



GENDER SENSITIVE POST-EARTHQUAKE RECOVERY AND RECONSTRUCTION PROJECT

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

DECEMBER 2021

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

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The Gender Sensitive Value Chain Analysis (GSVCA) in the Municipality of Kavajë 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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Smart ICT working group: Diamanta Vito, Alban Ibraliu, Liana Suleymanova,
Genc Radovicka, Ana Thana

UN Women technical support: Grania Mackie – International senior expert on GSVCAs
Erald Lamja – National senior expert on LED & WEE

Disclaimer:

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Rr. "Skënderbej", Ndërtesa 8, Ap. 29-31, Tiranë, Shqipëri

Tel: +355 4 450 2555/7575

Website: albania.unwomen.org/en

Facebook: [unwomentalbania](#)

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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
AU	Administrative Units

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 Kavajë 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.

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.

The focus of this study is the practical analysis of the main value chains in the Municipality of Kavajë, from the perspective of the gender attribute. The main purpose of the gender-sensitive value chain analysis is to provide the Municipality of Kavajë 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 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 Kavajë.

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 Kavajë. 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.

- *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.*
- *Increasing the access of women and youngsters from all groups to financial services and products, as well as to productive resources.*
- *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

3 Men and Women in Albania 2021. INSTAT

4 Men and Women in Albania 2021. INSTAT

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).

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 Kavajë 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 Kavajë, 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 Kavajë, 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 Kavajë, 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 Kavajë (GLP)", respectively "Territorial Development Plan (TDP)", and "Territorial Strategy" (TS), approved by the Decision of the National Council of the Territory no. 3 dated 28.12.2020; as well as the report "Strategic Environmental Assessment of Kavajë (SEA)". The information was also supplemented with data from the official website of the Municipality of Kavajë 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 Kavajë, the information was obtained from the "Volume A Report of the Post-Disaster Needs Assessment of Albania (PDNA)", developed in 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 and field research were used to select sectors, including group consultations and discussion sessions with municipality representatives, producers and experts. 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 and participants from the supporting organizations and coordinators of the project aiming to identify value chain opportunities. This phase ended with the organization of a meeting with groups of interest, during which participants had the opportunity to present and discuss additional details, opportunities, constraints and get a clear picture and understanding of which value chains were identified as the main areas of focus in the following sectors: **Agriculture**, focused on fruit and vegetable products, the cultivation of medicinal and aromatic plants; **Livestock**, focused on goat breeding and their dairy products processing, as well as cultural and culinary **Tourism**.

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

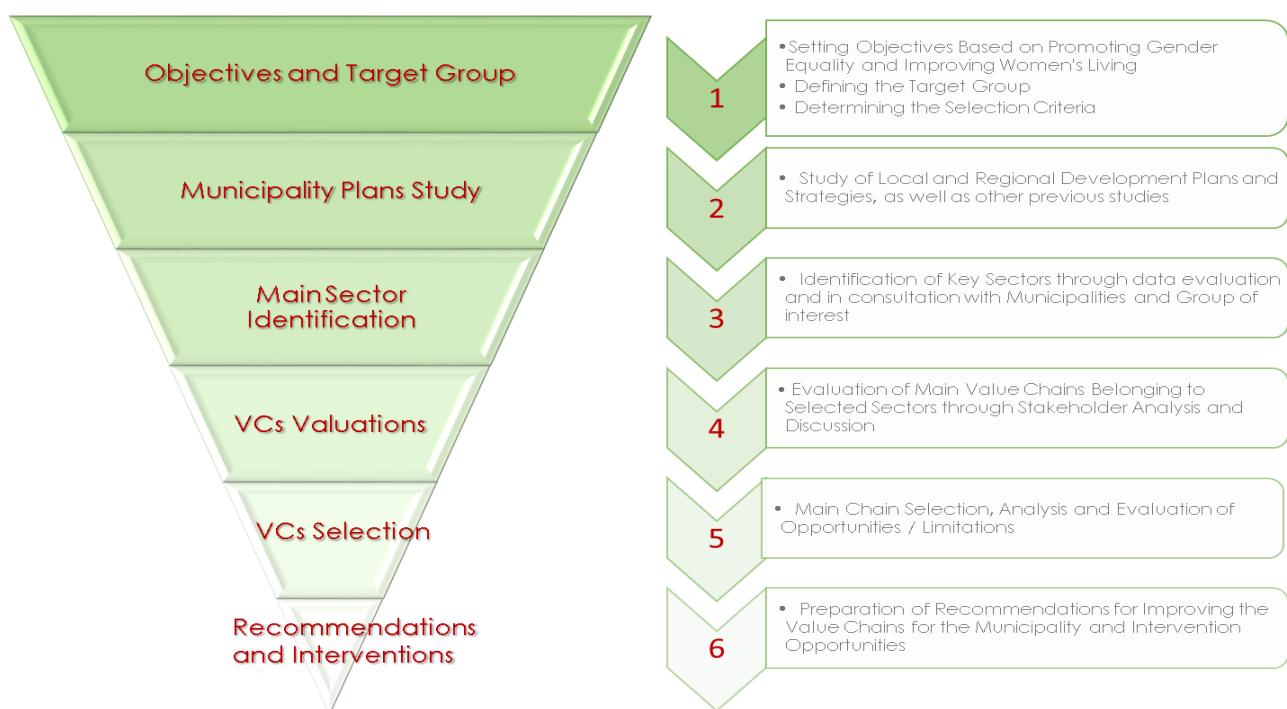


Figure 1. Methodology Approach

In general, these steps were followed in the process:

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: Low-income women and men 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 through the evaluation of 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 Kavajë from the gender perspective. One of the biggest challenges faced 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. Therefore, the results of research work (for main sectors / value chains) often did not match the results obtained during the group work sessions and interviews of groups of interest. Moreover, most public data are often not disaggregated by gender and a large part of the statistical data published by INSTAT is not disaggregated by municipalities. 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 sensitive value chain analysis 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 at improving the situation of women themselves. The purpose of this study is to provide the Municipality of Kavajë with practical recommendations that affect the population of the selected municipality as a whole and would consequently lead to the improvement of the conditions of women in the municipality. It is important to bear in mind, that in Albania and specific municipalities analyzed, the situation in the value chains is often so difficult (and poverty is so high) that any overall improvement and sustainable development regarding value chains would lead to higher incomes for the family, which would automatically mean betterment of the conditions of women and other actors in it. It's also

necessary to remain attentive to the local context, including the diverse notions of masculinity.

Groups of interest meeting sessions, 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, the results of which will be generalized or further transferred.

2. PROFILE OF KAVAJË MUNICIPALITY

Based on the Law No. 139/2015 on Territorial Division in the Republic of Albania, for Statistical Purposes NUTSII, the Municipality of Kavajë is part of the Central Region. The Municipality of Kavajë is bordered on the north by the Municipality of Durrës, on the west by the Adriatic Sea, on the south by the Municipality of Rrogozhinë and on the east by the Municipality of Tiranë. The center of this municipality is the city of Kavaja.

This municipality consists of 5 administrative units, which are: Kavaja, Synej, Luz i Vogël, Golem and Helmas. All units are part of District of Kavajë of Tiranë Region. This municipality has one town and 32 villages.

Kavajë is a destination frequented by tourists. It has clean beaches, warm climate, and hospitable people and welcomes thousands of tourists every year. Mali i Robit Beach, Golem, General Beach, Qerret Beach, Karpen Beach, Forsiluk Bay and Carina make Kavajë a sought-after tourist destination.

The city of Kavajë hosts half of the population of the new administrative division while one of the two coastal administrative units, Golem, has been built in recent years for tourist services leaving agricultural field.



Figure 2: Location of Kavaja Municipality

Data	Value	National Ranking	Ratio to national values	Average national value
Region according to NUTSII	Central		-	-
Surface	206 Km ²	48	0.73%	464.72 km ²
Population by Civil Status	83,637	13	1.86%	73,876
Population according to the 2011 Census	40,094	18	1.43%	45,908.64
Density by Civil Status	406	8	-	159
Density according to the 2011	195	9		19
Number of Administrative Units	6	38	-	7.67
Number of Cities	1	-	-	-
Number of Villages	32	-	-	-

Table 1: Main Administrative-Demographic Data of Kavaja Municipality.

The city of Kavajë is a historical crafts center which received the status of Kasaba (meaning city) in 1867. Its population grew during the communist era and was generally engaged in city's handicrafts tradition, including the production of clay vessels, the production of carpets as well as new industries such as the glass factory or the nail and bolt factory. The city's industrial activity declined significantly after the fall of communism, which led to considerable emigration.

2.1 STRATEGIC OBJECTIVES OF MUNICIPALITY OF KAVAJË

The development of the Municipality of Kavajë during the next 15 years is based on the following vision:

"Kavajë is an economic pole with significant impact in the region oriented towards national tradition, quality services, diverse tourism and modern agriculture based on the principles of sustainable development thanks to deep roots in history, culture and social interaction."

To fulfill this vision, four strategic objectives have been drafted, which aim to specify the focus of the development of the Municipality during the coming years:

- **Strategic Objective 1:** Strengthen the primary sector of the economy, support farmers and develop fisheries
- **Strategic Objective 2:** The development of the regional economy will be achieved through: the development and standardization of the tourist accommodation offer, tourist services and the improvement of public services.
- **Strategic Objective 3:** The development of settlements throughout the territory and the improvement of the quality of life in them will be achieved through: the development of infrastructure and roads and rail transportation and the creation of conditions for the development of social, cultural, recreational and sports life.
- **Strategic Objective 4:** Preservation and promotion of natural resources and cultural heritage.

2.2 DEMOGRAPHIC PROFILE

According to the 2011 Census Kavajë has a population of 40,094 inhabitants; while according to the Civil Registry of the municipality there are 79,445 inhabitants. With a surface of 198.81 km², it has a density of 201 inhabitants / km² according to the census and 400 inhabitants / km² according to the civil registry.

Based on the data of CENSUS 2011, approximately 50% of the population (29,349 inhabitants) are female. The age group 15-64 constitutes the largest number of the population, almost 66% of the population, both female and male. Table 2 provides the general population data divided by each Administrative Unit by age group, while Table 3 provides these data divided by gender.

Administrative Unit	Total	Age Group		
		0-14	15-64	Over 65
Golem	6994	1564	4610	820
Helmës	3139	719	2050	370
Kavajë	20192	3796	13618	2778
Luz I Vogel	4735	929	3084	722
Synej	5034	1046	3246	742
Total Kavajë Municipality	40,094	8,054	26,608	5,432

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

Administrative Unit	No. of Villages	No. of Families	Total Population	Gender	
				Male	Female
Golem	11	1,962	6994	3,531	3,463
Helmës	10	859	3139	1,570	1,569
Kavajë	0	5,736	20192	9,992	10,200
Luz I Vogel	4	1,391	4735	2,278	2,457
Synej	7	1,516	5034	2,374	2,660
Total Municipality of Kavajë	32	9,502	40,094	19,745	20,349

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

Figures 4 and 5 show the composition of the population divided by gender and age group for the Municipality of Kavajë in total and divided by gender for each Administrative Unit.

The Municipality of Kavajë has a total number of 9,502 families; most of them are married couples with children (57%), followed by married couples without children (32%). The number of families consisting of single mothers with children is 720, accounting for almost 8% of the total. In the Synej administrative unit this category accounts for 10% of the total number of households.

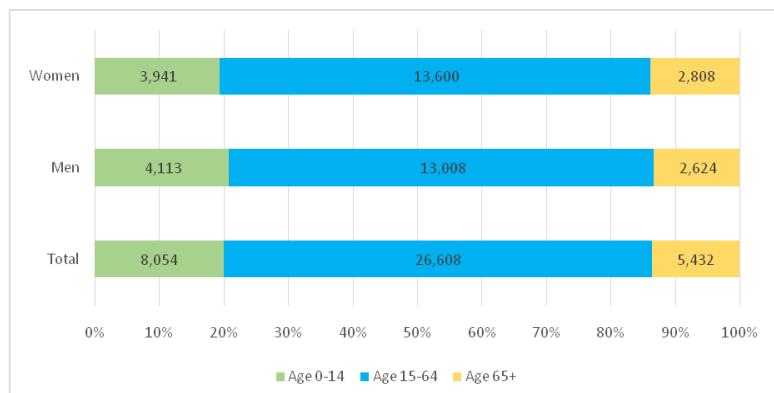


Figure 4: Population in% of Municipality of Kavajë divided by gender and age group. (Source CENSUS)

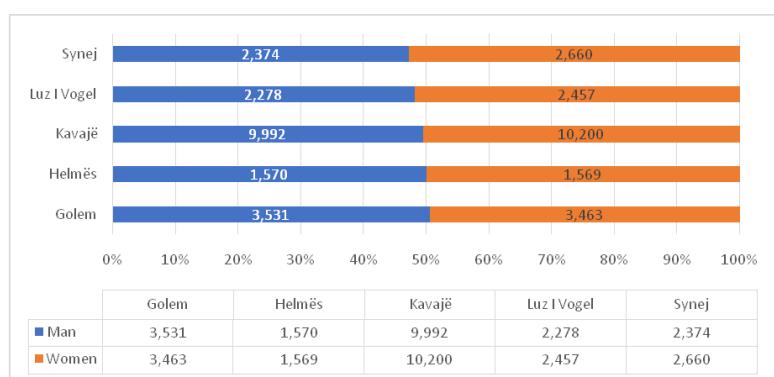


Figure 5: Population of Municipality of Kavajë for each AU in% disaggregated by gender. (Source INSTAT CENSUS 2011)

Administrative Unit	Total no. of families	Couple without children	Couple with children	Lone father with children	Lone mother with children	Not valid nucleus
Golem	1,962	31%	58%	1%	6%	3%
Helmas	859	27%	62%	1%	6%	3%
Kavajë	5,736	29%	61%	1%	7%	2%
Luz i Vogël	1,391	38%	52%	1%	7%	2%
Synej	1,516	41%	45%	1%	10%	4%
Kavajë Municipality	9,502	32%	57%	1%	8%	2%

Table 4: Data on the Civil Status of the population for the Municipality of Kavajë AUs (Source INSTAT CENSUS 2011)

2.3 ECONOMIC PROFILE

The Municipality of Kavajë has a geographical position in immediate proximity to the largest economic poles in the country (Municipality of Durrës and Municipality of Tiranë) which give Kavajë a potential for interaction and further development of the industry.

