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Analiza me Ndjeshmëri Gjinore në Zinxhirët e Vlerës
(GSVCA) në Bashkinë Tiranë

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

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Disclaimer:

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TABLE OF CONTENTS

ABBREVIATIONS	5
1. GENERAL INFORMATION	7
1.1 INTRODUCTION	7
1.2 NATIONAL CONTEXT FOR GENDER EQUALITY	9
1.3 UN WOMEN IN ALBANIA.....	12
1.4 USED METHODOLOGY AND ITS LIMITATIONS	13
2. PROFILE OF TIRANA MUNICIPALITY	16
2.1 VISION AND STRATEGIC OBJECTIVES OF TIRANA MUNICIPALITY	17
2.2 DEMOGRAPHIC PROFILE.....	19
2.3 ECONOMIC PROFILE.....	22
3. EARTHQUAKE IMPACT	26
4. VALUE CHAIN ANALYSIS IN FARKË AND NDROQ ADMINISTRATIVE UNITS	30
4.1 ADMINISTRATIVE UNIT FARKË	31
4.1.1 OVERVIEW OF THE HANDICRAFTS VC	33
4.1.2 GENERAL EVALUATION BASED ON BASIC CRITERIA.....	34
4.1.3 SWOT ANALYSIS OF THE VALUE CHAIN.....	36
4.2 ADMINISTRATIVE UNIT OF NDROQ	36
4.2.1 ANALYSIS OF THE VITICULTURE VALUE CHAIN	39
4.2.2 GENERAL EVALUATION BASED ON BASIC CRITERIA.....	40
4.2.3 SWOT ANALYSIS OF THE VC.....	42
4.2.4 AGRICULTURAL PRODUCTS VALUE CHAIN	43
4.2.5 GENERAL EVALUATION BASED ON BASIC CRITERIA.....	43
4.2.6 SWOT ANALYSIS OF THE VALUE CHAIN.....	45
4.2.7 CONCLUSIONS FOR NDROQ AU	47
5. DETAILED ANALYSIS OF SELECTED VCS	48
5.1 DETAILED ANALYSIS OF THE POTTERY VC IN FARKË	48
5.1.1 VALUE CHAIN MAPPING	48
5.1.2 VALUE CHAIN ACTORS.....	50
5.1.3 VALUE CHAIN LINKS ANALYSIS.....	50
5.1.4 PROVIDING BASIC VALUE CHAIN INPUTS.....	50
5.1.5 OPPORTUNITIES FOR WOMEN'S EMPOWERMENT IN THE VALUE CHAIN.....	51
5.2 DETAILED ANALYSIS OF THE AGRICULTURAL PRODUCTS VC IN NDROQ	54
5.2.1 GENERAL OVERVIEW	54
5.2.2 VALUE CHAIN MAPPING	55
5.2.3 VALUE CHAIN ACTORS.....	57

5.2.4	VC SUPPORT STRUCTURES	57
5.2.5	CERTIFICATION STRUCTURES	59
5.2.6	PRIVATE SUPPORT STRUCTURES	60
5.2.7	VALUE CHAIN LINKS ANALYSIS	60
5.2.8	PROVIDING BASIC VALUE CHAIN INPUTS.....	61
5.2.9	PLANTING	62
5.2.10	CULTIVATION OF AGRICULTURAL PRODUCTS	62
5.2.11	COLLECTION AND SELECTION	63
5.2.12	TRADING	63
6.	RECOMMENDATIONS FOR INTERVENTION	65
6.1	RECOMMENDATIONS FOR INTERVENTION IN AU FARKĚ	65
6.1.1	GENERAL RECOMMENDATIONS	65
6.1.2	SPECIFIC RECOMMENDATIONS FOR THE POTTERY VALUE CHAIN	66
6.1.3	SHORT-TERM INTERVENTION SCENARIOS (STEP-BY-STEP GUIDE).....	67
6.2	SUGGESTED RECOMMENDATIONS FOR INTERVENTION IN AU OF NDROQ	69
6.2.1	GENERAL RECOMMENDATIONS	69
6.2.2	SPECIFIC RECOMMENDATIONS FOR THE VALUE CHAIN	70
7.	REFERENCES	73

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, Kruja, Tirana, Kamza, Kavaja, Vora, Rrogozhina, Kurbin, Mirdita and Lezha, both in rural and urban areas.

Past experiences have shown that girls and women are differently and often disproportionately affected by natural disasters and crises and have unequal possibilities for 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, including the priorities of girls and women.
 - The objective of these plans is to increase the capacity of LGUs, by providing immediate relief to the disaster-affected population as well as 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 legal 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 the 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 towards women and their preparation to provide these services even during emergency situations.
 - Providing direct legal and psychological assistance as well as other services to girls and women in the affected areas.

Gender sensitive analysis of the value chain in the Municipality of Tirana was conducted within the framework of the component 2. *Supporting girls and women in the affected areas for accessing and benefiting from economic opportunities*. The primary objective of the analysis was to identify the main sectors in this municipality which present 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-biased initiatives.

Inclusive development will be achieved by: (i) supporting creation of new job positions for women in those sectors where women can get involved; (ii) increasing the number of women (poor, marginalized and vulnerable) in employment, production, processing and marketing; and (iii) increasing the productivity and competitiveness of the products produced by these women.

