low-cost services. 	<ul style="list-style-type: none"> ▪ Poor access to financial resources.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ High Priority in the Government Agenda (100 villages program); ▪ Investment funds provided by various grant programs (ARDA, IPARD, other) ▪ Increasing demand for agritourism experience from both domestic and foreign tourists; ▪ Employment opportunities for women and youth. 	<ul style="list-style-type: none"> ▪ Property rights issues can hamper investment; ▪ Mismanagement of waste in rural areas; ▪ Growing trend of young people leaving rural areas for a better life in big cities.

Table 11. SWOT Analysis of Tourism (Agri, Cultural, Culinary) Value Chain

4.2 THE HANDICRAFTS VALUE CHAIN

4.2.1 DESCRIPTION OF THE VALUE CHAIN

Krujë is located 31 kilometers (20 miles) north of the capital Tirana and is a place rich in history. While the region has been populated since the 3rd century, it was also the home of the Alban tribe of the same name as Gjergj Skënderbeu, the national hero of Albania. Krujë has a long list of attractions to offer to tourists such as the ancient castle perched on steep cliffs, two museums, stunning views, a nearby national park, sacred temples, natural springs, the ruins of the ancient city of Albanopolis and the old bazaar.

National costumes are some of the most demanded items of the Krujë Bazaar which explains the rich variety available there. Elaborated dresses come from every region of the country and, thus, you will see fustanell (kilt), xhublete (a bell-shaped skirt), traditional shoes decorated with tassels, suits with tirq (traditional trousers with narrow legs for men) or çitjane (traditional skirts for women, harem pants). Traditional costumes from different regions of Albania will make this shopping experience a beautiful journey into the traditions and past of the country.

Beautiful objects made of copper are among the most favorite souvenirs for those who want to have some handmade traditional Albanian souvenirs. These objects reflect different periods of time and lifestyles, as the bazaar offers household and war objects, as well as those used for gardening and travel, among others. As such, a visit to the bazaar reflects a unique experience where objects reveal the true- life story of Albania.

There are many artisans who skillfully weave silver, gold, or copper threads into national costumes, sword or knife wrappers, jewelry, and many other items offered at the market. The elegance of filigree makes these items some of the most stunning and favorite choices for gifts and home decorations. **This sector employs today over 70% of women in the city of Krujë.**

4.2.2 OVERALL ASSESSMENT BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the Handicraft chain based on expert analysis and discussions with stakeholders as well as the interviews with key actors are presented below.

Question	Point*	Weight	Total	Description
Is the participation of employed women in the value chain relatively high?	4	2	8	In handicrafts, women are involved in many processes, mainly in those of carpet weaving, clothing, embroidery, jewelry making, etc. Men are more involved but not exclusive in the processing of wood, copper and felt. In Krujë over 70% of women are employed in this sector.
Are there many female entrepreneurs in the value chain?	1	2	2	Entrepreneurship is still considered a men's field due to cultural constraints and mentality. But in the field of Handicrafts almost 40% of businesses are run by women. Also, when businesses are registered in the name of men, women are often employed.
Do women control / own equipment and assets?	4	2	8	The equipment is mostly owned by women while the assets are owned by men, however women have access to them.
Do women have (or can acquire) the skills needed to add value through product processing or diversification?	3	1	3	Women are becoming more and more aware of the importance of diversification to establish links with other VCs in other sectors, such as the tourism sector, through product presentation initiatives in the premises of the accommodation service operators. Also increasing the range of products through reactivation of some products that are on the verge of extinction is a great potential in terms of adding value.
Do women have control over sales and enterprise revenue?	4	3	12	Income is generally controlled and managed mainly by women, but even when it is administered by men there is complete consensus among family members.
Can work be located near home?	4	1	4	Yes. Mostly, the work premises are either in the houses or they are in the bazaar premises where the sale of products takes place. In these cases, they are out of the house and during working hours find it difficult to do other household chores and raise children.
Is this a value chain with small barriers to entry for poor entrepreneurs (small scale of production, low initial cost, not requiring large capital investment, using low technology)?	3	1	3	Yes, there are some legal barriers to entering this value chain. Initial costs are somewhat low. They own some of the necessary equipment as family inheritance. With small grants or initial subsidies, the initial investment would be affordable for many families in the Municipality of Krujë.

Is this a value chain with low barriers to women's involvement (time and movement, access to technology and assets, cultural constraints)?	4	2	8	There are no specific restrictions that prevent women from entering the VC
Does this value chain offer new opportunities for women?	3	4	12	Adding the tourism component to the handicrafts sector creates many opportunities for increased involvement of women in various processes. With the right skills and knowledge, women can play an even more important role in the business.
Is the activity in the value chain in line with living conditions (year-round income, use of domestic work, quick returns, keeping the environment intact)?	3	2	6	The handicraft activity is considered as an year-round activity, but it is known that the summer season is more intense, due to the high presence of tourists. Handicrafts are considered and provide sufficient income for families during most of the year, except the winter season.
Is there a connection between what women do and prospects for growth / diversification in the value chain?	3	1	3	Women are involved and can be involved in various processes of a Handicrafts business. By improving skills and knowledge, women can push the sector growth.
Are there gender norms (for example "women's work") that prevent women from taking full advantage of value chain opportunities?	4	2	8	Household chores and childcare take a considerable amount of time, and this often deprives women of taking full advantage of value chain opportunities. However, the short distance from home offers opportunities for women to play an important role in this sector.
Total for gender potential		77/102		

Table 12. Assessing Women's Empowerment and Gender Equality in the Craft Value Chain.