The Municipality of Kavajë lies in an area of low range hills and fertile plains around the city of Kavajë to the Adriatic Sea, where there are partly sandy and partly rocky beaches. The plains of Kavajë are part of the great plain of Myzeqe and has great potential for the production of agricultural products.

Golem and Synej Administrative Units are also the two of the most developed areas in terms of Coastal Tourism. Golem with a totally plain terrain has a sandy beach where after the '90s there was a massive development of buildings and other constructions, which have greatly increased the influx of tourists during the summer season, but on the other side have turned Golem away from agricultural production, which has been traditional, due to significant reduction of agricultural land. While Synej has a partially rocky sea shore and still without massive constructions and as a result the number of uncontrolled building sites is smaller.

Tourism, in particular Costal Tourism, is a sector with high development potential in the Municipality of Kavajë. Kavajë offers real opportunities for the development of sustainable tourism which contributes to the increase of the gross domestic product, to the creation of new jobs and to the improvement of living conditions in general. Coastal tourism, especially in Golem, is one of the most developed forms of tourism in the Municipality of Kavajë. Practically, this area makes use of the entire length of the coastline of 6.4 km with a surface of 0.41km² and has a hosting capacity ranging from 58,000 - 66,500 people. This sandy beach is surrounded by an urban area oriented towards residential buildings and hotel-tourism services. While the area in Synej has a more linear coastline of 10.37 km with a surface of 0.96 km² and a hosting capacity of 19,000-23000 vacationers has a high potential for tourism development. An added value for the Municipality of Kavajë is the hilly area, which in addition to the agricultural potential, also has the potential to be used as recreational area and for agritourism.

The Municipality of Kavajë is composed by different types of terrains such as flat, rural, natural and coastal type which enable a sustainable development and many possibilities for different kinds of economic activities. In addition to Golem and Synej, which are destined for a development mainly in the direction of coastal tourism; Helma with a hilly terrain, located east of the city of Kavajë, has a developed agriculture and livestock sector, while the AU of Luz i Vogël has a developed agriculture sector. The city of Kavajë with more than half of the population of the municipality was an important industry hub before the '90s which currently is totally abandoned. Agritourism is an underdeveloped sector with lots of potential, given the olive orchards and vineyards cultivated in recent years as well as the historical and cultural heritage which are strong elements for the development of alternative tourism, a combination of cultural and agritourism.

Business and economic sectors in the Municipality of Kavajë. About 82% of the businesses located in the territory of the Municipality of Kavajë are small businesses, mainly focused on the agriculture and trade sector. The presence of businesses with national and international impact, such as tailoring enterprises (fasons), meat processing enterprises, international transport enterprises and commercial entities for agricultural machinery, etc. strengthen the position of this municipality in the domestic market.

Based on the official data obtained from the statistical database of INSTAT in the Municipality of Kavajë, at the end of 2021, were operating 2,245 active enterprises. The number of these businesses, as shown in Figure 6, in the last 5 years is almost constant with a variation of 5.2%.

Based on the legal form these businesses are categorized into: i) 659 Agricultural Farms; ii) 1228 Legal Persons; and iii) 358 Legal Entities. As can be seen from the figure 6, agricultural enterprises are trending and the number of other businesses, such as natural persons is decreasing.

The predominance of the business forms as Legal Person and Farmer with over 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 116 businesses or about 5.17% of them have over 10 employees, while 2034 businesses or about 90.6% of businesses have less than 4 employees.

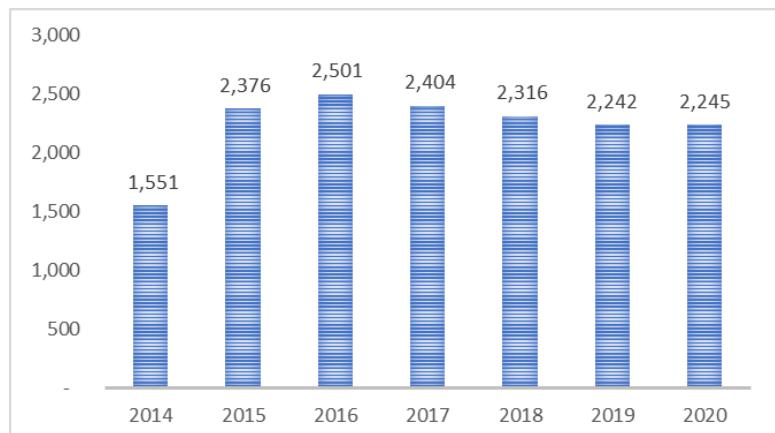


Figure 6: Number of Active Enterprises over the years. (Source INSTAT, Municipality of Kavajë)

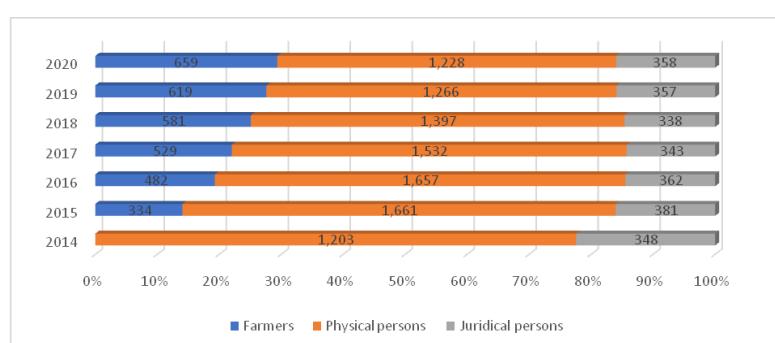


Figure 7: Number of Businesses grouped by number of employees. (Source INSTAT)

About 17.91% of businesses registered in the Municipality of Kavajë are managed by women today. Even in this regard there has been no significant change in the number of businesses run by women; this variation in the last 5 years is in the values +/- 9.06%, as shown in figures 9 and 10.

In the Municipality of Kavajë at the end of 2020 according to the data of the local revenue office, 2245 active enterprises are divided by main sectors as shown in Figure 11, which: i) 659 Agricultural Farms; ii) 263 Goods Manufacturing Enterprises; and iii) 1323 Service Providers.

Agriculture. The Agriculture sector has not yet achieved a modern-level development and still uses low level of technology and agro-techniques. The integration of these two elements in the future will increase productivity and reduce labor needs, resulting in higher productivity and consequently increased income from the agricultural sector.

The sectors of agriculture, livestock and fishery are dominated by small businesses, which face difficulties in financing, integrating modern technologies and agro-techniques. Lack of suppliers for the necessary inputs and of businesses specialized in collecting, processing, trading, and for safety quality control and quality control does not provide the right terrain for increased efficiency and a more direct

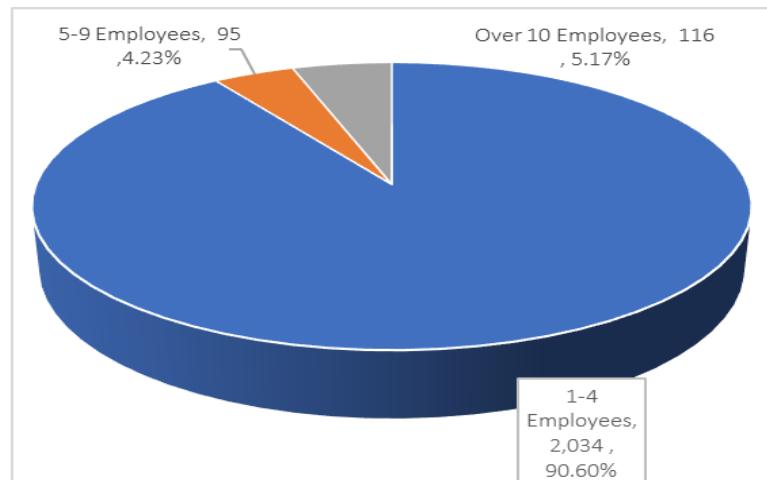


Figure 8: Percentage ratio of Businesses by legal form over the years. (Source INSTAT)

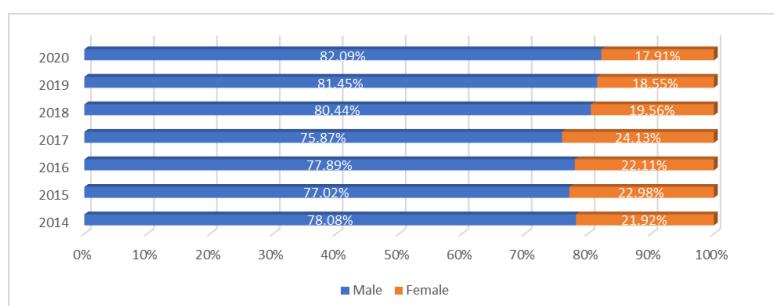


Figure 9: Percentage ratio of Businesses by legal form over the years. (Source INSTAT)

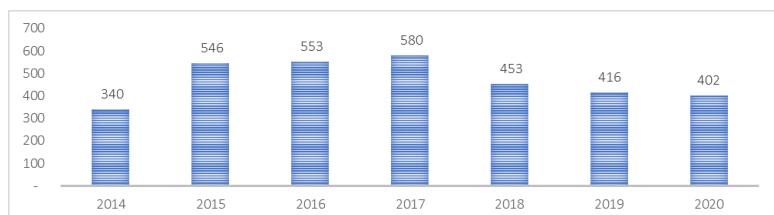


Figure 10: Change in the Number of Businesses Administered by Women Over the Years. (Source INSTAT)

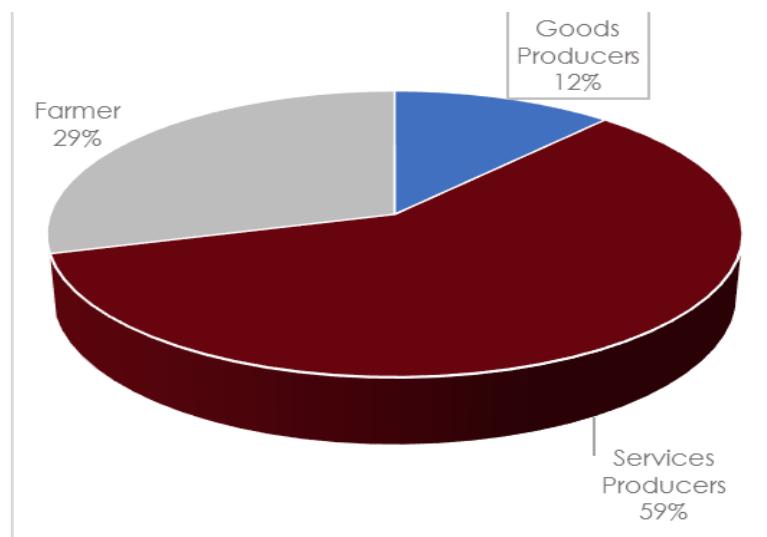


Figure 11: Ratio to the number of Businesses by main sectors. (Source INSTAT and the Municipality of Kavaja)

contact with the market. Supporting the agri-food industry, which is closely linked with locally grown products, will positively impact the development of the agriculture, livestock and fishery sectors. Although these sectors face different problems, the Municipality of Kavajë offers a suitable environment for business development, taking into account the climatic advantages, terrain, proximity to local markets such as Tiranë and Durres. Since Agriculture and Livestock are the two main economic drivers in the Municipality of Kavajë, we have conducted a more detailed analysis of these sectors. According to the data of the cadaster office the agricultural land of Kavajë is 6,284 ha and is divided into 5,274.72 ha of arable land and 1,269.31 ha of orchards, of which 6.53 ha of vineyards and 1110.95 ha of olive groves.

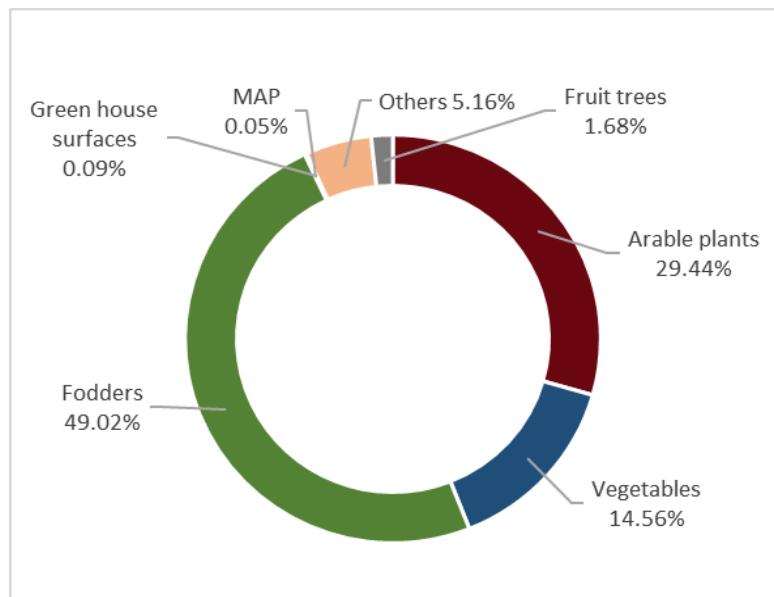


Figure 12: Structure of Agricultural Crop Groups (Source: Ministry of Agriculture and Rural Development and Municipality of Kavajë)

The arable land area is about 4,160.15 Ha, or approximately 80% of the agricultural land. It should be noted that the irrigation and drainage system is damaged, while farmers have difficulty securing key inputs and proper mechanization. Meanwhile, not all production chain links for different agricultural products exist.