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

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

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

The focus of this study is the practical analysis of the main value chains in the Municipality of Tirana, from the perspective of the gender attribute. The main purpose of the gender-

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.

sensitive value chain analysis is to provide the municipality of Tirana 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 Tirana.

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 Tirana. This activity supports capacity building of local value chain actors and supporting functions, as a better way to support value chain development by taking into account the gender aspect.

1.2 NATIONAL CONTEXT FOR GENDER EQUALITY

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

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

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

men, youngsters, girls and boys, regardless of age, gender, place of birth and residence, ethnic or social group, disability, affiliation of religious belief, expression of gender identity and sexual orientation, as well as other individual characteristics, are given equal opportunities to develop their potentials; to participate equally in political and public decision-making; to elect and be elected; to be educated and trained throughout life; to be employed and employ by advancing towards new professions, challenging stereotypes and gender division of labor; to influence the social and economic development of the country and to be supported of their socially and economically development; create healthy families, where parents share responsibilities equally and where communication is the key to problem solving; to live free from harmful practices and violence; and where vulnerable groups are treated with priority until they are empowered and enjoy equal rights and opportunities in all walks of life - a society where equality is not confused with uniformity and where no one should be left behind.

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

- o *Application of the legal framework and improved policies that provide equal sharing of work and unpaid family care between women and men, youngsters, girls and boys.*
- o *Increasing the access of women, 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). The Municipality of Tirana is one of the 14 municipality in Albania to have signed the European Charter for Equality of Women and Men in Local Life (June 30, 2021). With a special focus on combating stereotypes and empowering rural women, the signing of the Charter paved the way for a gender action plan at the local level to be developed in the coming months.

As a result of such 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
- Women and men aged 15-64, are mostly employed in the agricultural sector. 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 percentage point.
- 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 05-09 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 the 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, programmes and services needed to ensure that the standards are effectively implemented and 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, Durrës, Kruja, Tirana, Kamza, Kavaja, Vora, Rogozhina, Kurbin, Mirdita and Lezha, both in rural and urban areas.

The Gender Sensitive Recovery and Reconstruction Project, which is implemented in close cooperation with the Municipality of Tirana, 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 Tirana Municipality, 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 successfully adapted from the applied methodologies 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 collected and processed information gathered in field (primary sources) with those administered by the Municipality and various government institutions (secondary sources).

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

Data and information regarding the general description of the municipality of Tirana, 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 Tirana (GLP)", respectively "Territorial Development Plan (TDP)", and "Territorial Strategy" (TS), approved by the Decision of the National Council of the Territory no. 1 in 23.10.2019; as well as the "Strategic Environmental Assessment of Tirana (SEA)" report. The information was also supplemented with data from the official website of the Municipality of Tirana and official publications and statistical information from the Institute of Statistics of Albania. The information was updated and the data were obtained and processed from the database of the Institute of Statistics of Albania (INSTAT) in 2021, for the 2018-2020 period.

During the subsequent evaluation of value chains in the agricultural sector, the considered methodologies 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 Tirana, the information was obtained from the "Volume A Report of the Post-Disaster Needs Assessment of Albania

(PDNA)", developed in February, "Situation Assessment of the Earthquake of Families with Children Living in Temporary Shelters in Albania" report, developed by the UNICEF Office in Albania & IDRA Research and Consulting.

Sector Selection. Primary resources, such as field research, were used to select sectors including group consultations and discussion sessions with municipal representatives, producers and experts were used to select sectors. This step was divided into two phases. In the first phase, a preliminary evaluation of value chains was conducted through discussions and meetings with representatives of the municipality, producers, representatives of supporting organizations and field coordinators of the project as a way to identify value chain opportunities. This phase ended with the organization of a meeting of groups of interest during which, participants had the opportunity to present and discuss additional details, share the opportunities, constraints and get a clear picture and understanding of the value chains which helped them to select value chains of Pottery in Farka AU and Grape Growth and Production in combination with Agritourism in Ndroq AU as the main areas where to focus.