4.2.3 SWOT ANALYSIS OF HANDICRAFT VALUE CHAIN

SWOT ANALYSIS OF HANDICRAFT VALUE CHAIN	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Willingness to cooperate and consider it as a good opportunity to achieve individual goals; ▪ Willingness to participate in trainings and increase their skill levels; ▪ Engaging women throughout the process and raising awareness of her contribution, especially in the promotion and sales steps; ▪ Existence of a long-term family tradition for the production of handicrafts and the transmission of skills from one generation to another. ▪ Good skills and knowledge, sometimes certified by relevant institutions ▪ Market always in demand and growing. 	<ul style="list-style-type: none"> ▪ Lack of financial resources and consequently lack of proper investment in technology and processing; ▪ Lack of proper production and processing facilities; ▪ Existence of technical skills gap to complete all processes and lack of manpower to operate in each of the processes; ▪ Informal operation in the market (unregistered businesses and unregistered workforce). ▪ Lack of points of sale and promotions and inability to attract potential buyers; ▪ Lack of desire from the younger generation to dedicate themselves to these types of activities, adding the non-existence of a dedicated study program (in vocational education and training centers), considering it unattractive.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ Tourists visit Krujë all year round and the opportunities to use this to their advantage. ▪ Opportunity to collaborate and exhibit in facilities that offer accommodation services, which are growing. ▪ Participation in local fairs organized by relevant state institutions (municipality mainly) with opportunities to display and promote their products; ▪ Acceptance of the potential and tradition by the relevant institutions and willingness to support the VC and empower the women involved, to reach its full potential. 	<ul style="list-style-type: none"> ▪ Lack of promotion and marketing strategies (regional brands). ▪ Lack of incentive schemes and funding opportunities from relevant institutions ▪ Fluctuating demands: Lack of a stable market and access to the desired market.

Table 13. SWOT Analysis of Handicraft Value Chain

4.3 CONCLUSION

Based on the analysis of the above two sectors, using the criteria of gender sensitive analysis in value chains (GSVCA), we can observe the following evaluation situation:

Analyzed Sector	Points	NOTES
Tourism (Culinary, Cultural, Agri) VC	63	Problems with property rights Poor road infrastructure and poor public transport in rural areas can hamper investment. Also, the short distance to Tirana limits the VC to daily tourism.
Handicrafts VC.	77	It does not require significant funding. As a short-term intervention, it provides high guarantees for a long-term sustainability with a positive multiplying effect on the overall economic and social well-being of women.

From the initial roundtable research (including statistical information that strongly supports the assumption) supplemented with information obtained from municipal authorities, the Handicrafts value chain has been identified as having the greatest potential to improve women's livelihoods and lead to economic empowerment of women. In recent years, the Municipality of Krujë has implemented a number of initiatives (more about it in future sections) to support the sector and having a development plan to follow with clear gender-sensitive solutions proposed for the short term / medium-term and long-term impacts are likely to create a positive multiplying effect on the overall economic and social well-being of women in the Municipality of Krujë.

5. DETAILED ANALYSIS OF HANDICRAFTS VALUE CHAIN

5.1 OVERVIEW OF HANDICRAFTS VALUE CHAIN

The city of Krujë with its medieval castle, Ottoman style market, ethnographic museum and the national museum "Gjergj Kastrioti Skënderbeu" is one of the main centers of cultural heritage in Albania. Krujë Castle and Bazaar, as well as numerous cultural monuments make this territory one of the main attractions of cultural tourism and currently quite visited by foreign tourists. This large influx of tourists has boosted the preservation of the tradition of handicrafts, and its prominent position at the Bazaar of Krujë.

Krujë Bazaar, also known as Derexhik Bazaar, lies on both sides of the cobble paved road that leads to Krujë Castle. This bazaar has been functioning since the time of Gjergj Kastrioti Skënderbeu in the 15th century, with the shops reaching the entrance of the castle. The shops have wooden walls, ceilings and shutters. Here, the tourists have the opportunity to buy various handicraft items such as works in silver, copper, alabaster, embroidery, jewelry, carpets, etc. The bazaar has resisted 500 years of Turkish ruling and was partly restored on the 500th anniversary of Skanderbeg's birth.

Due to the poor development of the industrial sector and the low efficiency of the primary sectors, such as industry and agriculture, the Municipality of Krujë, as well as the entire Albanian economy, is mainly oriented towards the tertiary sector, with the services sector contributing more than 50% of Gross Domestic Product (GDP). The Tourism Sector, with its rapid and pronounced expansion at the national level, has more premises for profit generation and employment, even in a short time span. Also, supporting and expanding the tourism sector, consequently promotes the shorter chain of local production.

In this context, the improvement of the historical and cultural heritage of the city of Krujë, the Castle and the Old Bazaar, through promotional activities, the improvement of access infrastructure, information points, the recovery of the damaged cultural centers, the creation of additional supporting infrastructure, etc. is one of the main priorities of the Municipality of Krujë in terms of economic development.