Industry. Today there is a slight development in the light industry, in terms of processing livestock products and fruits. These developments are still in their infancy and in most cases are family-run businesses. This industry is not yet formalized and fails to provide the proper certifications and standards required for the sale of products in the local and national market or to ensure their export.

The Industrial sector during the last 5 years has seen a significant contraction, which illustrates the difficulties that this municipality is going through in terms of economic growth and empowerment. This decline is observed since 2017 and remains almost constant in 2018, 2019 and 2020. This indicator also shows that the industry has not been in decline due to two major factors such as the earthquake of November 26, 2019 and the pandemic during 2020, instead this trend has been ongoing for the last five years. The manufacturing sector has the largest decline with about 20%. As shown in Figure 13, the other two

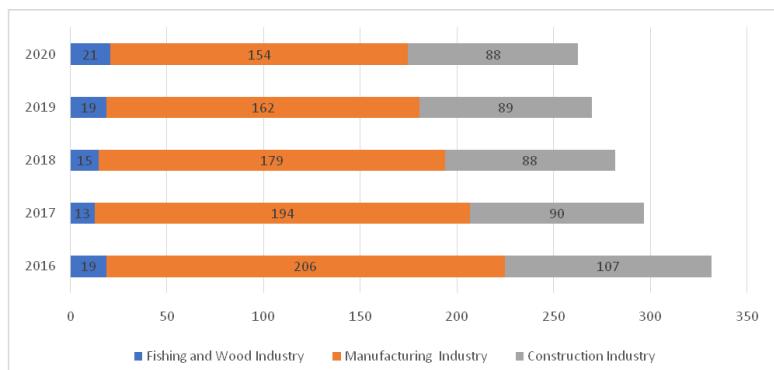


Figure 13: Manufacturing Industry Structure by 3 classes in the last 5 years. (Source: INSTAT and the Municipality of Kavajë)

industrial sectors have been at constant levels over the last 5 years, while the wood industry and the fishing industry have seen a slight upward trend in 2020. Even taking into consideration the contraction that the sector has experienced of about 22%, the manufacturing industry is still the leading sector in the Municipality of Kavajë with about 60% of the entire industrial sector.

Services. The services sector is also the sector with the largest share and constitutes 58% of the local economic structure in terms of the number of economic operators (businesses).

This sector has seen a contraction of 21.16% over the last 5 years. What makes it different from the manufacturing sector is that this contraction is almost proportionally divided into all 5 of its 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. A more detailed classification of this sector for 2020, as can be seen from Figure 15, indicates that in the Municipality of Kavajë, out of 1323 registered businesses, 568 or 43% operate in the trade subsector; 65 or 5% operate in the transport and storage subsector; 370 or 28% in accommodation and food and 304 or 23% operate in other services sector.

2.4 SOCIAL PROFILE

Employment. The unemployment is a major problem for the Municipality of Kavajë. There are 3,142 unemployed jobseekers registered in this municipality, of which 1,705 are women. Out of this number, 2,300 are long-term job seekers who have been searching for a job for over 1

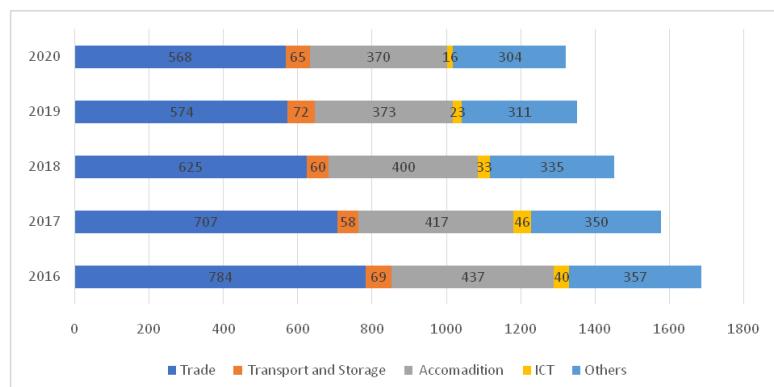


Figure 14: Structure of the Services Industry according to 5 official classifications during the last 5 years. (Source: INSTAT and the Municipality of Kavajë)

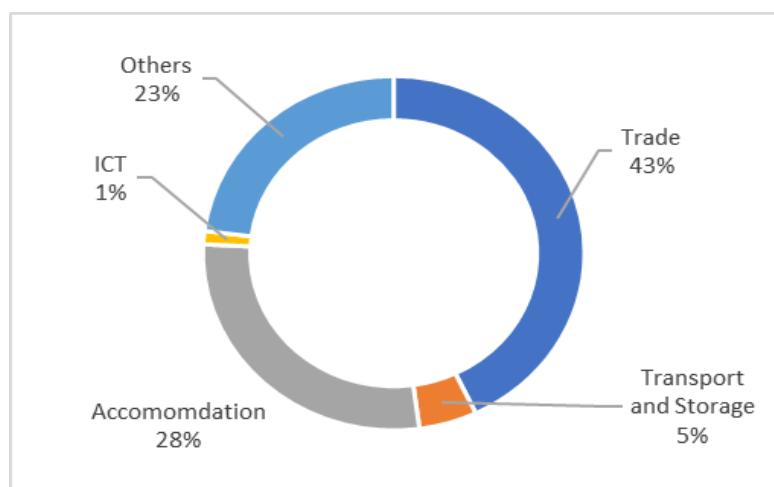


Figure 15: Report of the main classes of Manufacturing Industry for 2020. (Source: INSTAT and the Municipality of Kavajë.)

due to the emigration of the population of this municipality to the most economically developed areas within the country as well as emigration abroad. A more detailed classification of this sector for 2020, as can be seen from Figure 15, indicates that in the Municipality of Kavajë, out of 1323 registered businesses, 568 or 43% operate in the trade subsector; 65 or 5% operate in the transport and storage subsector; 370 or 28% in accommodation and food and 304 or 23% operate in other services sector.

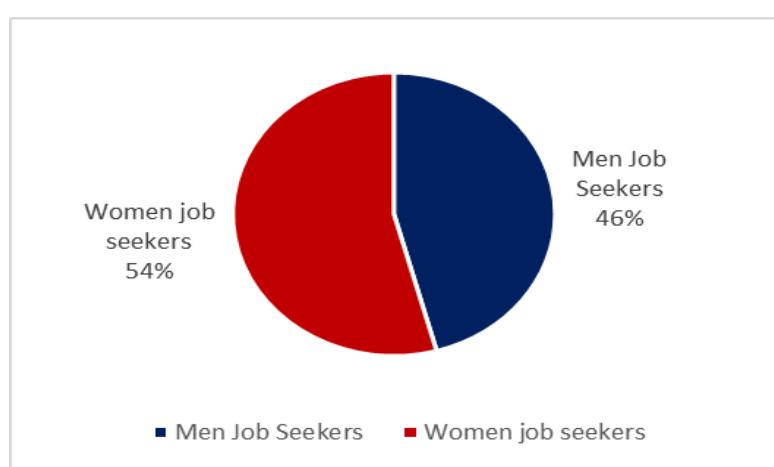
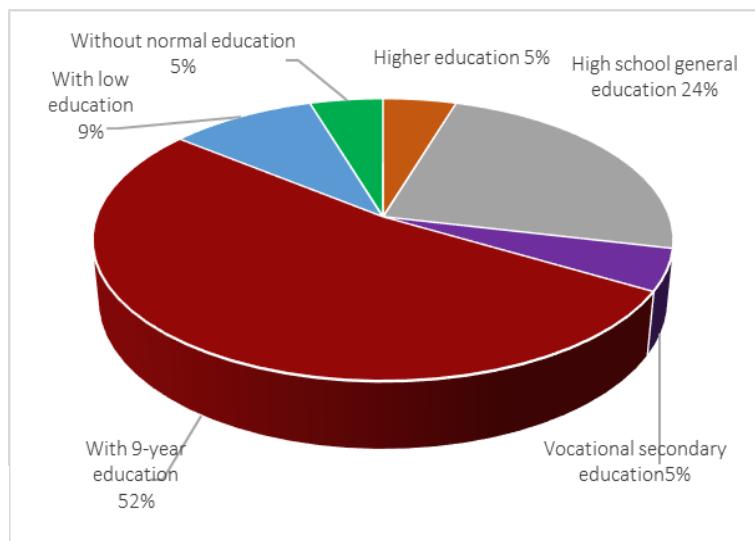


Figure 16: Ratio between male and female jobseekers. (Source: Municipality of Kavajë)

year, of whom 1,400 are women. Out of the total number of job seekers 1,057 are receiving economic assistance and 136 receive unemployment benefits and 1,949 are in the "other" category. Also, from the total number of the unemployed jobseekers there are 311 Roma and 203 Egyptians.

The figure 17 presents the budget used by the Municipality of Kavajë in the last 10 years for the payments made for the Individuals in Need. The municipality fund was mainly used to support poor families who did not receive aid from the national program. In 2020 the budget was about 337 million ALL.

Figure 17: Breakdown by jobseekers by education. (Source: Municipality of Kavajë)



The Office of Social Services in the Municipality of Kavajë provides services to victims of violence (regardless of gender), to unemployed women and those receiving economic aid: psychological support, legal support, food boxes, housing, vocational training courses and employment opportunities.

Administrative Unit	No. of Families according to the Census 2011	Families with EA	Families beneficiaries of the fund 6%	% e families EA /total families
Golem	1,962	31	3	1.58%
Helmas	859	31	2	3.61%
Kavajë	5,736	204	14	3.56%
Luz I Vogël	1,391	15	0	1.08%
Synej	1,516	48	0	3.17%
Total	9,502	329	19	3.46%

Table 5. No. of Families with EA and beneficiaries of the fund 6% and individuals in need.

As can be seen from Table 5, about 329 families are part of the Economic Aid (EA) scheme, which shows once again the level of poverty in this municipality. 204 of those families are in the city of Kavaja. Of these 204 families, 14 are beneficiaries of the 6% of the fund.

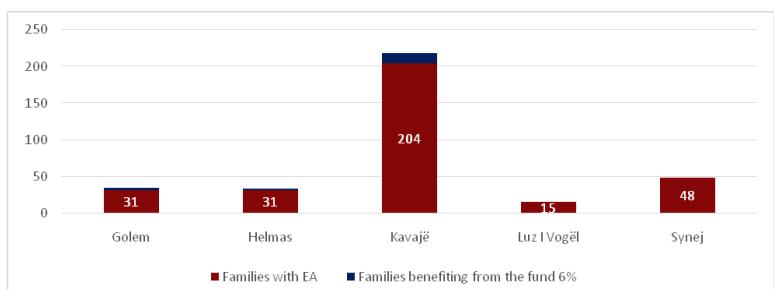


Figure 19: Nr. of families that benefit from NE by administrative units (Source: Municipality of Kavajë)

As can be seen from figure 19, the city of Kavajë has the largest number of families' part of the Economic Aid scheme and the Administrative Unit Luz i Vogël has the smallest number of families as part of the economic assistance scheme.

Education. In terms of education, in the 2011 Census there has been recorded a high rate of illiteracy in the Municipality of Kavajë, 3.48% of the population and 4.48% who never went to school. The educated population is located mainly in urban areas, such as Kavaja, in which almost 10.5% of the population went to college, while in areas such as the Helma Administrative Unit only 1.8% of the population has a university degree. Based on the information of the Municipality of Kavajë, the number of nine-year and secondary schools distributed in the territory of the Municipality is given in table 6.

Administrative Unit	Nine-year school		High school	
	Pupils	Teacher	Pupils	Teacher
Golem	713	73	222	26
Helmas	329	49		
Kavajë	1750	138	1341	140
Luz i Vogël	352	42	207	24
Synej	415	53	158	22
Total	3559	355	1928	212

Table 6. Number of students and teachers by educational structure (Source: Municipality of Kavajë)

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 Durres and 30 kilometers from Tiranë and the main damage was caused in 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 Rrogozhinë. The tremors were felt nearly 370 kilometers from the quake's epicenter.