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

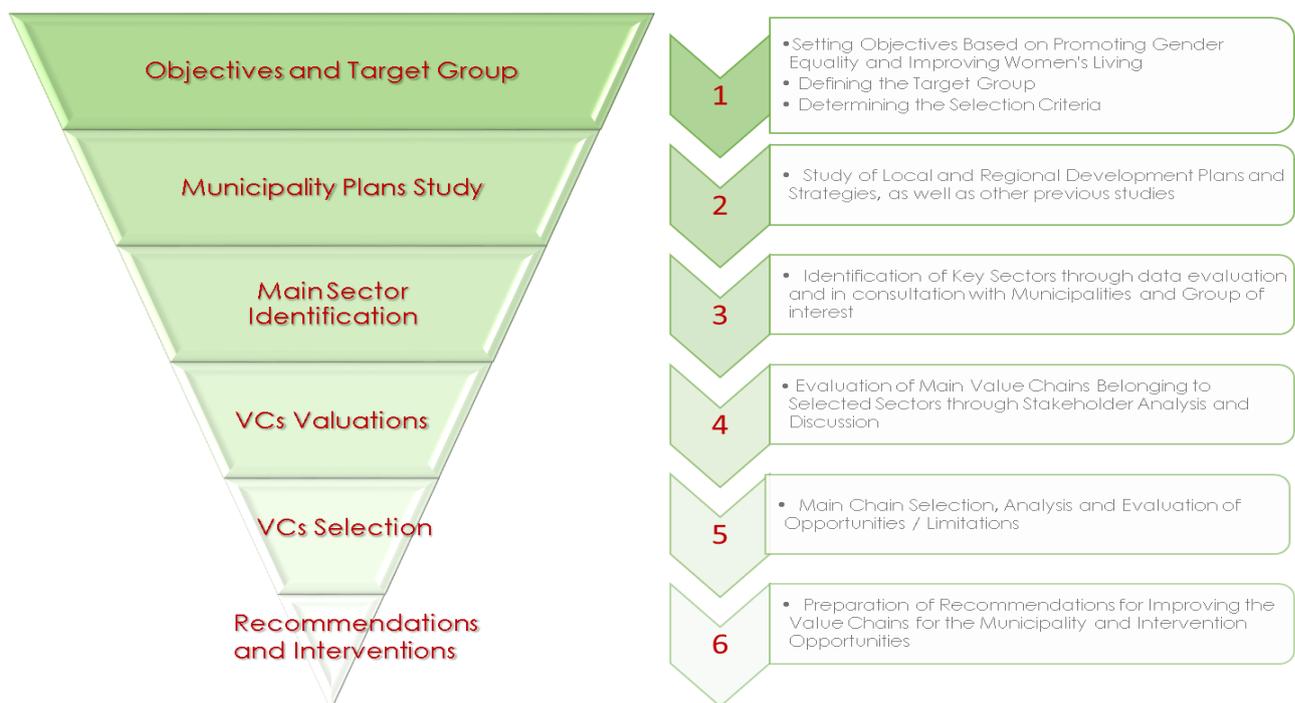


Figure 1. Methodology Approach

The main steps of the process are described below:

1. **Objectives and Target Group:** Defining objectives based on national and municipal goals (improving living and promoting gender equality) and defining the target group and selection criteria:
 - a. Target group: Women and men with low-income at the municipal level.
 - b. Criteria: the importance of the sector in creating living conditions for women and men.

2. **Study of Municipal Plans:** Initial study of municipal plans and research work, based on plans, strategies, previous studies, etc.
3. **Main Sectors:** Identification of main sectors using various reports, data and publications.
4. **Evaluation of VCs:** Evaluation of the main value chains belonging to the selected sectors through the brain storming, discussions, 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.

Limits of Research Work. The focus of this report is the practical analysis of the main value chains in the Municipality of Tirana seen 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 utilized. Therefore, the results of research work (for main sectors/value chains) often did not match the obtained results during the group work sessions and groups of interest interviews. Moreover, most public data are often not disaggregated by gender and a large part of the statistical data published by INSTAT are not disaggregated by municipalities. The biggest problem with this data is that, with the exception of CENSUS 2011 data, there is no data on the resident population. The most recent data on the resident population is that of the 2011 CENSUS, making it quite difficult to obtain reliable statistical data.

Conceptually, implementing gender-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 specifically improving the situation of women themselves. The purpose of this study is to provide the municipality of Tirana with practical recommendations that affect the population of the municipality and that consequently lead to the improvement of the women living conditions in the municipality. It is important to mention, that in Albania and in those specific municipalities analyzed, the situation of the value chains is often so difficult (and poverty is so high) that any overall 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.

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

Data	Value	National Ranking	Ratio to national values	Average national value
Region according to NUTSII	Central		-	-
Surface	1089Km ²	1	3.84%	464.72 km ²
Population by Civil Status	830,043	1	18.42%	73,876
Population according to the 2011 Census	557,422	1	19.90%	45,908.64
Density by Civil Status	762	4	-	159
Density according to the 2011	512	3		19
Number of Administrative Units (including Neighborhoods)	27	1	-	7.67
Number of Cities	2	-	-	-
Number of Villages	135	-	-	-

Table 1: Main Administrative-Demographic Data of the Municipality of Tirana

Tirana is the largest municipality in the country, both in terms of population and territory. It lies in three distinct geographical areas; agricultural area in the north, west, and south, urban area of Tirana and four surrounding municipalities, partially urbanized and rugged mountainous area in the east. Tirana is an area rich in water resources, as it is crossed by the rivers Erzen, Tirana River, and the Tërkuzë River. There are also many artificial lakes in its territory, built both in mountainous areas and in the lowlands. In the territory of the new municipality is also the Dajti National Park. The city of Tirana is the economic heart of Albania, with the concentration of the largest number of businesses nationwide and the development of the light industry. The economic power of Tirana is distinguished by the much higher amount of savings and credit at the national level, tax revenues, which are largely realized in Tirana, and the development of the construction sector.