As one of the main elements of the heritage, the promotion and trade of the Albanian crafts, affects the increase of visibility and promotion of the handicraft sector, as well as the economic and social stability of Craftsmen. Promotion and marketing of original and authentic products aims to promote the development of handicrafts through the identification and preservation of authentic Albanian values.

Project "**Revitalization and Improvement of the Tourist Area-Krujë Bazaar**" implemented as a partnership of the Ministry of Urban Development of Albania, the Ministry of Culture, the Municipality of Krujë and the Albanian-American Development Foundation, made possible the reconstruction of buildings and architectural objects around it. Every intervention involved in the project, starting from the facades, roofs and cobblestones has been done carefully, preserving the value and tradition of the city. Today, thanks to this reconstruction, many businesses are able to operate in the Krujë Bazaar, most of them - craftsmen. The Krujë Bazaar is the only public and visited point that attracts hundreds of visitors every day to its artistic

products and handicrafts, and a living example that Albanian Handicrafts have not been lost yet and are still preserved in some rare spots in Albania. This bazaar is special and comes as a surprise for the tourists who visit the city, when on the way to the castle, they get a chance to walk through the Bazaar. The long alley looks like it did back in the days is filled with handicraft products such as traditional

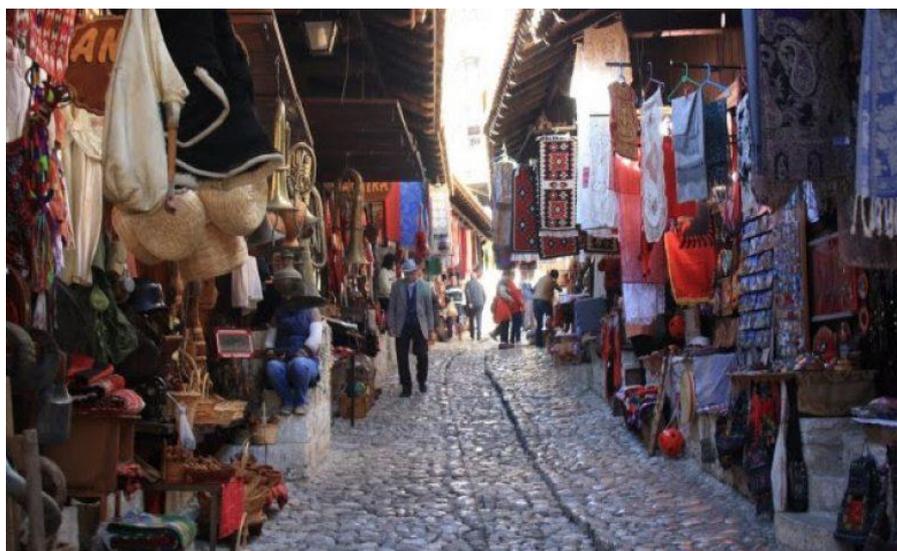


Figure 28: View of the Old Bazaar in Krujë Municipality

clothing, carpets and tapestries, copper and gold works, old items and national or city symbols.

Among the leading Craftsmen who operate in this market, the following can be mentioned:

Nr.	Contact	Product	Address
1	Ndricim Guni	Fez craft	The Old Bazaar of Krujë
2	Mimoza Berushi	Handicrafts using embroidery	The Old Bazaar of Krujë
3	Dallandyshe Tabaku	Carpet products using the loom	The Old Bazaar of Krujë
4	Donald Meca	Copper workmanship	The Old Bazaar of Krujë
5	Vjollca Dollaku	Handicrafts using embroidery	The Old Bazaar of Krujë
6	Sali Maja	Carpet products using the loom	The Old Bazaar of Krujë
7	Xhevdet Bardhi & Monika Bardhi	Carpet products using the loom	The Old Bazaar of Krujë
8	Muharrem Mefaja	Handmade wooden products	The Old Bazaar of Krujë
9	Arjana Cerhozi	Carpet products using the loom	The Old Bazaar of Krujë
10	Vjollca Haxhiu	Handicrafts using embroidery	The Old Bazaar of Krujë
11	Kumrie Berushit	Handicrafts using embroidery	The Old Bazaar of Krujë
12	Skënder Rroshi	Artworks	The Old Bazaar of Krujë
13	Behare Kasmi	Carpet products using the loom	The Old Bazaar of Krujë
14	Idriz Cela	Folk costumes (handicrafts)	The Old Bazaar of Krujë
15	Lindita Herri	Folk costumes (handicrafts)	The Old Bazaar of Krujë
16	Andi Ismalaja	Products in copper	The Old Bazaar of Krujë

Table 14. Craftsmen working and trading in the Krujë Bazaar.

In these shops, tourists have the opportunity to buy various handicraft items such as works in silver, copper, alabaster, embroidery, jewelry, filigree, carpets, etc. The Bazaar and the items

sold there are a powerful attraction to bring visitors to Krujë where they can learn a bit of history, get to know the personal stories and buy handicrafts.

Many of the inhabitants and artisans of Krujë, are afraid that slowly but steadily the traditional artisans and crafts are being lost. One of the artisans trading at the Krujë Bazaar states that: “Nowadays young people go to schools and take on other professions, they are not loving their father’s craft. I have a son and I am trying to pass on to him the craft of wool waiving hairdresser”.

Handicrafts’ sector is dominated by women. In the city of Krujë, this sector employs (including informally) about 70% of women of working age.