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 20 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

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

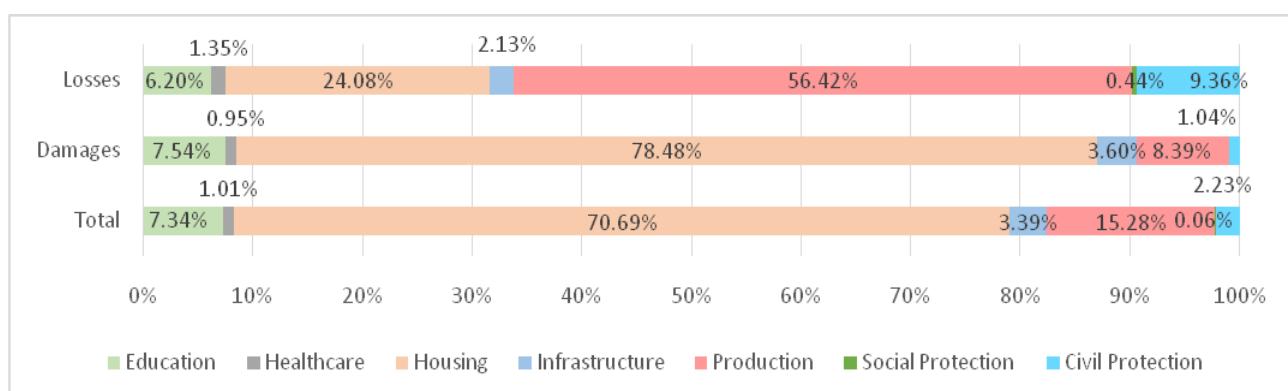


Figure 20: Specific Weight of Damages and Losses by sectors at Republic level. Source PDNA

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 confirmed by the information provided by the municipalities, the two basic sectors of the economy, after the houses (which account for 70% of the earthquake damages), those most damaged are the infrastructure and production, including buildings. Figures below are presenting data in% according to subsectors where the losses and damages are seen in these two sectors.

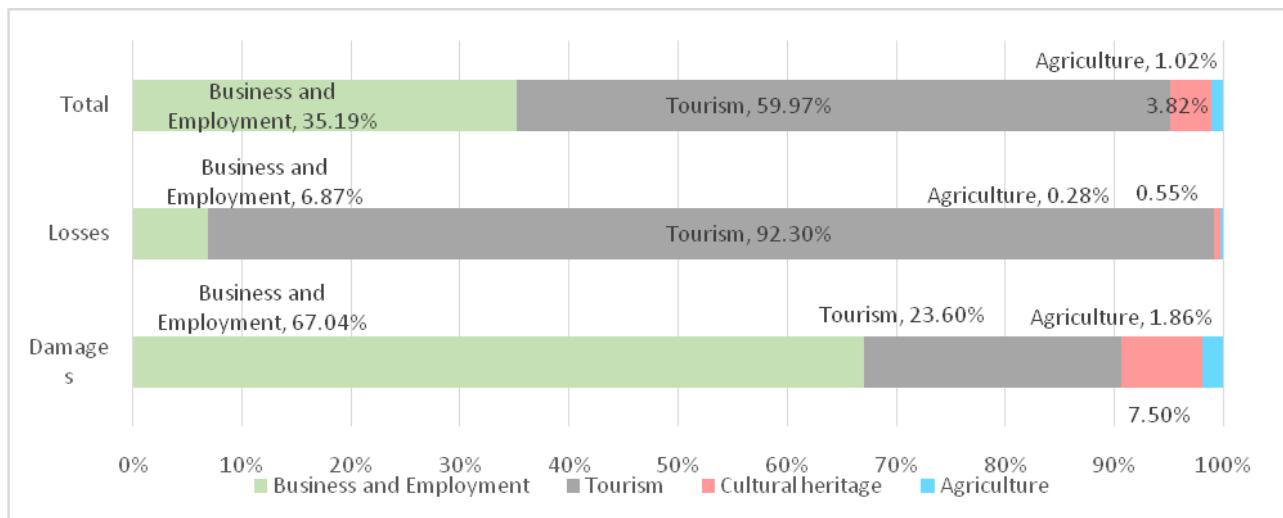


Figure 21: Specific Weight of Damages and Losses by production subsector. Source PDNA

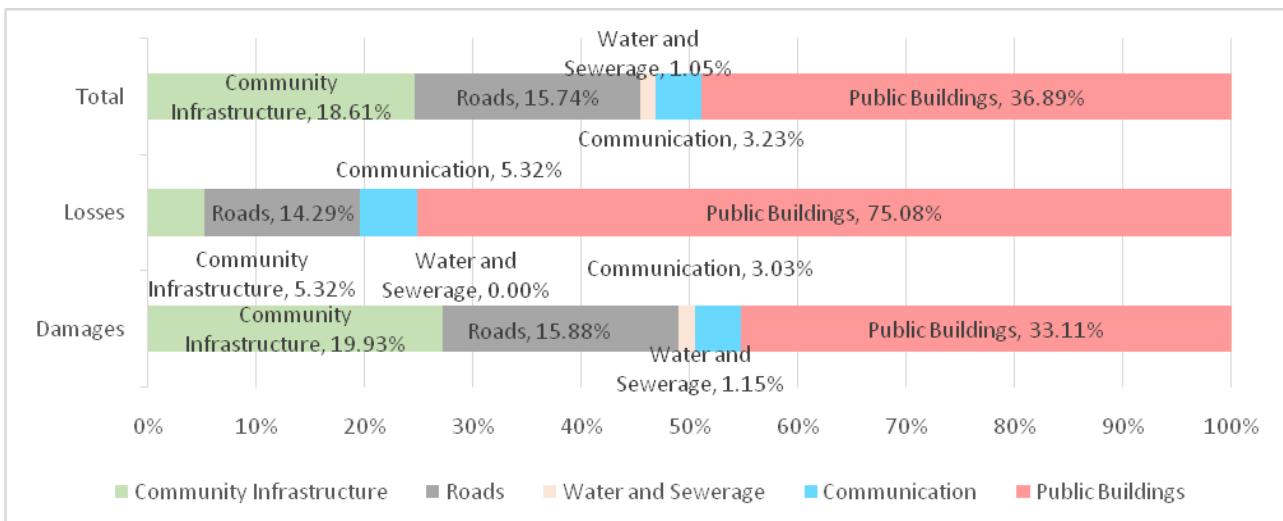


Figure 22: Specific Weight of Damages and Losses by Infrastructure subsector. Source PDNA

Finally, the total population, who lost or had their houses severely damaged is estimated to be around 204,000 persons in the eleven municipalities. The chart below shows the distribution of the affected population by municipalities:

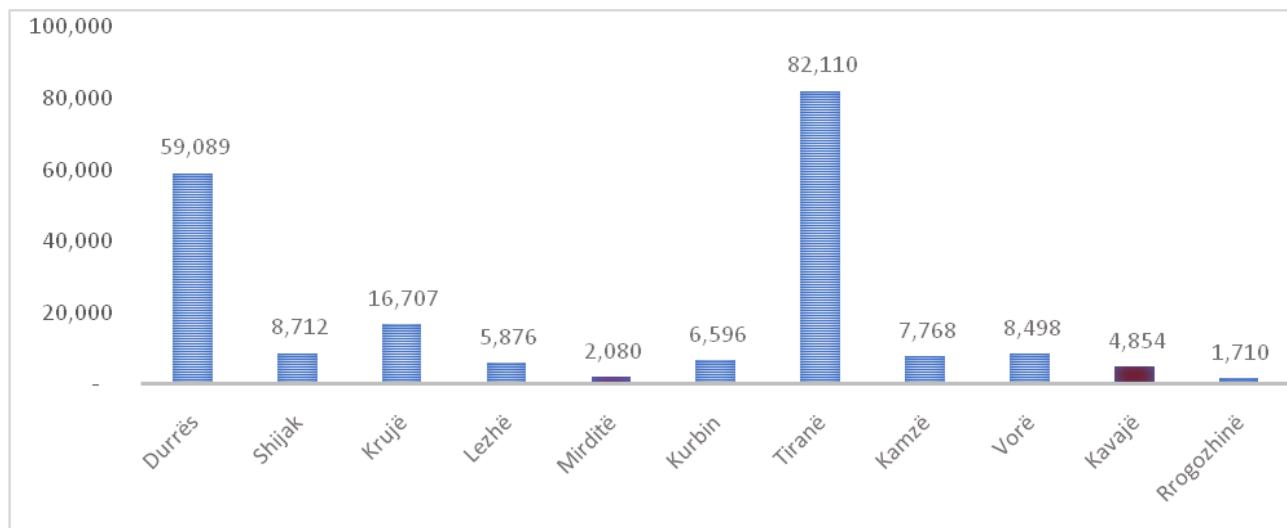


Figure 23: Number of populations whose dwellings have been damaged or destroyed by Municipalities. Source PDNA and Municipalities

As it appears from the data in figure 23 in the Municipality of Kavajë we have a number of 4,854 inhabitants affected by the earthquake, approximately 2% of the total population affected. In relation to the resident population, the number of affected persons is about 12% which is considerable for this municipality and ranks it as the 9th most affected municipality among the 11 affected municipalities.

As mentioned above, the financial losses in damages and losses are estimated at 985.07 million Euros. From this point of view, the Municipality of Kavajë with 69.2 million losses and damages is classified as the 4th damaged municipality. Figure 24 presents the values of losses and damages for each municipality in absolute values.

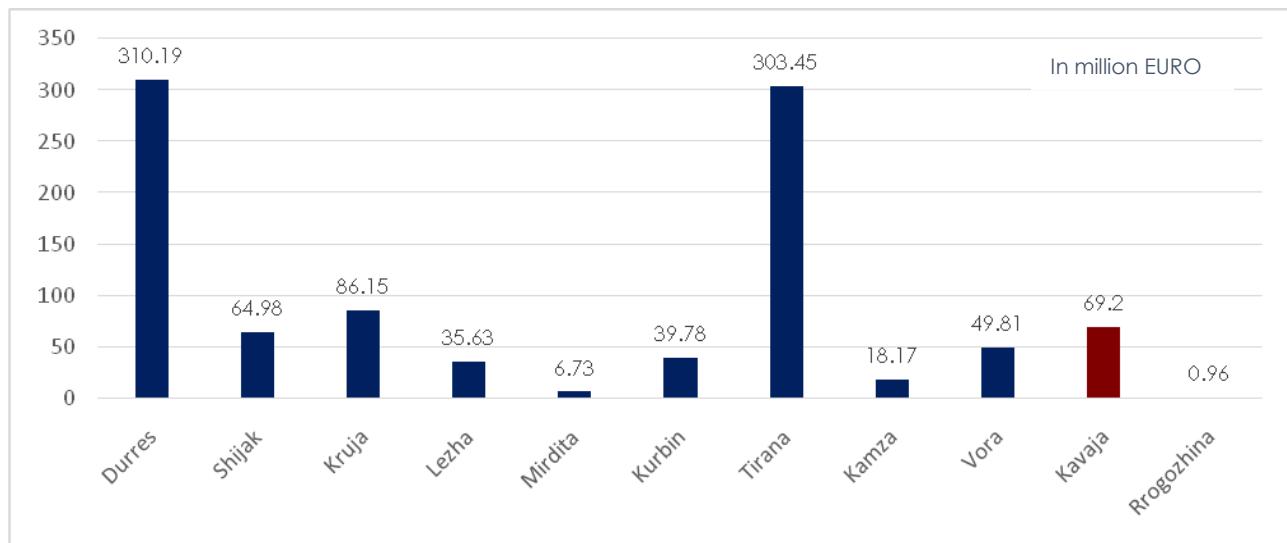


Figure 24: Financial damages in damages and losses by Municipalities. Source PDNA and Municipalities

While calculating the losses per capita of the resident population, Kavajë is ranked 4th, well above the national average. Figure 25 presents the values of losses and damages for each municipality as well as the national average per capita of the resident population.

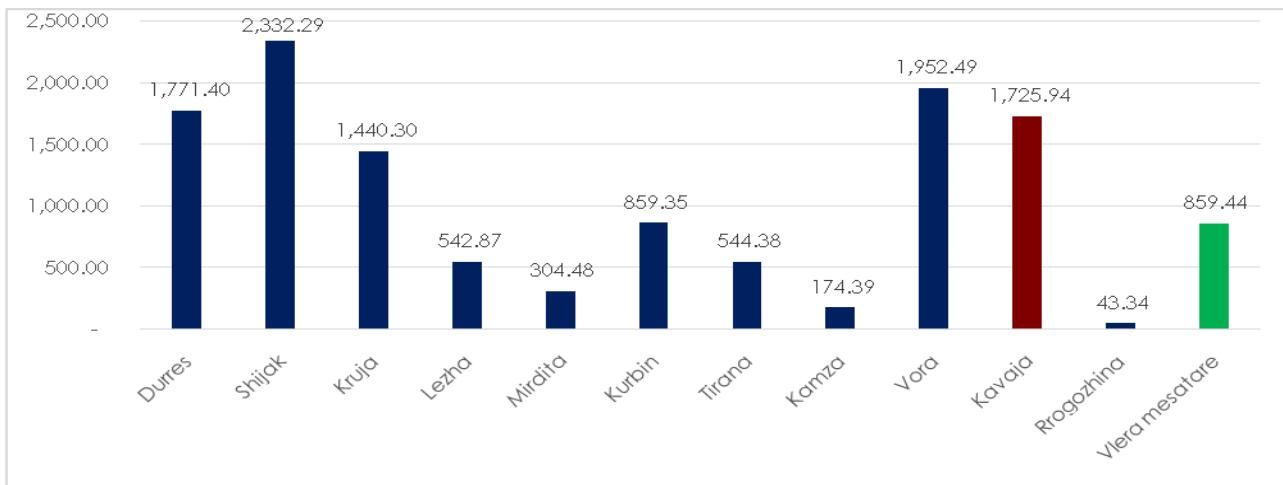


Figure 25: Financial damages in damages and losses per capita by Municipalities. Source PDNA and Municipalities

In the Municipality of Kavajë the manufacturing sector is the most affected, followed by the housing sector with 37.79 million Euros or 54% and 28.62 million Euros or 41%, followed by Civil Protection and DRR with approximately 1.3 million Euros in damages or 1.88%. Thankfully the Health sector in this municipality has not suffered any losses or damages. The Infrastructure Sector has suffered losses or damages in the amount of 0.5 million Euros or 0.72%.