2.1 VISION AND STRATEGIC OBJECTIVES OF TIRANA MUNICIPALITY

The General Local Plan of Tirana shows the future of a polycentric and kaleidoscopic metropolis, which will host in every part of it a balance between the city and nature. General Local Plan proposes 13 strategic projects for the future of a kaleidoscopic metropolis:

- **A new identity for urban settlements.** Restoring a productive, agricultural and tourist identity to the smaller centers, integrating them into the metropolitan kaleidoscope, through linear green systems of Ndroq, Peza, Baldushk, Bërzhitë, Krrabë, Shëngjergj, and Zallbatar;
- **The Three Green and Blue Corridors.** Transforming water flows - even the city flows - ecological corridors of regeneration and biodiversity;
- **A New Energy Corridor.** Implementation in the Elbasan-Krrabë valley of a new integrated system of production, storage, and distribution of renewable energies;

- **A New Agricultural System.** Reinforcement of the agricultural reality in the Erzen valley and the valleys of its branches, creating a widespread network of agritourism, farms, and production sites;
- **New World Park and Boulevard.** Fulfilling and strengthening the backbone of the kaleidoscopic metropolis, extending Dëshmorët e Kombit Boulevard to the new great World Park;
- **New Green Fourth Ring.** Realization of a new and sustainable green ring - dedicated to the mobility of pedestrians, bicycles, and railways - which lies inside the kaleidoscopic metropolis;
- **An Orbital Forest and a Natural Oasis.** Realization of a belt with 2 million trees around the city in order to block land consumption and create a ring with fruit forests, parks, and forests for naturalism;
- **High-Quality Transit.** Realization of a high-speed railway circle to connect the downtown with the airport and the port. Completion of the public transport network in the center;
- **Third ring optimization.** Strengthening and modernizing the third ring road through an integrated mobility system and re-planning of roadsides - with a bicycle lane and a dedicated Bus Line;
- **Mobility in Widespread Sharing.** Promoting all forms of sustainable mobility in co-operation to guarantee citizens a fast and ecological mobility;
- **Preservation of the Architectural Heritage of the XX Century.** Recognition of buildings that testify to the rich history of the 1900s, the value of a common property, which must be respected and valued;
- **5 New Dynamic Epicenters.** Design in the outer areas of the city of five new production epicenters with incubators for new ventures, services to citizens, epicenters for culture and leisure;
- **A Disseminated Network of Open and New Schools.** Realization of a network of new schools, which remain open at all hours throughout the year and which perform the function of squares and civic centers of neighborhoods;
- **Tirana for All - Accessible City.** Gradual realization of a metropolis accessible to all - especially by the most fragile citizens.

In 2030, Tirana aims to become:

1. **An intensive and polycentric city.** An intensively growing metropolis within its existing boundaries, restoring its unused spaces and replacing old buildings, which consume high amounts of energy with a new aesthetic and functional architecture for the environment;
2. **An accessible city.** An accessible metropolis that promotes sustainable mobility through an efficient network of public transport and shared mobility;
3. **A city with biodiversity.** A metropolis where its inhabitants can find a balance between the urban, natural, and agricultural spheres, preserving and promoting the biodiversity of cultures and living species;

4. **A sustainable city.** A metropolis experimenting with an extensive system of production and distribution of renewable energy sources, proposing and confirming the objectives of COP21; a metropolis that has all the potential to orient itself towards a European capital where vehicles are widely used;
5. **A Mediterranean center.** A metropolis that rediscovers and invests in its heritage, historical, artistic and landscapes, transforming it into a resource for a new kind of active education and tourism;
6. **A creative city.** A metropolis that can stimulate a high-tech manufacturing industry, where the traditional handicrafts of Tirana 2030 are able to stand out in the global markets and are known for the production of high value-added tools;
7. **A smart city.** A metropolis that builds its future in a transparent way, with the involvement of citizens, communities, institutions, and actors;
8. **An inclusive city.** A metropolis that leads Albania to play a crucial role in Mediterranean politics and culture, where it can act as a geopolitical bridge between Europe and the East; a multicultural and multi-religious metropolis, where religion and traditions are added values and help to invest in diversity, being competitive with other international metropolises;
9. **A Balkan garden.** A metropolis that reduces the gap between affluent areas and vulnerable sections of the population, through a project for the redistribution of land resources, economic and cultural rights, promoting the formation of the objectives set out in the General Local Plan Initiative document;
10. **A 24 hours city.** A metropolis where basic services are open and accessible 24 hours a day, 7 days a week, 365 days a year.

2.2 DEMOGRAPHIC PROFILE

According to the 2011 census, in the territory of the new municipality of Tirana live 557,422 inhabitants, while according to the Civil Register, live 757,361 inhabitants. With an area of 1,110.03 square kilometers, the population density, according to the Census data, is 502 inhabitants/km² while according to the Civil Registry, the density is 682 inhabitants/km².

Based on the 2011 CENSUS data, approximately 50% of the population (283,539 inhabitants) is female. The age group 15-64 years constitutes the largest number of the population, almost 70% 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 broken down by gender.

Administrative Unit	Total	Age Group		
		0-14	15-64	Over 65
Baldushk	4576	973	3122	481
Kashar	43353	9332	30841	3180
Bërzhitë	4973	1089	3407	477
Dajt	20139	4779	13917	1443

Farkë	22633	5147	15795	1691
Krrabë	2343	543	1588	212
Ndroq	5035	972	3412	651
Vaqarr	9106	2284	6088	734
Petrelë	5542	1306	3687	549
Pezë	6272	1548	4159	565
Tirana	418495	71459	299335	47701
Shëngjergj	2186	452	1421	313
Zall Bastar	3380	845	2216	319
Zall Herr	9389	2592	6131	666
Total Tirana Municipality	557,422	103,321	395,119	58,982

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

Administrative Unit	No. of Villages	Total Population	Gender	
			Male	Female
Baldushk	14	4576	2407	2169
Kashar	7	43353	21660	21693
Bërzhitë	12	4973	2515	2458
Dajt	13	20139	10255	9884
Farkë	6	22633	11472	11161
Krrabë	2	2343	1170	1173
Ndroq	11	5035	2562	2473
Vaqarr	10	9106	4838	4268
Petrelë	17	5542	2862	2680
Pezë	10	6272	3237	3035
Tirana	0	418495	203239	215256
Shëngjergj	10	2186	1104	1082
Zall Bastar	12	3380	1732	1648
Zall Herr	9	9389	4830	4559
Total Tirana Municipality	133	557,422	273,883	283,539

Table 3: Population data for the Municipality of Tirana 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 Tirana as a whole and disaggregated by gender for each Administrative Unit.