5.2 MAPPING OF THE VALUE CHAIN

The analysis of the situation and the development plans of the municipality put a lot of attention on the development of handicrafts sector with a focus on the revitalization of the tradition, both in the city of Krujë and in some rural areas, aiming at increasing the employment.

The following figure shows a comprehensive outline of the Handicrafts Value Chain. It identifies key stakeholders, product turnover from securing the input to final market reach, and helps identify gaps or barriers in the production flow.

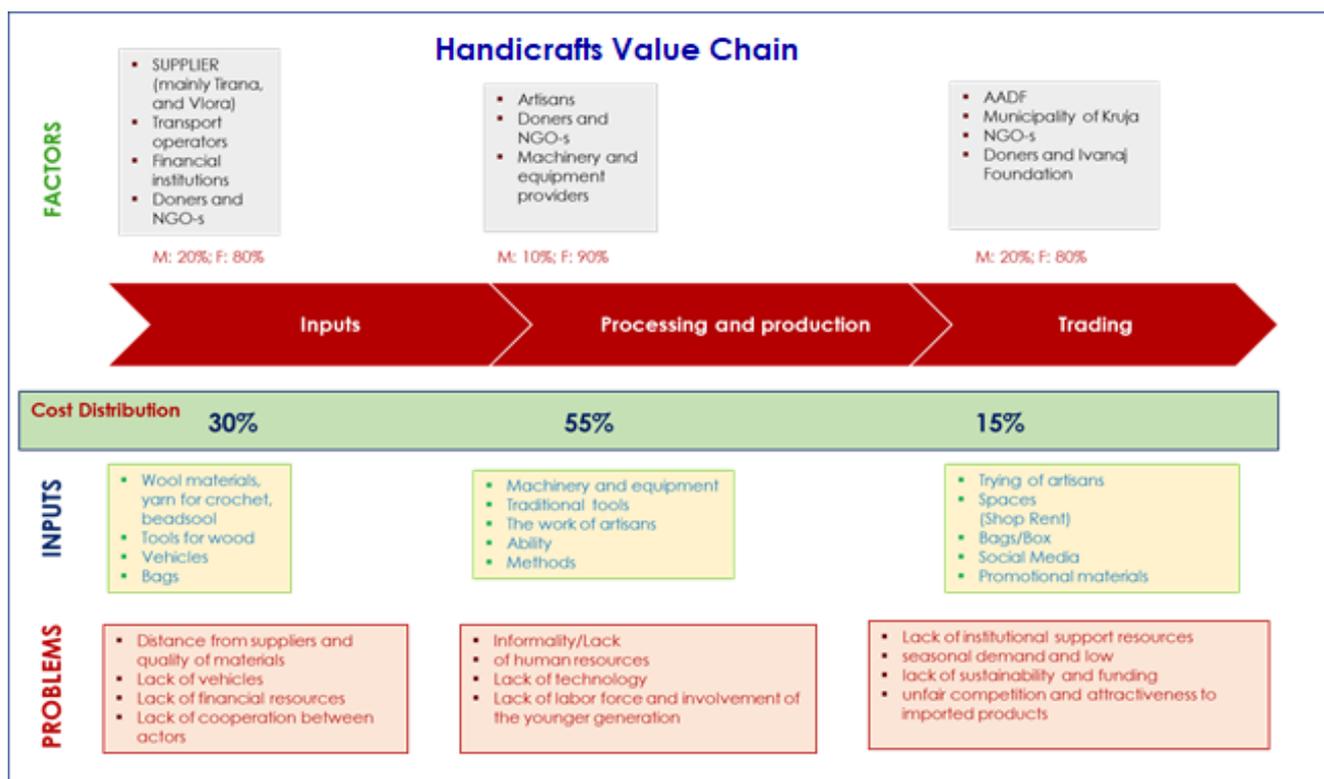


Figure 29. Sketch of the Handicrafts Value Chain in the Municipality of Krujë

5.3 VALUE CHAIN ACTORS

The main actors involved in each phase of the VC and influencing or being influenced by the results are described in the category 'Factors' in the Mapping of the VC (figure 29). The main groups are:

- **Customers:** this includes all individuals (locals, tourists and visitors), families, companies or entities that buy and consume products produced in this VC.
- **Suppliers:** this includes all individuals, businesses, companies or entities that supply products and raw materials as well as equipment for value chain actors, and that will be used and processed to produce the desired products. The main suppliers identified in this case are wholesalers operating in the cities of Tirana and Vlora.
- **Donors:** this includes organizations, associations and entities that provide support to VC actors through the implementation of various initiatives, through the provision of grants and financial support, as well as other forms of assistance and support. The main organizations that have provided support for this VC so far have been the Albanian-American Development Foundation (AADF) through the TID project and the Ivanaj Foundation.
- **Public institutions:** this includes local authorities and public and governmental institutions that can influence the functioning of the VC actors through their strategies, policies and plans. The key institutions are the Municipality of Krujë and the Ministry of Tourism and Environment.

5.4 HANDICRAFTS VALUE CHAIN ANALYSIS

Krujë Handicrafts' products include a relatively wide range of items, which from the point of view of care and work required for their realization are relatively the same.