Regarding the Housing sector, damages include damaged buildings as well as losses in interior equipment. The total earthquake damage in Albania in this sector amounts to 662.3 million Euros, while for the Municipality of Kavajë these damages are estimated at 69.2 million euro, almost 10% of the losses of this sector. Figure 27 shows the distribution by type of damage.

Total damages to the industry sector, including the sub-sectors of Business and Employment, Tourism, Cultural Heritage and Agriculture, amount to 37.77 million Euros, almost 25% of the total amount in the eleven municipalities. The amount of damages and losses per each subsector of the municipality is given in the table below.

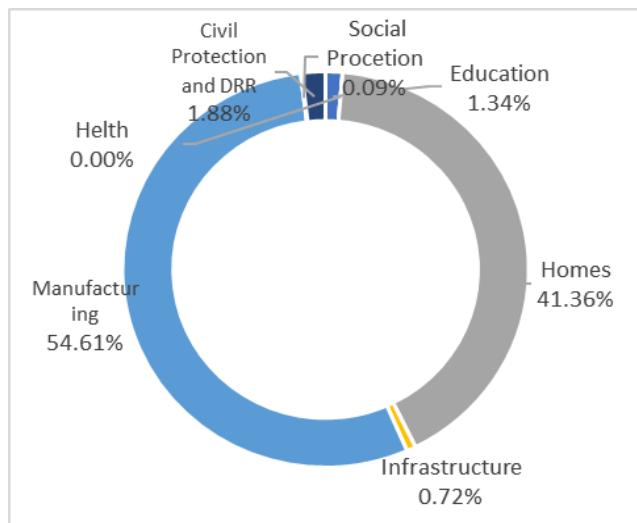


Figure 26: Financial losses by sectors in the Municipality of Kavaja. Source PDNA and Municipalities.

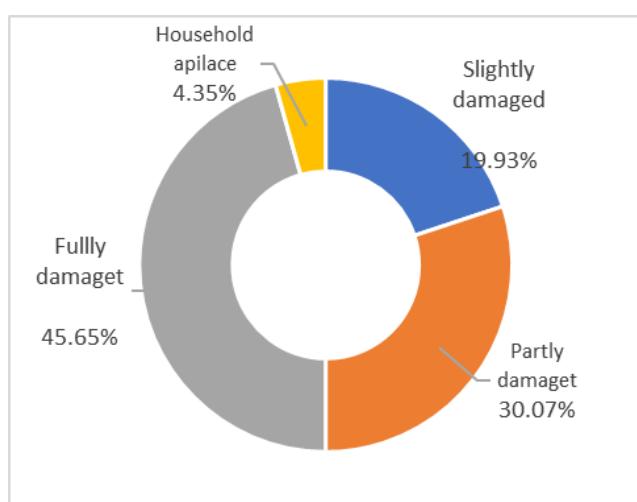


Figure 27: Financial losses of the Housing Sector by type of damage. Source PDNA and Municipality of Kavajë.

As we can see from the table below, the damages in the tourism sub-sector for Kavajë were non-existent, given that the earthquake occurred in the season when there was little

Production subsectors	Damages	Loss	Total
Business & Employment	0,8	0,1	0,9
Tourism	0	36,82	36,82
Culture	0,04	0,01	0,05
Agriculture	0	0	0
Total	0,84	36,93	37,77

Table 8: Damages and losses in the productive sub-sectors (million Euro). (Source: PDNA, 2020 and the Municipality of Kavaja).

pre-disaster period was 140, while the number of facilities providing food & beverage services reached 106 in Kavaja. Meanwhile, in terms of losses, the Municipality of Kavajë is considered as the municipality that has suffered the largest loss compared to other municipalities.

In the Municipality of Kavajë we managed to obtain the data regarding the beneficiaries approved by the MCB (Municipal Council Decision) taking into account the total applications of all phases, these data are for the whole municipality and are there are not available data segregated by the Administrative Units:

No.	Damage level	No. Affected Families
1	DS1	365
2	DS2	480
3	DS3	498
4	DS4	566
5	DS5	62
Total Damaged Families		1,971

Table 9: Damages and losses in the productive sub-sectors (million Euro). (Source: Municipality of Kavaja)

demand for rooms and services in accommodation. There is however no specific data available on houses that also serve as private accommodation for tourists during the tourism season, which means that damages in buildings damages is recorded as damage to the housing sector. According to data detailed in the same report, the number of shelters in the

The data showed are derived from the decisions and lists approved by the municipal council. We emphasize that this process has not yet been finalized for the municipality, as many other families are waiting for evaluation and approval by the municipal council. Also, in cases of verified irregularities or dual ownership or any other legal reasons the composition of these lists may change at any time,

which would lead to a change of the data presented above.

Earthquake damage analysis and accommodation needs analysis.

In the Municipality of Kavajë 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 Kavajë went through the reconstruction process. For this purpose, were implemented two Mandatory Local Plans (MLP), approved by the Territory Planning National Council respectively with decision no. 9 dated 23.03.2021 and with decision no.25 dated 28.07.2020. Based on these MLP which 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

Work has begun on residences construction, as follows:

- Collective Residences 362

Divided by size / structure, the residences are grouped as follows:

No.	Residence structure	Number
1	Residences with structure for 1-2 members	95
2	Residences with structure for 2-3 members	228
3	Residences with structure for 4+ members	39

4. ANALYSIS OF VALUE CHAINS IN KAVAJË MUNICIPALITY

Economic growth and the markets that enable it are one of the best-proven drivers in reducing poverty. Markets are the main means by 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 that the benefits 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 that are also increasing in the manufacturing sector, in which women occupy the highest number in "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 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 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;
- 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 value chain analysis and development are approaches that help achieve gender equality and broader goals in Albania by identifying value chain solutions that improve productivity. They reduce gender-based barriers, achieve full participation and inclusion of women and promote equality between women and men. Table 10 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.

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 for 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 10. Benefits of Gender Based Interventions in the Value Chain

All the main economic sectors in the Municipality of Kavajë were initially evaluated using the criteria of gender sensitivity analysis in value chains (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 analyzed during the research work in the Municipality of Kavajë turned out to be as follows:

- Industry: focused on the subsector of handicrafts and artisanal products
- Agriculture focused on Fruit and Vegetable Cultivation
- Tourism: Cultural and Culinary

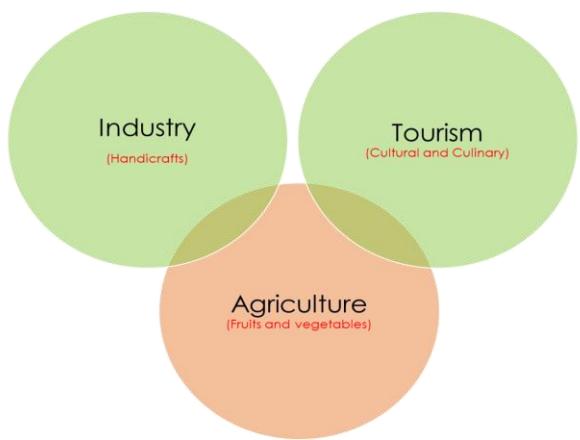


Figure 28. Identified Value Chains for the Municipality of Kavajë

Then, in cooperation with the Municipality and the group of interest 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 detailed presentation of the problems, constraints, possible solutions, etc., which in a macro analysis are presented summarized in the table below:

Criteria	Tourism (Cultural and Culinary)	Agriculture	Industry (Handicrafts)
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 through training.	They can still acquire and improve their skills, especially skills related to the use of new technologies.	In the Municipality of Kavajë over 80% of the sector is represented by handicrafts where women are 100% involved. Necessary skills exist, but they need to be improved 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 would be higher.	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?	Alternative agritourism and small hotels are considered diversification strategies that would bring additional income.	No, there is no support towards the development of the Agricultural Products Processing Industry.	The sector is supported by the Association of Artisans and Crafts of Albania, as well as by the National Chamber of Crafts
Are there opportunities to make changes with small investments?	Not much. What missing in Kavajë 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.

Table 11 Ranking and Selection of Value Chains, using the Gender Sensitivity Criteria.

Tourism is a very broad sector and requires large investments in terms of intensification, thus it was not considered for a more detailed analysis. In the Municipality of Kavajë we have conducted a more detailed analysis of the sectors of Agriculture and Handicrafts.

4.1 VALUE CHAIN IN THE HANDICRAFTS SECTOR

4.1.1 DESCRIPTION OF THE SECTOR SITUATION

The city of Kavajë is a historical crafts center which received the status of Kasaba (meaning city) in 1867. The history of handicrafts in Kavajë area goes back to prehistory. From the Bronze Age to the ancient Illyrian civilization, decorative and figurative art spread among the Illyrian crafts makers. Painted pottery testifies to the exquisite artistic taste of Illyrian artisans. This tradition is kept alive to the present day with the beautiful pottery products created by Kavajë artisans. An ancient tradition of the inhabitants of this area is the stonework and especially use of alabaster. The inhabitants of these areas were also known for processing wool and this area is especially famous for weaving tapestries and carpets which have always been appreciated outside Albania for



Figure 29. Handicrafts dedicated space in the Municipality of Kavajë

their quality.

These skills were passed down from generation to generation and always triggered great interest among visitors. Kavajë is well known for a number of handicraft products and their high utilitarian and aesthetic level. Thanks to Kavajë Municipality and artisans there is already a place where characteristic shops of traditional artisans are set up in Kavaja. Works in copper, iron, wool, silver, hand-woven products, etc., continue to attract the attention of visitors. In Kavajë



Figure. 30 Kavaja artisans selling their products at the fair - August 2021.

the tradition of production of clay objects, which are widely used by the local population but also arouse interest of local and foreign visitors continues. As everywhere in Albania, in Kavajë there is a development of the production of woolen objects, where the carpets with tassels and fringes stand out, which are adapting to the demands of the time. Given the unique and traditional methods used for making such products how they are ornamented, their use and aesthetic values have triggered the interest of the buyers of neighboring countries, such as Greece. The most successful business in Kavajë today is managed by the masters of the production of Albanian folk costumes for adults and children, and those of wool products such as bags, rugs as well as handmade gold and silver jewelry boxes commonly used by women. Given the interest such handmade products generate for both domestic and foreign buyers, and the overall development of the sector, many fairs and exhibitions of these handicrafts have been organized (even abroad) to promote Albanian cultural heritage. Many artisan associations have also been set up and they organize many promotional activities both inside and outside the country. An ancient tradition in Kavajë is ornamental work with filigree, silver and copper. Embroidery has also been very popular in the region of Kavaja. Characteristic folk costumes are decorated with fine embroidery in silk, gold and silver.

4.1.2 OVERALL SECTOR ASSESSMENT BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the Handicrafts value chain based on expert analysis and discussions with stakeholders and interviews with key actors is 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 processing, etc. Men are more involved, but not exclusive in the processing of wood, copper. In the

				Municipality of Kavajë, women make up 80% of the participants 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 sector of Handicrafts almost 40% of businesses are officially run by women. Also, when businesses are registered in the name of men, women are often formally 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 (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 diversification to establish links with other VCs in other sectors, such as the tourism sector, through product exposure initiatives in the premises of 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 shopping premises where the sale of products takes place. In these cases, they are out of the house and during working hours have difficulty doing other household chores and raising 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 Kavajë.
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	Despite its potential and development achieved so far, based on the tradition involved in the process, nowadays, with the addition of promotion and mainly through the creation of links with hotel structures along the coast, traditional products can be reactivated, which

bring opportunities for women will grow along with the market.

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 craft activity is considered as an annual activity, but it is known that the summer season is more intense, due to the high presence of tourists. Handicrafts 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?	4	1	4	Women are involved in various processes of a Handicrafts business. By improving skills and knowledge, women can drive 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	Housework and childcare take up considerable time and 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				78/102

Table 11. Assessing women's empowerment and gender equality in the Handicrafts value chain.

4.1.3 SWOT ANALYSIS OF THE VALUE CHAIN IN HANDICRAFTS

SWOT ANALYSIS OF HANDICRAFTS 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; ▪ Existence of technical skills gap, to complete all processes and lack of manpower to operate in each of the separate processes; ▪ Informal operation in the market (unregistered businesses and unregistered workforce). ▪ Lack of promotion 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 centers), considering it unattractive. 	
OPPORTUNITIES		THREATS	
<ul style="list-style-type: none"> ▪ Increasing the number of tourists who relax on the coast of Kavajë and connecting Kavajë artisans with elite hotels on the coast to exhibit 		<ul style="list-style-type: none"> ▪ Lack of promotion and marketing strategies (regional brands). 	

- and trade handicraft products, is an opportunity to use this to their advantage.
- 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
- Lack of incentive schemes and funding opportunities from relevant institutions
 - Fluctuating demands: Lack of a stable market and access to the desired market.
-

Table 12. SWOT Analysis of Agritourism Value Chain.

4.2 VALUE CHAIN IN THE AGRICULTURE SECTOR

4.2.1 DESCRIPTION OF THE SITUATION IN THE FRUITS AND VEGETABLES SECTOR

According to the data of the cadaster office and the directorate of Agriculture in the Municipality of Kavajë during 2020, 9,172 ha were planted. In terms of agricultural crops, in this region are cultivated grains, vegetables, potatoes and beans, viticulture, fodder, fruit and nut trees. Fodder is the principal cultivated crop. Vineyards are also widespread due to the favorable climatic conditions and established production chain. However, lack of adequate irrigation systems has hindered further expansion of this activity. The following paragraphs present in detail the structure of agricultural crops in the Municipality of Kavajë.