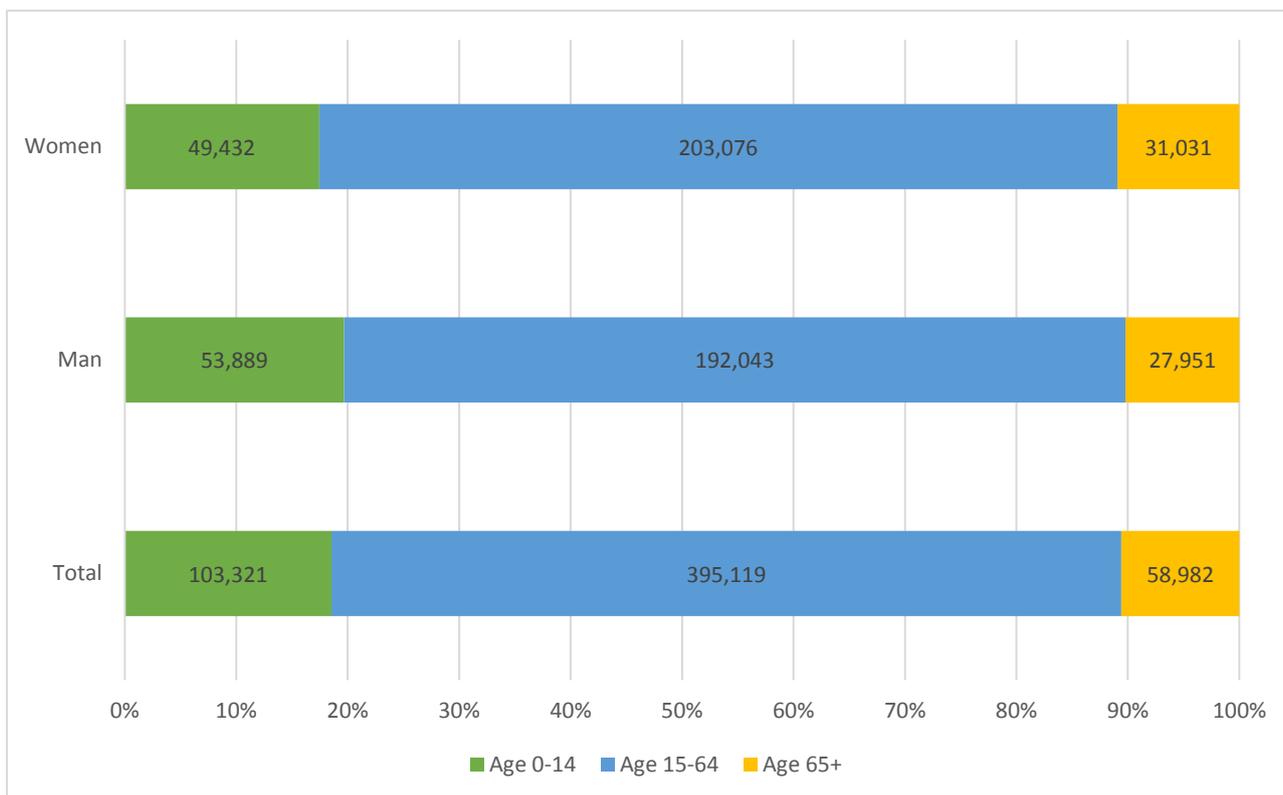


Figure 4: Population in% of Tirana Municipality divided by gender and age group. (Source CENSUS 2011)