As shown in the diagram above in Figure 29, the Value Chain (CV) for Handicrafts is composed of three main links. The following paragraphs analyze these elements based on:

- ✓ The main inputs needed in each link.
- ✓ Influencing factors and their weight.
- ✓ The role of women in each link and the factors or opportunities for improving this role.
- ✓ Problems identified and opportunities and recommendations for the minimization of the problems.

Based on the fieldwork, observations and interviews conducted with the main actors of the value chain in the Municipality of Krujë, the respective situations were identified and the conclusions and recommendations were drafted.

It should be noted that this Value Chain consists of several sub-chains such as: production of carpets, production of traditional clothing and authentic products, wood processing and creation of woodwork, making of silver jewelry, copper work, wool products, etc. But all these sub-chains have in common the activities which are carried out in each of their link.

5.4.1 PROVIDING BASIC VALUE CHAIN INPUTS

Activities that take place. This chain link includes activities related to the main elements required to carry out an activity in the Handicrafts VCs:

- ✓ **Provision of raw materials** which are used to produce the respective items in the respective sub-sectors, such as wool, yarn, beads, needles, wood, etc.;
- ✓ **Quality control and transport** to the workshop: quality control of raw materials is very important because it directly affects the quality of the final product.
- ✓ **Storage and preservation of materials, etc.**

In this link it should be noted that the materials are in most cases purchased at wholesale points in different cities outside Krujë, mainly in Tirana and Vlora.

Women's Participation. This activity in most cases is carried out by women, they make up **80% of the total workforce**, because they are usually involved in the processing and production of the handicraft products, and they determine the technical specifications and quality of materials. As this activity takes place away from home, men accompany women as they generally carry out the transportation of inputs. Also, women are the ones who make sure of the quality of the products taken to market.

Cost of this link. This stage in the total cost constitutes an average cost of about **30% of the cost** of production and processing of Handicrafts Products.

5.4.2 PROCESSING AND PRODUCTION

Activities that take place. In this link are carried out all the activities related to the processing of raw materials and production of the products using the efforts of human resources (in terms of skills, knowledge and dedicated time), tools, machinery and equipment (in terms of technology) and predetermined craft methods and practices.

Women's Participation. The processing is dominated and executed mainly by women who make up **90% of the overall workforce for the link**, but there are also cases when the whole process is done by men, as in the case of wood processing and woodworking, or the production of the authentic felt hats

Cost of this link. Based on the fact that the process is mainly carried out by hand, and that there are only supporting equipment, the cost of this link is significant in the final production. Due to the low cost of labor, this link's cost is estimated at about **55% of the total cost of production**.

5.4.3 PROMOTION AND SALES

Activities that take place. This link includes product display in the dedicated space and offline promotion, as well as online promotion on social media, the process of selling products to customers and influencing their buyer decisions, as well as product packaging.

Women's Participation. This stage is dominated by women, who make up **80% of the workforce**, they specialize in selling products mainly through influencing buyer decisions. But men also actively participate in some of the activities when women are absent.

Cost of this link. In terms of cost in the value chain this link accounts for about **15% of the cost** of the entire chain.

An influential factor is the monthly rental fee of the shop, which reaches on average 15,000 - 20,000 ALL, but since the shop in the most cases also serves as the workshop, this cost is divided between the two links of the production chain and that of the selling.

5.5 FINDINGS AND OPPORTUNITIES FOR WOMEN EMPOWERMENT IN THE VALUE CHAIN

Based on the fieldwork, observations and interviews conducted with the main actors of the value chain in the Municipality of Krujë, the following data were identified.

5.5.1 OPPORTUNITIES FOR EMPOWERING WOMEN IN THE VALUE CHAIN

Regarding the Opportunities that the Handicrafts value chain has to offer, the respondents mentioned / described as follows:

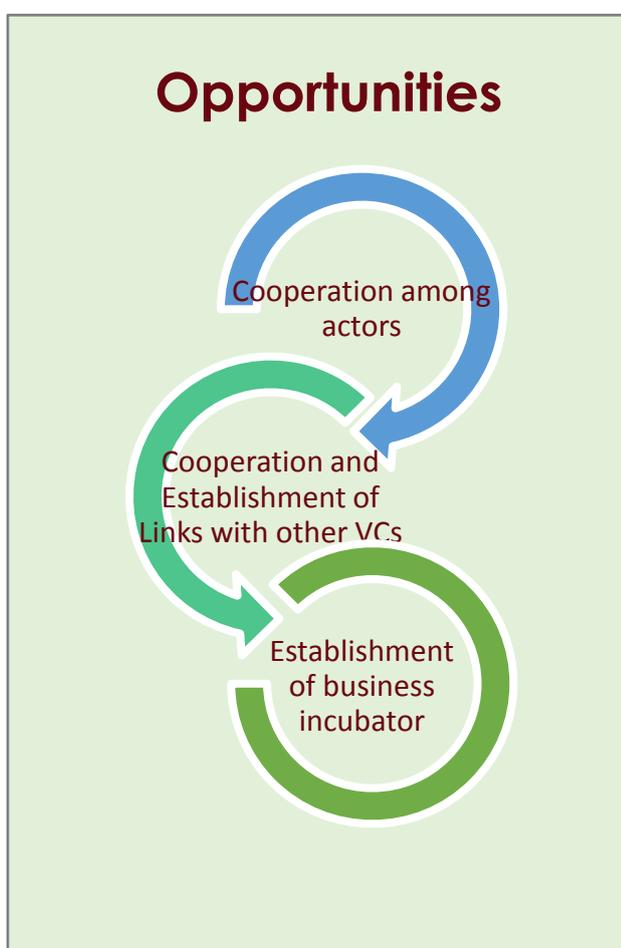


Figure 30: Handicrafts Value Chain Opportunities in the Municipality of Krujë

Cooperation between actors: despite the current lack of cooperation between actors, such opportunities may arise in case of cooperation not only for the implementation of fair competition rules, but also in terms of cooperation at various stages in the VC, in order to increase their opportunities as a group. Opportunities for cooperation were identified in the first phase of the VC, for securing inputs. So far, each business has operated individually and each actor identifies and tracks his or her supply opportunities on their own. Most input suppliers are located in major cities, such as Tiranë or Vlorë, and in most cases they also set the prices. Cooperation between actors would mean taking control of the process and making decisions regarding the technical specifications of the materials and equipment, creating or negotiating for better prices and obtaining higher quality products. It would also serve as a good opportunity for actors to take advantage of the initiatives, projects and grants provided by various donors and organizations, as has been the case when actors took advantage of promotion and marketing opportunities offered by the American-Albanian Development Foundation, or from grants provided by the Ivanjaj Foundation.

Collaboration and liaison with other VCs: there have been attempts to liaise with other CVs in other sectors, such as the tourism sector. They were undertaken through the individual initiatives of some of the actors and consisted of the display of products in the premises of the accommodation service operators. Given the number of cultural heritage sites in the area and tourist attractions, initiatives in this area would produce benefits for all sectors. This is also set in the strategic priorities of the municipality

Business Incubator. The Business Incubator is a special structure set up to provide supporting services until individuals or companies are trained to make their products or services successful. For the situation in the Municipality of Krujë where the involvement of young people in handicrafts is not seen as economically interesting and with the sector in danger of being lost, support through the creation of a business incubator would be one of the main factors contributing to the establishment and strengthening of this sector. This way of intervention is also foreseen in the development strategy for the Municipality of Krujë. The goal is to help new small businesses grow rapidly in scale, create social culture, and ultimately create successful entrepreneurs. The Business Incubator is designed to support and accelerate the process of successful development of Individuals / new companies by assisting young entrepreneurs with a variety of resources and services.

Young entrepreneurs will be trained on business development, technical and administrative support, management and business development counselling as well as legal, financial, and fiscal issues. Based on these basic principles, it is proposed that in close cooperation with the Municipality of Krujë the **Business Incubator for Women**, an open and public incubator aiming to help and stimulate young women and girls to use their innovative ideas for opening new businesses.

- **Benefits for the users of the Women Business Incubator:** Each incubator user / beneficiary will benefit from the common working space, working conditions and equipment for their daily work needs. In addition to shared workspaces, the business incubator also provides services through specific programs, such as:
 - ✓ *Free professional assistance*
 - ✓ *Free counseling and mentoring*
 - ✓ *Networking and attending business events*
 - ✓ *Friendly work and business community*
- **Beneficiaries' rights.** Every user / beneficiary of the incubator is free to use all the assets of the incubator including external and internal assets. The rules for the use of the incubator spaces will be determined by a "Statute on the rights of use of the incubator" which will be attached to the contract between the beneficiaries of the incubator and its administrators (Municipality of Krujë. The duration of membership in the incubator should not exceed 12 months, except in exceptional cases.
- **Business Incubator Approach for Women.** The Business Incubator for Women should have a proactive approach to the needs of women in the Municipality of Krujë with a special focus on women and girls from rural areas. The Business Incubator for Women should be oriented towards creating and stimulating the new jobs through self-employment, in order to "Improve the position of women in the economy" through:

- ✓ *Creation of new jobs through self-employment and development of professional skills*
- ✓ *Revitalization of households, by supporting young women and girls from urban and rural areas*
- ✓ *Development and support to small and medium enterprises led by young women and girls.*
- ✓ *Vocational training, administrative support and obtain basic financial and fiscal concepts needed*
- ✓ *Networking assistance, identification of partners and collaborators, as well as marketing assistance*

5.5.2 VALUE CHAIN CONSTRAINTS

In terms of the Constraints that the Handicrafts value chain faces, they were identified through interviews with key actors, field visits and discussions in focus groups with representatives of key stakeholder groups.

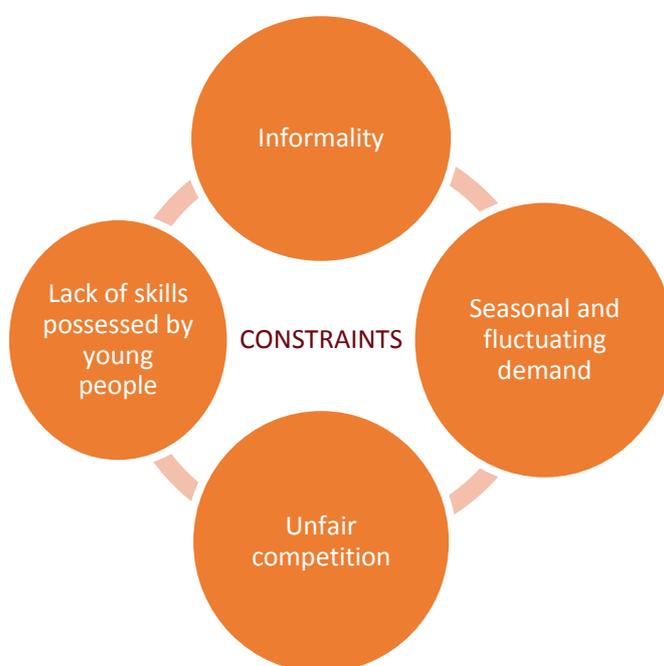


Figure 31. Constraints of Value Chain.