Field plants. Field plants in the Municipality of Kavajë still represent a very important agricultural activity, which is also shown by the planting structure in this municipality. In addition to being used for the needs of the farming family, a considerable part of it goes to the market.

Grains are the main crop in the Municipality of Kavajë, based on the tradition of this area but also the current economic - social situation of its population. In 2020, 2,746 ha of various types of grains were cultivated and a total production of 14,601 tons was realized.

Fodder. Forage crops are by far the largest both in terms of the area planted as well as in the production that is realized. This is primarily due to livestock grown in this municipality and the tradition of farmers. In 2020, the area planted with fodder crops was 4,573 ha, of which a total production of 143,729 tons was realized.

Medicinal plants. In the Municipality of Kavajë there is no significant area cultivated with medicinal plants. In 2020, the area planted with medicinal plants was 5 ha, from which a total production of 12 tons was realized. Due to increasing market demand there are few modest initiatives from both individual farmers and producer groups; however, these initiatives for starting such a lucrative agricultural activity need to be supported and promoted.

Industrial plants. The area of Municipality of Kavajë does not have any tradition in the cultivation of industrial plants, except for the cultivation of tobacco in some small areas, and cotton during the era of centralized system.

Vegetables. Despite very favorable cultivation conditions for growing various vegetable plants in 2020, in the Municipality of Kavajë planted only 1359 ha. These figures for this are have stayed, more or less, stable in the recent years. Even the production realized from vegetable plants is always around the same figures and last year it was at about 28,422 tons. This vegetable production is mainly used for the needs of farming families and the surpluses are sold only in the regional market of this municipality and not elsewhere.

Regarding the period of planting vegetable plants in the Municipality of Kavajë, farmers plant more first vegetable crops and a small area of them is planted with second vegetable crops. Specifically, last year were planted 1,088 ha and a total production of 24,115 tons was realized. The area planted with late season vegetables in the district of Kavajë was only 270 ha last year; a number that has not changed much in recent years and a total production of 4,307 tons of the second vegetables was realized.

Fresh vegetables. In the Municipality of Kavajë, the area cultivated with fresh vegetables in 2020 was 828 ha and a total production of 16,041 tons was realized. Among the main vegetables we can mention:

- **Tomato**, the tomato plant is the main plant, specifically 171 ha were planted last year an area remains the same in recent years and a total production of 5,712 tons was realized. The average yield realized this year was 333.8 kv / ha.
- **Cucumber** is an important vegetable crop for the Municipality of Kavajë and is as important as tomatoes and peppers. In 2020, a total of 53 ha was planted and the same total production of 1,455 tons was taken, a production which has changed very little from year to year. The average yield realized this year was 27.5 tons/ha.
- **Pepper**, is the second crop in terms of area planted in the Municipality of Kavajë and is almost as important s as tomatoes and cucumbers. In 2020, 84 ha of peppers were planted and a total production of 1,805 tons of peppers was realized. The average yield realized this year was 21.4 tons/ha.

Dried vegetables. The Municipality of Kavajë has relatively good conditions for cultivation and processing of dried vegetables, although in this district there is no consolidated tradition for the production of dried vegetables. Specifically, the area planted with dried vegetables for the last year was only 214 ha, which has remained almost at the same level over the last few years. A total production of 2,269 tons was realized, a production which fluctuates in these figures for several years. Onions are the main crop among dried vegetables in the Municipality of Kavajë. Last year were planted 158 ha and a total production of 1,913 tons of onions was realized with an average yield of 12.1 tons/ha.

Other crops. Other crops are not very popular with farmers in this district. Last year, only 317 ha were planted with melon plants, an area which has remained almost at the same levels for several years in a row, and a total production of 10,112 tons was realized.

Watermelon. Last year watermelon was planted on 89 ha. This area has great reductions especially the last three years which has come as a result of very high competition from the production of neighboring municipalities. The production realized last year was about 1,886 tons. Its yield is relatively low and specifically in the Municipality of Kavajë, last year a yield of 21.2 tons/ha of watermelon was achieved.

Sweet Melon is also an important crop for farmers in this district. Last year 228 ha were planted with melon, an area that has been increasing in recent years. The total production of melon last year was 8,226 tons with an average yield of 36.1 tons/ha.

Greenhouses. In the Municipality of Kavajë there are very good conditions for the construction of greenhouses, both in terms of soil, agro-climatic conditions but also proximity to the main markets of the country. This has led many farmers or various investors to step in to invest in greenhouses. However, there is still room for increasing the area of greenhouses and farmers are aware of the value that it offers, but the problem always remains finding sources of funding.

Potatoes. In the Municipality of Kavajë the cultivation of potatoes is well known, as everywhere in these surrounding areas. Last year, 195 ha of potatoes were planted in this district, which is almost the same area that has been planted in recent years and a total production of 2,222 tons of potatoes was realized. The average yield throughout the area was 10.91 tons/ha.

Beans. The cultivation of beans by the farmers of this district is an early tradition. In the current conditions, farmers cultivate beans to meet their family needs, but also for the market, as they provide a good part of the income for their families. Beans are planted everywhere in the Kavajë district and last year 656 ha of land were planted with beans where a total production of 1037 tons of beans was realized. Production levels in this municipality are optimal and the yield is only 1.84 tons/ha.

Orchards. Fruit growing or Fruticulture, as everywhere in our country, in the Municipality of Kavajë is a permanent, widespread agricultural activity carried out by local farmers. However, in this area there are not fruit tree orchards using contemporary technologies. In this municipality there are quite good conditions for the cultivation of a wide range of fruit trees.

Fruit trees. Last year, the number of fruit trees in the Municipality of Kavajë reached 150 thousand, of which only 130 thousand trees were classified as fruit-bearing. As can be seen, there are 20 thousand trees in the process of growth and this shows that the new plantings in this district are starting to become interesting for farmers. These fruit trees are spread throughout the territory of the Municipality of Kavajë while the large orchards are located in the hilly areas of the municipality and in recent years the investments have started for the establishment of larger orchards in this district. Fruit production in Kavajë is relatively satisfactory and specifically last year a total production of 3,383 tons was realized. Last year a relatively low yield was realized with only 26.0 kg/root.

- ✓ **Stone Fruit Trees.** The entire production of orchards in this district comes mainly of stone fruit trees orchards, of which a total of 44 thousand trees are fruit-bearing, of which a total production of 1,123 tons of fruit is realized.
- ✓ **Seed Fruit Trees** While in terms of seed fruit trees in this district are a total of 60 thousand trees, last year a production of 1,523 tons was realized.
- ✓ **Subtropical Fruit Trees.** Subtropical orchards are also located in this district where there are 23 thousand trees in production out of 28 thousand trees in total and realizing a total production of 671 tons.
- ✓ **Nut Trees.** Walnut trees although they are not typical nut trees of the area, find good conditions for their growth, especially in the hilly areas of municipality. Their total number is 4 thousand trees, of which only 1 thousand are fruit-bearing, and which realize a total production of 30 tons.
- ✓ **Mulberries** are fruit trees that used to be well-spread, but are no longer grown much. Other fruit trees are being successfully cultivated in this area and specifically their total number has reached 2 thousand, of which only 1 thousand trees are in production and provide a total output of 18 tons.

Olives. Olive is one of the oldest crops in this area especially in the hills of Kavajë district. In this area, olive is used for oil production as well as for conservation, mainly to meet the needs of farming families. In the district of Kavaja there are a total of 138 thousand olive trees, of which 103 thousand are fruit-bearing. This numbers reveal that planting of new trees by farmers in recent years has continued. Last year, a total production of 1,405 tons was realized. The yield of olives is relatively low and is likely to increase if farmers apply the correct technological requirements. Last year the average yield was 13.7 kg/root.

Vineyards. The vineyards are another tradition of the farmers of this area and the processing of grapes in this area is quite old. In the Municipality of Kavajë are found the largest vineyards. In our municipality operate some of the best grapes processors in the country using most recent technology. Currently in this district there are a total of 197 ha planted with vineyards, of which 174 ha are in production. Last year, a total production of 4,243 tons of grapes was realized, which generally goes for processing and not for the table. The realized yield of the vineyard is at optimal values and last year an average yield of 14.52 tons/ha was realized. In recent years some farmers have started investing in the production of table grapes.

In addition to the production of grapes from areas planted with vineyards, the production of grapes in this district is also realized through pergolas. The total number of pergolas in Kavajë is 77 thousand, of which 72 thousand grapevines are fruit-bearing, which realize a total of 1,722 tons of grapes. The average yield per grapevine of these pergolas is estimated to be about 23.9 kg.

Citrus. In the Municipality of Kavajë citrus fruits have always been very popular. Dues to climate changes, new varieties resistant to cold have cultivated, thus making possible a successful expansion of the area of cultivation of these types of orchards in the district of Kavajë with complete success. Currently in this district about 24 thousand citrus trees are planted. New plantings continue with intensity, especially in the recent years and this is shown by the number of citrus fruits that are fruit-bearing, which last year was at the level of 17 thousand trees in total. A total of 483 tons of citrus was realized, where the main

production came from oranges with a full 175 tons, tangerines with 191 tons and lemons with a total of 119 tons. Last year the average yield in this municipality was 28.2 kg/tree.

4.2.2 OVERALL SECTOR ASSESSMENT BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the Agricultural value chain based on expert analysis, discussions with groups of interest and 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	Yes, women are involved, even though they are not formally registered (as required by law).
Are there many female entrepreneurs in the value chain?	2	2	4	Women are involved in the processes, but the decision-making authority and business owners are the men. This is rather a matter of mentality, as based on tradition; men are considered as the head of the family, who make decisions, are landowners and represent the family in relations with third parties.
Do women control / own equipment and assets?	2	2	4	The need for technology is low, except for a tractor for plowing, which in cases that is owned by the farm is controlled by men.
Do women (or can they) acquire the skills needed to add value through product processing or diversification?	3	1	3	Employees, and especially women, are usually trained in the processes, but there is still a need for training in support services, as well as storage.
Do women have control over sales and enterprise revenue?	1	2	2	Men usually control the business, although women are involved in all processes. Revenues are controlled and managed by consensus among family members.
Can work be located near home?	4	1	4	The work is located near the house, as the house is positioned close to the farmland.
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	Low access to financial resources due to informality, lack of information and low level of absorption of funds, create entry barriers for this value chain. Entering this sector in the role of a producer would require land ownership, cultivation skills, and an amount of money to secure inputs. Obstacles classified as relatively low.
Is this a value chain with low barriers to women's involvement (time and movement, access to technology and assets, cultural constraints)?	3	2	6	It is more difficult for women to succeed as entrepreneurs in this business, given the obstacles mentioned. Poor or non-existent horizontal cooperation can be considered as one of the general obstacles. Among the gender specific barriers can be mentioned: Limited time, low access to property, low access to skills and training. As a positive factor we can mention: High participation and knowledge that women have in the agricultural sector, their desire and commitment, proximity to the workplace.

Does this value chain offer new opportunities for women?	3	4	12	Women are involved in almost every activity, but agriculture as a sector is not getting the attention it deserves. With the increase in production and processing, a potential for women's work is created.
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	Overall, yes, but the actors are not satisfied with the level of performance of their business, and this is mainly attributed to the lack of financial incentives and support from various stakeholders in the sector.
Is there a connection between what women do and prospects for growth / diversification in the value chain?	4	1	4	Women are already involved in the sector and participate in almost all activities, but their involvement is not formalized. There are financing schemes for women small business owners in this sector.
Are there gender norms (for example "women's work") that prevent women from taking full advantage of value chain opportunities?	3	2	6	Women may not perform specific activities that require special physical skills, such as driving tractors and plowing. Also, not being registered as an employee in the business prevents them from taking advantage of all the opportunities.
Total for gender potential		60/102		

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

Table 12. Assessing women's empowerment and gender equality in the Agricultural products value chain.

4.2.3 SWOT ANALYSIS OF THE AGRICULTURAL PRODUCTS VC

SWOT ANALYSIS OF AGRICULTURAL PRODUCTS VALUE CHAIN	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Agricultural crop products (field crops, vegetables, fruit growing, olive growing and viticulture) in both plain and hilly areas have a good market, optimal sales and profitability, compared to other agricultural crops. ▪ Suitable climatic-soil conditions for the development of the agricultural sector based on micro-zones suitable for diversity of agricultural and livestock production. ▪ Very favorable location of municipality within the national territory as well as the short distances to the collectors and wholesale markets of Tiranë, Durrës and Elbasan. ▪ The production structure of agricultural farms is profitable and with priority for the cultivation of intensive plants, fruit trees, olives and vineyards. ▪ Engaging women throughout the process and raising awareness of their contribution considering it as a good opportunity to 	<ul style="list-style-type: none"> ▪ Informal operation in the market (unregistered businesses and unregistered workforce). ▪ Poor organization of the community of collectors of agricultural products in the territory of the municipality as well as those on individual or village level. ▪ Lack of financial resources and consequently lack of proper investments in technology and mechanization; ▪ Lack of adequate equipment for collection, transport and processing of agricultural products. Lack of agricultural and livestock marketing structures in the territory. ▪ Poor system of irrigation schemes on agricultural lands and almost inefficient in the hilly area. ▪ Lack of knowledge on marketing, selection, packaging and storage of fresh and non-fresh products of agricultural production and livestock products.