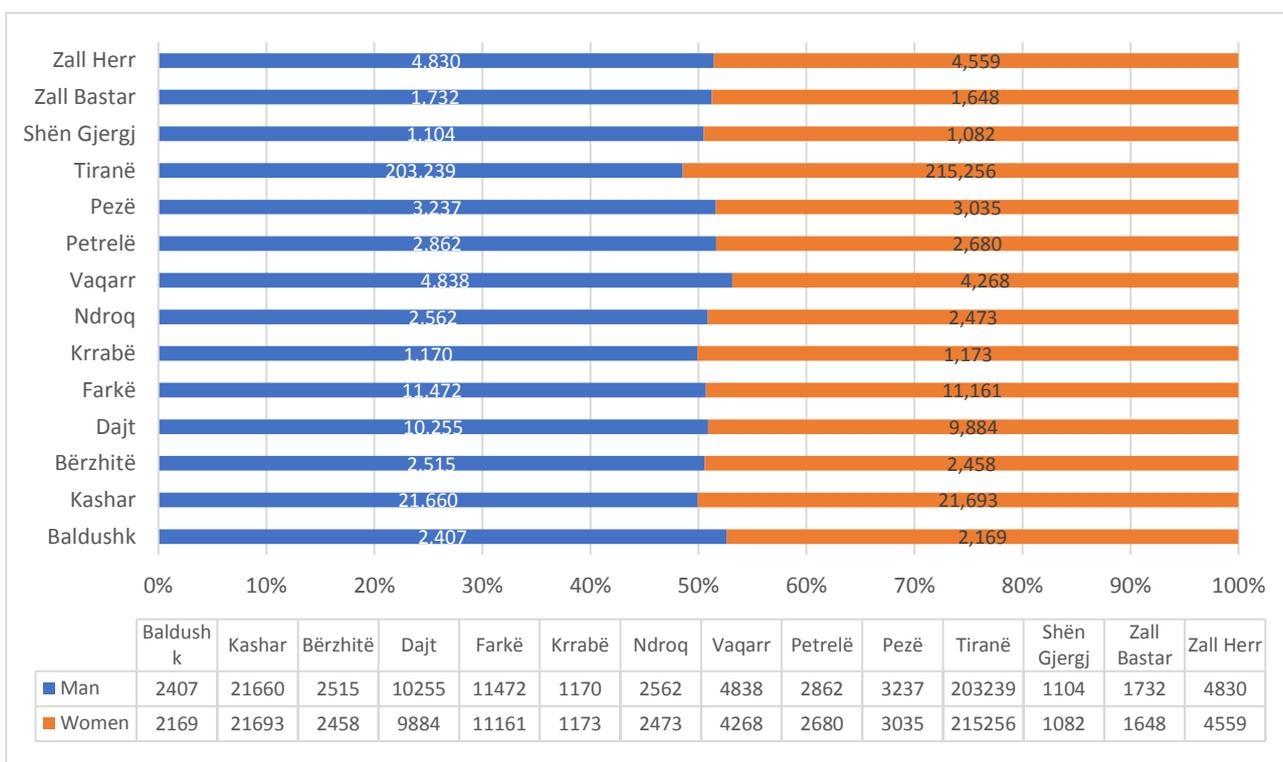


Figure 5: Population of the Municipality of Tiranë for each AU in% divided by gender. (Source CENSUS 2011)

2.3 ECONOMIC PROFILE

Based on official data obtained from the statistical database of INSTAT in the Municipality of Tirana, at the end of 2021 operated 46,926 active enterprises. The number of these businesses, as noted in Figure 6, in the last 5 years has been almost constant with a variation of 0.9%

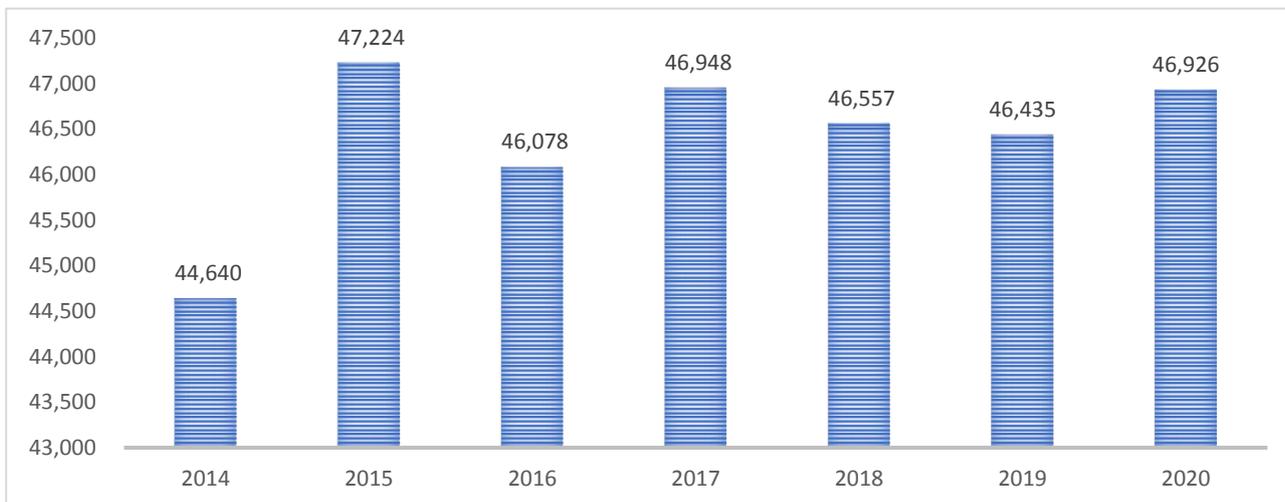


Figure 6: Number of Active Enterprises by Legal Form. (Source INSTAT)

Based on the legal form, these businesses are divided into: i) 529 Agricultural Farms; ii) 31,763 Legal Persons; and iii) 14,634 Legal Entities. As can be seen from the figure, the variation of legal forms has a growing trend of agricultural enterprises and a gradual decrease of other businesses, mainly Legal Entities.