Informality: informality is a wide-spread phenomenon affecting all businesses involved in this VC. Sometimes it is expressed in the lack of business registration in the name of the current owner, and in most cases, in the lack of formal employment of people involved in the work processes. The main rationale behind it is to avoid the payment of employee's taxes and social security.

Seasonal and fluctuating demand: even though this VC deals with the production of authentic and unique products, the demand for these products is strongly related to the development of the tourism sector and its respective sub-chains. Most income is guaranteed during seasonal tourist periods coming from visitors, whether local or international, whose number increases during the summer, while during the winter season, there is almost zero demand for such products. Revenues generated during the summer, serve to compensate for the lack of

demand during the winter. It should be noted that the focus of the municipality (expressed in the local development plan) is to increase the number of days that the tourists spend in the municipality during their visits, in accordance with the National Tourism Strategy.

Unfair competition: Almost all the VC actors include imported products in their shops. These are products imported mainly from Turkey and China. Compared to the authentic local products, they have cheaper prices due to lower quality. Considering that they are exhibited in the same premises with locally made products, tourists show higher interest for them. The initiative taken by the actors to ban these products has been unsuccessful, given that there is a lack of trust in other actors and the belief that in the event that the opportunity arises, competitors will break the agreed rules, trying to achieve higher profits from the sale of these products.

Lack of skills: The key skills required to perform processing activities are traditionally acquired, passing from one generation to the next. During the focus groups, the need to increase the skills of young people in specific processes was emphasized, so that they can continue the traditions of their families. The sector does not look attractive to young people due to lack of financial opportunities and perceived lack of financial stability. Therefore, they have lost interest in gaining the skills needed to carry out the production activities of handicrafts.

5.6 SUGGESTED RECOMMENDATIONS FOR INTERVENTION

As we have analyzed above, based on their potential and the involvement and empowerment of women, Handicrafts VC was rated as the most important, with the highest opportunities for women and as one that needs some intervention. With this in mind, here are some recommendations.

5.6.1 GENERAL RECOMMENDATIONS FOR THE MUNICIPALITY OF KRUIË

- **Business Incubator.** Support / pilot a project (it may be in cooperation with the municipality and donors) to enable the use or enhance the use of a multifunctional center where artisans can carry out group activities and perform their work. Also, in this space should be provided specialized services for the artisans through integrated programs, such as:
 - ✓ *Free professional assistance*
 - ✓ *Free counseling and mentoring*
 - ✓ *Networking and attending business events*
 - ✓ *Friendly work and business community*
- **Focus on Formalization** in the handicraft sector which in the current situation faces some difficulties. Relevant institutions, especially the municipality, should encourage and support artisans in the formalization process. Formalization could potentially bring national / local subsidies to the region. The Municipality of Kruië is mainly focused on the tourism sector (where there are not many promises, as resulted from the seminar and interviews), forgetting the focus on other sectors. Often local or central institutions provide training in sectors that are not attractive to the population, or that are not related to their activities. Consequently, they prove unsuccessful or the level of participants is very low.

- **Marketing of Handicrafts Products.** In recent years, there is a trend of improving the marketing of Handicrafts Products throughout Albania as part of tourism marketing in general. As everywhere in Albania and in the Municipality of Krujë in particular, there is a positive pressure from all actors opposed by the increase in demand in the market for quality handicraft authentic products. The development of handicrafts and the production of handicraft products in the Municipality of Krujë are perceived as an important economic resource, especially with a development potential not yet fully used and sustainable.
- **Support for cooperation** on production processes, sustainability and the creation of a new generation of artisans. In this regard, the Municipality of Krujë can work hard in terms of their promotional activities by supporting initiatives such as to:
 - ✓ *Establish sustainable links between local / regional and / or national groups and the consolidators to promote contracts;*
 - ✓ *Support activities to connect artisans with travel agencies and urban markets - B2B events, fairs with market representatives and souvenir shops.*
 - ✓ *Clustering programs for women to strengthen their representation and enhance knowledge exchange, building capacity in advocacy and facilitating dialogues between women producers and municipality as well as to improve production processes jointly, to create b2b linkages with other VCs (agritourism, tourism, etc.)*

5.6.2 SPECIFIC RECOMMENDATIONS

The following section presents some general recommendations for the Handicrafts Value Chain for the Municipality of Krujë and their categorization according to the impact on the sector (short / medium / long term) and budget requirements (low / medium / high):

RECOMMENDATIONS FOR THE HANDICRAFTS VALUE CHAIN							
NR.	RECOMMENDATION –HANDICRAFTS VC	IMPACT			BUDGET		
		Short-term	Medium-Term	Long-Term	Low	Medium	High
1	PROFESSIONAL INCREASE OF THE CRAFT LEVEL						
	Ongoing technical assistance, especially in the first year, towards:						
1.1	<ul style="list-style-type: none"> ✓ Drafting the development plan ✓ Technical assistance in negotiating with others ✓ Follow-up and counselling concerning production processes, materials and processing techniques. ✓ Consulting on market elements 	X			X		
1.2	<ul style="list-style-type: none"> ✓ Trainings to raise the level of knowledge of artisans ✓ On the basics of business planning, ✓ On the methods and techniques of marketing ✓ On the opportunities to find funding 	X			X		