- achieve individual goals;
 - Willingness to participate in trainings and increase their skills levels;
 - Market always in demand and growing.
- Lack of selling and promotion markets and the inability to attract potential buyers;
 - Lack of desire from the younger generation to commit themselves to these types of activities, adding to the non-existence of a dedicated study program in vocational centers

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Favorable climatic-soil conditions for the cultivation of agricultural plants. Good traditions of the region for the production and trade of agricultural products, such as beans, vegetables, fruits, grapes, etc. High growing demand of the domestic and foreign market for products available from the administrative units of the municipality. High productivity creates a favorable ecosystem for the development of light industry for processing agricultural products, which also offers long-term economic stability. Specialization in certain fields of production, modern technological integration, application of quality norms and cooperation between producers, offers an opportunity for financing and more sustainable economic development. Agritourism development is a new opportunity to promote local products and economic development 	<ul style="list-style-type: none"> Malfunction of the network of irrigation canals for hilly administrative units. Risk of flooding in some flat land areas as a result of malfunction of the drainage system and misuse of the cleaning service of the main highways. Lack of vocational secondary education in the agricultural and livestock of the active population, reduces the level of knowledge, limits the distribution of new technologies and techniques and does not guarantee the preservation of the tradition of the area. Cultivation of in greenhouses requires a permanent and controlled maintenance of the soil aiming at minimizing the risks for reduced productivity. The integration of modern agro-techniques and modern technology has the effect of increasing productivity and reducing the demand for labor, which should be oriented to other sectors of the economy.

Table 13. SWOT Analysis of Agricultural Products Value Chain.

4.3 CONCLUSIONS

Based on the analysis of the two sectors mentioned above, using the criteria of gender sensitive analysis in value chains (GSVCA); the following describes the current situation:

Analyzed Sector	Points	NOTES
Agricultural products VC	60	Problems with property rights. Poor road infrastructure and poor public transport in rural areas can hamper investment.
Handicrafts Value Chain	78	It does not require significant funding. As a short-term intervention, it provides high guarantees for a long-term sustainability with a positive multiplier effect on the overall economic and social well-being of women.

In the following chapter we will analyze in detail the Handicrafts Value Chain.

5. DETAILED ANALYSIS OF THE HANDICRAFTS VC

5.1 OVERVIEW OF THE VALUE CHAIN

The name Kavajë was first mentioned during the 15th century. At that time, Kavajë was spelled Kavala. Kavajë runs alongside the famous Roman trade route Via Egnatia. During the XVII and XVIII century, Kavajë became one of the most important trading centers. In 1670, there were 400 houses, 200 shops, a bazaar and four mosques, which were built in 1561, 1589, 1625 and 1652. All quarters were destroyed in the twentieth century, some because of wars and some due to infrastructural changes. Only the Clock Tower remains. Kavajë was known for making pottery, tailoring, carpets and copper. During the communist regime Kavajë became an industrial city as well as an agricultural center of the region.

Currently, due to poor development of the industrial sector and the low efficiency of the primary sectors, such as industry and agriculture, in the Municipality of Kavajë as well as in the entire Albanian economy, there is orientation towards the tertiary sector, particularly the services sector which contributes to more than 65% of Gross Domestic Product (GDP). As stated in the Development Strategy, the Municipality of Kavajë is paying increasing attention to improving the historical and cultural heritage of the city through promotional activities, improving accessing infrastructure, information centers, creating supporting infrastructure, etc. As one of the key elements of our heritage, the promotion and trade of the Albanian handicrafts enhances the visibility of the handicrafts sector and improves the economic and social stability of the artisans.

The craftsmanship of making pottery is an early tradition, but this craftsmanship reached its greatest peak in the first half of the 19th century. In Kavajë, unlike many other places in Albania, in the early days the potter's spinning wheel was used. The glazing of a large number of pottery vessels and the colorful decorations were done mainly by women. This tradition of producing pottery objects still continues today in Kavajë.

The inhabitants of Kavajë knew how to process wool and this area is especially famous for weaving rugs and carpets, which have always been appreciated for their quality. Another ancient tradition of Kavajë region is making jewelry of copper and silver and gold. Among the products bearing specific characteristics of the region are the characteristic folk costumes decorated with exquisite silk embroidery, gold and silver.

Before the 1990s, the handicraft sector and industry were active and very productive in the city of Kavaja. That is why there are still women artisans practicing their profession, especially in embroidery and carpet making who work at home. Some of these women continue to use the specific manually operated loom with which the carpets are made. By reviving the tradition of making handicrafts in the city of Kavaja, especially in those sectors that affect women, is expected to bring economic development to the city and the families. If these women come together and are provided the premises and whatever else to run the activity and to revive the crafts sector, this would lead to an increase in employed women, the promotion of women entrepreneurship, as well as the employment of young girls who would be introduced to this traditional profession that should not to be lost and forgotten.

Official data obtained from the Municipality of Kavajë show that out of the total number of 156 entities run by women in the municipality, only 3 entities operate in the handicrafts sector. Detailed information on the percentage of women (in proportion to the population) employed in the handicrafts sector in Kavajë is not available due to the fact that most of this sector operates informally. Despite the high informality, the Municipality of Kavajë estimates that in this sector are engaged about 10% of women of working age.

Nowadays, the demand for handmade products is increasing both in domestic and international market. With the right policies, this sector can be seen as not only bringing economic development to the country, but will also empower the women who will join in creating such an enterprise, especially women coming from the rural areas.

5.2 MAPPING OF THE VALUE CHAIN

The analysis of the situation and the development plans of the municipality recommend the development of Handicrafts and Artisanal works value chain, with a focus on reviving the tradition both in the city of Kavajë and in some rural areas, thus increasing employment.

The following figure shows a comprehensive outline of the Handicrafts Value Chain. It identifies the key group of interest, product flow from securing inputs to final market and helps identify gaps or barriers to production flow.

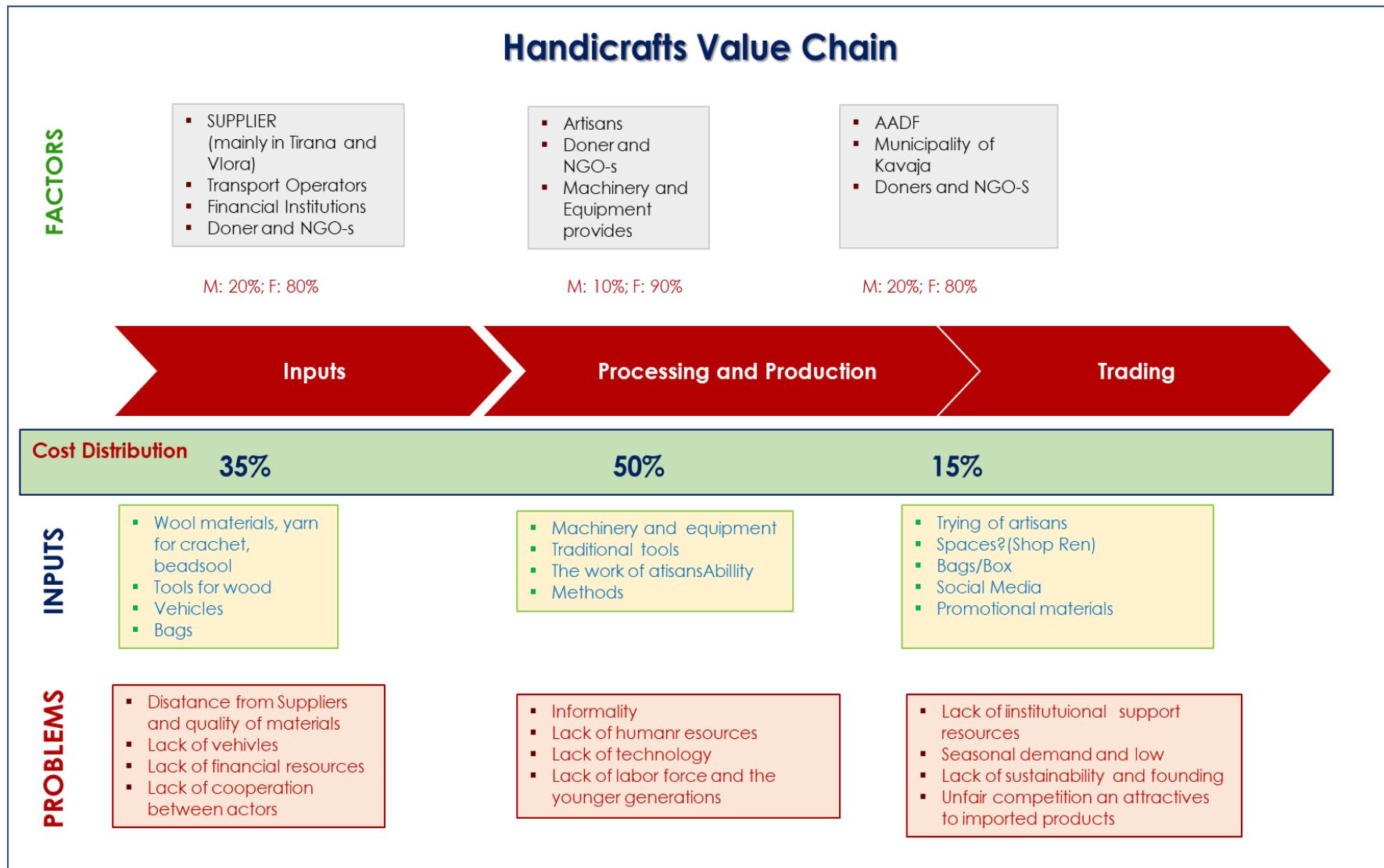


Figure. 32 Sketch of the Handicraft Value Chain in the Municipality of Kavajë

5.3 VC ACTORS

The main stakeholder involved in each phase of the VC and influencing or being influenced by the results are described in the category 'Factors' in the Drafting of the VC (figure 32). The main groups are:

- **Customers:** This includes all individuals (locals, tourists and visitors), families, companies or entities that buy and use products produced in this VC.
- **Suppliers:** this includes all individuals, businesses, companies or entities that offer products and raw materials as well as equipment for value chain actors 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 Tiranaë
- **Donors:** this includes organizations, associations and entities that provide support to the 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 organization that has provided support for this value chain so far has been the Association of Artisans of Albania as well as the National Chamber of Crafts.
- **Public institutions:** this includes local authorities, public and governmental institutions that can influence the functioning of VC actors through their strategies, policies and plans. The main categories are the Municipality of Kavajë and the Ministry of Tourism and Environment.

5.4 HANDICRAFTS VALUE CHAIN ANALYSIS

Kavajë Handicrafts sector makes a relatively wide range of products for which is required relatively the same amount of work.

As shown in Figure 32, the Value Chain (VC) 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, opportunities and recommendations for their minimization.

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

It should be noted that this Value Chain consists of several sub-value chains such as: production of carpets, production of traditional clothing and authentic products, wood processing and creation of woodwork, creation of silver jewelry, copper work, wool

work, etc. But all these sub-chains have in common the activities which are carried out in each of their links.

5.4.1 PROVIDING BASIC VALUE CHAIN INPUTS

Activities that take place. This chain link includes activities related to the main elements to develop an activity in the Handicrafts VC and summarizes:

- ✓ **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 Kavajë, mainly in Tiranë and Durrës.

Women's Participation. This activity in most cases is dominated by women. They make up **80% of the total workforce**, because they are usually involved in the processing and production of handicraft products. They determine the technical specifications and quality of the materials. As this activity takes place away from home, women are men accompanied by men who are in charge for the transportation of inputs. In addition, women are the ones who ensure the quality of the products taken to market.

This stage in the total cost constitutes a medium cost of about **30%** of production and processing of Artisanal Products.

5.4.2 PROCESSING AND PRODUCTION OF PRODUCTS

Activities that take place. In this link all activities related to the processing of raw materials and production of products are carried out 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 involvement**. But there are also cases when the whole process is carried out by men, as in the cases of wood processing and woodwork, or partly as in the case of clay work.

Based on the fact that the process is dominated by manual labor and aiding equipment is used, the cost of this link is significant in the final production. Due to the low cost of labor this cost is estimated to be about **55% of the cost of production**.

5.4.3 PROMOTION AND SALE TO CUSTOMERS

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 purchasing decisions, as well as product packaging.

Women's Participation. This stage is dominated by women, who make **up 80% of the involvement**. They specialize in selling products mainly through influencing purchasing decisions. However, men also actively participate in some of the activities during the absence of women.

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

An influencing factor is the monthly rental fee of the shop, which reaches on average 15,000 - 20,000 ALL. However, since the shop, in the majority of the cases, also serves as a 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 Kavajë, the following data were identified.