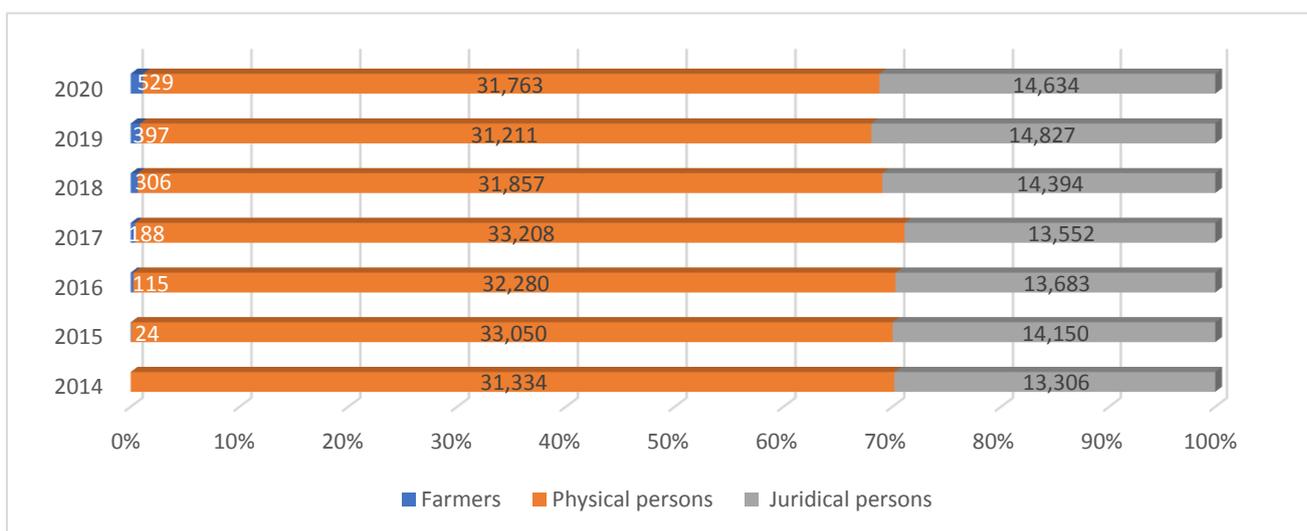


Figure 7: Percentage ratio of Businesses by legal form over the years. (Source INSTAT)

The predominance of the form of business as a Legal Person and Farmer is about 70% and is reflected in the small number of employees in the private sector in this Municipality. By looking at the business structure from this point of view can be seen that only 4,066 businesses or about 8.6% of them have over 10 employees, while 39,247 businesses or about 83.6% of businesses have less than 4 employees.

Today, about 34% of businesses registered in the Municipality of Tirana are managed by women. 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 shown in figures 9 and 10 below.

According to the data of the local revenue office, in the Municipality of Tirana, there were 46,926 active enterprises at the end of 2020 and divided by main sectors as shown in Figure 11, in: i) 529 Agricultural Farms; ii) 4,976 Goods Manufacturing Enterprises, and iii) 41,421 Service Providers.

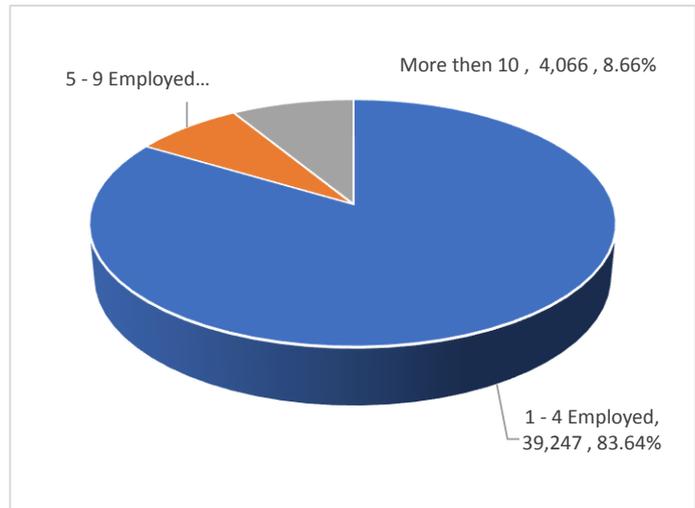


Figure 8: Number of Businesses grouped by number of employees. (Source INSTAT)