RECOMMENDATIONS FOR THE HANDICRAFTS VALUE CHAIN

NR.	RECOMMENDATION –HANDICRAFTS VC	IMPACT			BUDGET		
		Short-term	Medium-Term	Long-Term	Low	Medium	High
	✓ On the possibilities of market connections with other VCs,						
2	SUPPORT FOR HANDICRAFT GROUPS						
	Supports producer groups at local level through incentives.						
2.1	<ul style="list-style-type: none"> ✓ For the production promotion ✓ For the coordination of joint transport ✓ To coordinate joint sales 	X	X		X		
2.2	Encouragement and support for artisans in the formalization process. Formalization could potentially require even small local subsidies.	X					X
2.3	Clustering programs for women to strengthen their representation and enhance knowledge exchange, building capacity in advocacy and facilitation dialogue between women producers and municipality as well as to improve production processes jointly, to create b2b linkages with other VCs (agritourism, tourism, etc.)				X	X	
3	SUPPORT TO THE EXPANSION / USE OF A LOCAL MULTIFUNCTIONAL CENTER						
3.1	Support / pilot a project (could be a cooperation between the Municipality and a probable donor funding) to increase the use of a multifunctional center where artisans can carry out group activities and have a job.				X	X	
4	AWARENESS FOR OPPORTUNITIES IN THE HANDICRAFTS SECTOR						
4.1	Information and awareness sessions about opportunities in the handicraft sector. Raising awareness of the economic importance of the sector and consumer demand in order to stimulate artisanal production.				X	X	
5	MARKETING AND PROMOTION						
5.1	Supporting activities to connect artisans with travel agencies and urban markets - B2B events, fairs with market representatives and souvenir shops (Tirana, Vlora, Durrës)		X			X	

Table 15. Recommendations for the Handicraft Value Chain.

5.6.2 SHORT-TERM INTERVENTION SCENARIOS (STEP-BY-STEP GUIDE)

We recommend the following program when it comes to the value chain of handicrafts in Krujë:

Step 1. Prepare a local tourism development strategy with a particular focus on promoting the Handicrafts sector. Create a joint brand / marketing / destination promotion strategy to partner the municipalities of Krujë and Kavajë- as two unique handicraft communities. The focus of this strategy could be based on recognizing the potential that the two destinations may have in:

- ✓ Promoting the "common destination" according to a community-based tourism model⁷.
- ✓ Promotion and merger under one marketing umbrella
- ✓ Creating a festival or a joint tourism offer / program

Step 2. Provide capacity building for local craft businesses:

- ✓ For experimental techniques (including handicrafts) / community and rural-based tourism management techniques
- ✓ Access to finance and business plans
- ✓ Business registration process
- ✓ Pricing and digital marketing

In the capacity building activities described above, the participation of young people and women is particularly encouraged.

Step 3. Encourage the establishment of the association / group of craft makers of the area to develop joint marketing, brand and joint promotion and to improve the horizontal cooperation for sector development.

Step 4. Provide assistance in business registration of handicrafts producers in the area

Step 5. Provide support to the expansion of the multifunctional center to be managed by women and youth in the area and rely on its operation.

Step 6. Support to the concept and organization of a local Craft Festival - a joint one between Krujë and Kavajë that would take place in one of the cities every year, in cooperation with the municipalities.

Step 7. Connect women artisans with markets, facilitating B2B meetings with shops in Tiranë and Vlora that sell and promote authentic Albanian products.

Step 8. Establish links between handicrafts makers and tour operators, travel agencies and local farms and agritourism units

⁷ Community-Based Tourism (CBT) is a way of sustainable tourism that allows travelers to connect closely with local communities (a model which has been successfully tested by the Albanian Local Capacity Development Foundation ALCDF through their projects in Debar, with a model tourist model of Rabdisht village): tourism where travelers are invited to local homes, experiencing the current local culture, diversity, rituals and local beliefs, participating in local handicraft traditions. The purpose of CBT is to directly benefit local communities financially as travelers experience the local way of life. Communities participating in community-based tourism are strong, resilient and ready to show travelers their culture.

Step 9. Identify and design (based on exact location) local craft businesses and travel attractions as part of a common "Discover Krujë and Kavajë" destination plan: craft makers (where tourists can try making souvenirs themselves); guesthouses; authentic family houses and farms serving as accommodation premises; agritourism facilities; providers of outdoor recreational activities and adventure sports; souvenir and craft / organic food shops, local and national tour guides, etc.

Step 10. Implement interventions that encourage circular economy and community-based tourism, which holds great potential for tourism businesses in achieving the highest sustainability and profitability, all supported by the Municipality. This would link artisanal SMEs to local providers of traditional food and products, the accommodation sector, tour guides, transport, local authorities, and minimize environmental impact and local resources.

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EMPOWER WOMEN EARTHQUAKE RECOVERY

Gender Sensitive Value Chain Analysis (GSVCA)
in the Municipality of Kruja

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