5.5.1 OPPORTUNITIES FOR EMPOWERING WOMEN IN THE VC

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

Cooperation between actors: despite the current lack of cooperation between actors, opportunities for them 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 particularly in the first phase for securing inputs. So far, each business has operated individually and each actor identifies and tracks his or her supply opportunities. Cooperation between actors would mean taking control of

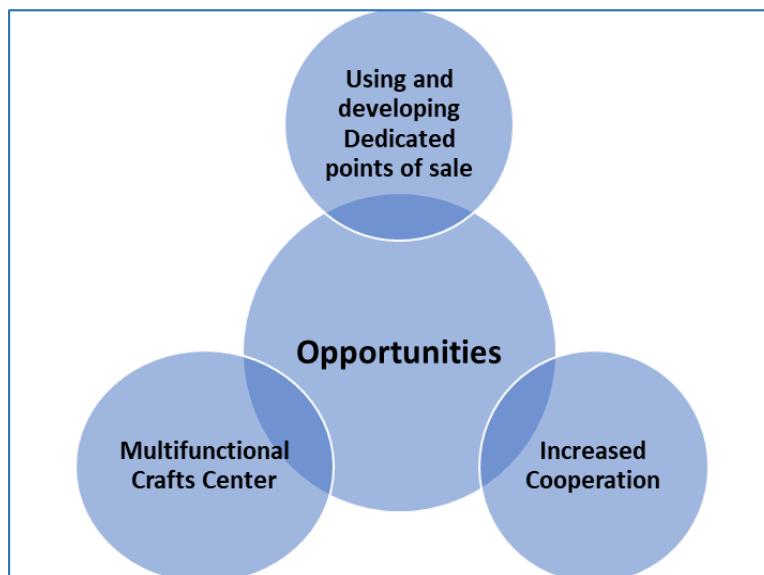


Figure 33: Handicrafts Value Chain Opportunities in the Municipality of Kavaja.

the process, making decisions regarding the technical specifications of materials and equipment, creating or negotiating for better prices and obtaining higher quality products. Thus, it would also serve as a good opportunity for actors to take advantage of initiatives, projects and grants provided by various donors and organizations. Another collaboration opportunity identified through interviews with groups of interest is also proper use of dedicated promotional and sales points: today the Municipality offers several points of sale with symbolic rental value, in the center of the city of Kavaja. It also contributes to the realization of frequent fairs for handicraft products, which take place mainly during the summer period when the influx of tourists in the areas around the city is large.

Collaboration and liaison with other VC: there have been attempts to liaise with other VCs in other sectors, such as the tourism sector. They were undertaken through the individual initiatives of some of the actors and consisted of exhibiting products in the premises of accommodation service operators, mainly in Golem hotels. Given the high number of tourists accommodated in these hotels (according to the municipality, over 300,000 domestic and foreign tourists), such initiatives in this area would produce benefits for all sectors. This is also set in the strategic priorities of the Municipality of Kavajë.

Multifunctional Crafts Center. The Center would be a special structure designed to provide support services until individuals or companies are trained to make their products or services successful. Given the present situation in the Municipality of Kavajë with low involvement of young people in handicrafts because they see it as economically not interesting, this special craft is in danger of being lost; therefore, providing support through the creation of a multifunctional center that also provides advisory services would be one of the main factors for the strengthening of this sector. The goal is to help new small businesses grow rapidly in scale, create social culture, and ultimately create successful entrepreneurs. The Center would be designed to support and accelerate the process of successful development of individual businesses / new Companies by assisting young entrepreneurs with a variety of resources and services.

Youth will be assisted with business development training, 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 Kavajë to open a **Multifunctional Center for Women**, which should be an open and public incubator. It aims to help and trigger young women and girls' interest to put in practice their innovative ideas and who can also use the space to work, to collaborate and to develop joint promotion with other women.

- **Benefits of Multifunctional Center for users:** Each user / beneficiary will benefit from the common working space, working conditions and work equipment for their daily

needs. In addition to shared workspaces, the following services will be provided through specific programs, such as:

- ✓ Free professional assistance
- ✓ Free counseling and mentoring
- ✓ Networking and attending B2B events
- ✓ Exchange of experience and specific skills
- ✓ Peer learning and peer collaboration community
- **Business Incubator Approach for Women.** The Multifunctional Center for Women should have a reactive approach to the needs of women in the Municipality of Kavajë with a special focus on women and girls from rural areas. It should be oriented towards stimulating the creation of 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 household income, through the support of young women and girls from urban and rural areas
 - ✓ Development and support of small and medium enterprises run by young women and girls.
 - ✓ Vocational training, administrative support, knowledge of basic financial and fiscal concepts needed
 - ✓ Networking assistance, identification of partners and collaborators, as well as marketing assistance

In the first step could also be the inclusion of a dedicated study program in Vocational Training Centers. There is a strong need to create the new generation of artisans and to equip young people with the skills needed to carry out the processes, thus contributing to the preservation of the existing -tradition.

5.5.2 VALUE CHAIN CONSTRAINTS

Fieldwork and organization of workshops with Handicrafts' actors and municipal representatives, as well as on-site visits, served as an opportunity not only to map the Value Chain and Market System but also to identify limitations and the main bottlenecks this VC is facing and opportunities for women to strengthen their position and empower.

Information from actors involved in the artisanal VC, namely: an artisan woman involved in knitting and crocheting, a woman involved in textile and alteration processes and a male painter helped to identify the issues affecting the VC. Also, interviews with municipal officials and other actors served as supporting information in order to identify opportunities for intervention.

The main constraints faced by the VC actors are grouped below:

Informality: informality is present in all businesses involved in this VC. It can be identified as the business not being registered in the name of the current owner and in most cases, as the lack of formal employment of people involved in the processes. The main reason behind this is to avoid payment of employee taxes and social security.

Lack of institutional incentives: Many of the businesses are not officially registered and informal employment is present. The municipality does not provide any financial incentives or relief of the fiscal burden even in the case of businesses that are owned by women. Most of individuals run their own business and as a point of sale use the space provided by the municipality, for which a monthly fee (rent) is applied. Some businesses have to rely on financial loans in order to cover the costs. Despite the willingness to provide support in creating a joint promotion and sale event at tourist spots owned by the municipality, so far there has been no opportunity for its implementation.

Seasonal and fluctuating demand: nowadays despite its potential and the progress made so far, based on the traditional work involved in the process, the demand for these products has decreased dramatically. This is mainly attributed to the low level of income generated by local households and the seasonal tourists and visitors as the main customer base (clients). Most incomes are guaranteed during seasonal tourist periods while during the winter season there is almost no demand for such products. Revenues generated during the summer serve to compensate for the lack of demand during winter. It should be noted that the focus of the municipality (expressed in the local development plan) is to increase the number of days the tourists spend in this municipality. The earthquake of 2019 and Covid-19 pandemic during 2020 contributed to the decrease of visitor numbers, given that many businesses and service providers had to follow government restrictions on their business operations. Information obtained from official sources in the municipality shows that 39 businesses, operating mainly in the service sector (such as bars, cafes, etc.), and in the textile industry (garment and footwear) were forced to suspend operations.

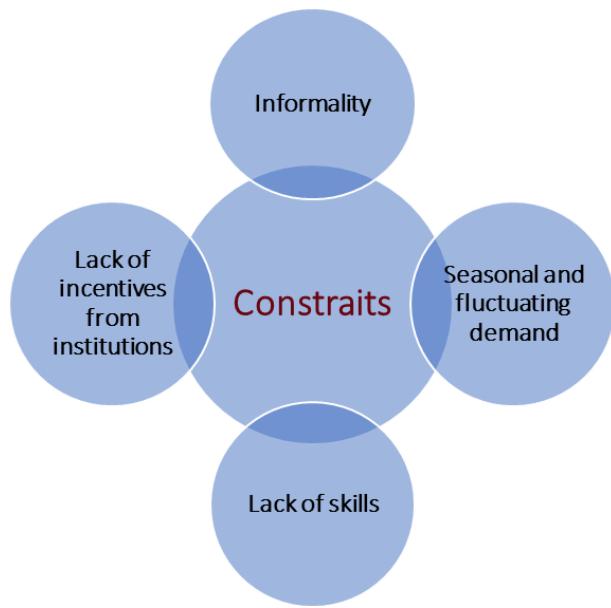


Figure 34: Constraints faced by VC actors in the Municipality of Kavaja.

Lack of skills: The key skills required to perform processing activities are traditionally acquired, passing from one generation to the next. During the focus group meetings, the need to increase the skills of young people in specific processes was emphasized, so that they can continue the traditions of families. The sector does not look attractive and lucrative 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. The work of artisans has traditionally been considered an important pillar in the economic development of Kavaja. More than 2000 women were involved in this sector and worked in the establishments of the previous system. The tradition was passed down from one generation to the next, helping the younger generation to learn and gain the skills and knowledge needed to carry out the processes. Today the tradition no longer exists. Most of the young men and women are leaving not only the city, but also the country, looking for better living conditions and opportunities. Vocational Education Institutions do not include study programs dedicated specifically to craft skills.

5.6 SUGGESTED RECOMMENDATIONS FOR INTERVENTION

As we have analyzed above, based on their potential and the involvement and empowerment of women, the VC of Handicrafts 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

Multifunctional Center for women. Support / pilot a project (maybe cooperation with the municipality and donor funding opportunities) to enable the creation or increased use of a multifunctional center where artisans can carry out group activities and have a job. Also, in this space should be provided integrated services to artisans through specific programs, such as:

- Free professional assistance
- Free counseling and mentoring
- Networking and attending B2B events
- Exchange of practices and skills
- Peer learning and peer collaboration 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. 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 and Craft 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 our country as well as in the Municipality of Kavajë there is a positive pressure from all actors stimulated by the increase in demand in the market for quality and authentic handicraft products. The development of handicrafts value chain and the production of handicraft products in the Municipality of Kavajë are being viewed as an important natural economic resource and especially having a sustainable development potential not yet fully utilized.

Support for cooperation on production processes, sustainability and the creation of a new generation of artisans. In this regard, the Municipality of Kavajë can work hard in terms of promotion by supporting activities such as:

- ✓ Establishing sustainable links between local, regional or national groups and consolidators to promote contracts;
- ✓ Supporting 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 facilitation dialogue between the women producers and municipality, to improve production processes jointly and to ensure B2B linkages with other VCs (tourism, agritourism, etc.).

5.6.2 SPECIFIC RECOMMENDATIONS

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

RECOMMENDATIONS FOR THE HANDICRAFTS VALUE CHAIN						
NR.	RECOMMENDATION -CRAFTS VC	IMPACT			BUDGET	
		Short-term	Medium-Term	Short-term	Medium-Term	Short-term
1	GROWTH OF THE HANDICRAFT PRODUCERS PROFESSIONAL LEVEL					
1.1	Ongoing technical assistance, especially in the first year, towards:					
	✓ Drafting the development plan					
	✓ Technical assistance in negotiating with others	X				X
	✓ Follow-up and advice on production processes, materials and processing techniques.					
	✓ Consulting on market elements					
1.2	✓ Trainings to raise the level of knowledge of artisans					
	✓ On the basics of business planning,					
	✓ On ways and techniques of marketing	X				X
	✓ On opportunities to find funding					
	✓ On the possibilities of market connections with other VCs,					
2	SUPPORT FOR HANDICRAFTS GROUPS					
2.1	Supports producer groups locally through incentives					
	✓ For production promotion	X		X		X
	✓ For the coordination of joint transport					
	✓ To coordinate joint sales.					
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			X	X	

RECOMMENDATIONS FOR THE HANDICRAFTS VALUE CHAIN						
NR.	RECOMMENDATION -CRAFTS VC	IMPACT			BUDGET	
		Short-term	Medium-Term	Short-term	Medium-Term	Short-term
	facilitation dialogue between women producers and municipality as well as to improve production processes jointly, to ensure B2B linkages with other VCs (tourism, agritourism, etc.).					
3	SUPPORT TO THE EXPANSION / USE OF A LOCAL MULTIFUNCTIONAL CENTER					
3.1	Support / pilot a project (could be cooperation between the Municipality and the possibility of donor funding) to expand the use of a multifunctional center where artisans can carry out group activities and have a job as well as develop ideas/ business/ exchange techniques together.			X	X	
4	SUPPORT FOR THE CREATION OF PRODUCTION CLUSTERS					
4.1	Supports producer groups locally. Promote joint production facilities, joint transport and make joint sales.			X	X	
4.2	Establish links between production groups and local, regional and / or national consolidators to promote contract creation (e.g., the Krujë Market).			X	X	
5	AWARENESS FOR OPPORTUNITIES IN THE CRAFT SECTOR					
5.1	Information and awareness sessions about opportunities in the handicrafts sector. Raising awareness of the economic importance of the sector and consumer demand in order to stimulate artisanal production.			X	X	
6	MARKETING AND PROMOTION					
6.1	Support activities to connect artisans with travel agencies and urban markets - B2B events, fairs with market representatives and souvenir shops may be an option (Tiranë, Krujë, Durres)			X	X	

Table 13. Recommendations for the Handicraft Value Chain.

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

We recommend the following program for the value chain of handicrafts in Kavajë:

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 handicrafts communities. The focus of this strategy may be based on recognizing the potential that the two destinations may have in:

- ✓ Promoting the "common destination" according to a community-based tourism model⁵.
- ✓ Promotion and merging under one marketing umbrella
- ✓ Creating a festival or a joint tourism offer / program

Step 2. Provide capacity building for local handicrafts 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, the participation of youth and women is particularly encouraged.

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

Step 4. Providing 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 it should be provided support for its operation.

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

5 Community-Based Tourism (CBT) is a way of sustainable tourism that allows travelers to connect closely with local communities; 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 7. Connecting women artisans with markets, facilitating B2B meetings with shops in Tiranë and Krujë 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

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

Step 10. Implement interventions that boost 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 negative environmental impact and local resources.

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EMPOWER WOMEN EARTHQUAKE RECOVERY

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

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Rr. "Skënderbej", Ndërtesa 8, Ap. 29-31, Tiranë, Shqipëri
Tel: +355 4 450 2555/7575
Website: albania.unwomen.org/en
Facebook: [unwomentalbania](#)