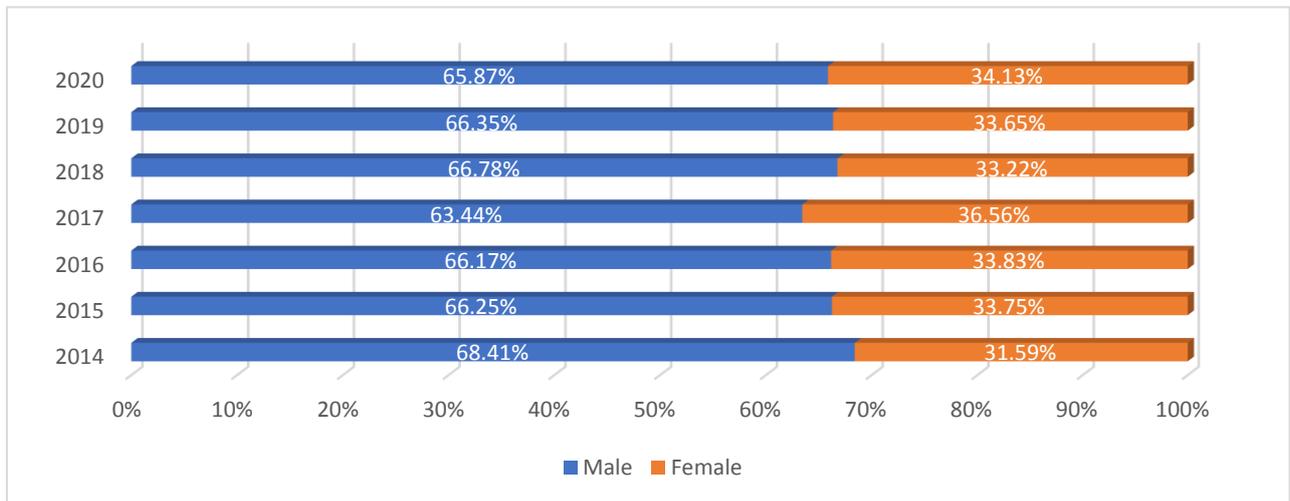


Figure 9: Percentage ratio of Businesses by gender of administration/ownership. (Source INSTAT)

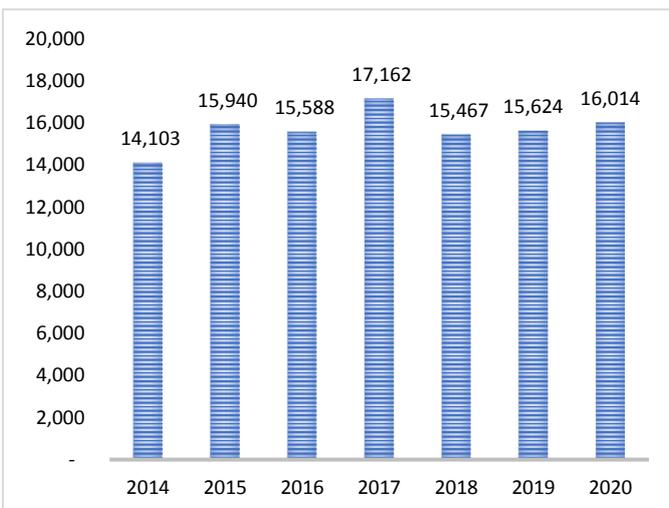


Figure 10: Change in the Number of Businesses Administered by Women over the Years. (Source INSTAT)

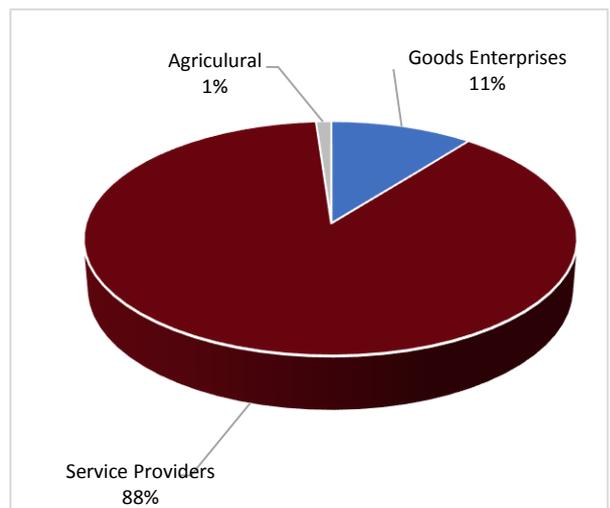


Figure 11: Ratio to the number of Businesses by main sectors. (Source INSTAT and Municipality of Tirana)

Agriculture. The municipality of Tirana has a land fund of about 13,662 ha, of which about 3.24% is planted. 2,071ha of it or 1.58% is planted with arable plants, 2551 ha or 7.61% is planted with vegetables, 8,744 ha or 3.89% is planted with fodder and aromatic medicinal plants 44 ha or 0.7%. In the municipality of Tirana, the cultivated area is 78 ha or 2.21%. Also, the area planted with fruit trees is 405 ha or 1.62%, and others are 175 ha or 0.8%.

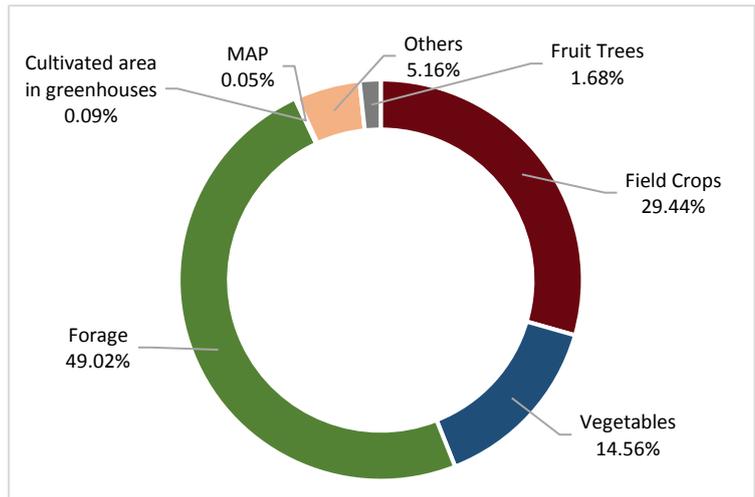


Figure 12: Ratio to the number of Businesses by main sectors. (Source INSTAT and the Municipality of Tiranë)

Industry. During the last 5 years, the manufacturing sector had a contraction at the level of 5.44%, a significant change that expresses the difficulties that this municipality was going through in terms of growth and economic development. This decline was observed in 2018 but not much in 2019 or 2020. Therefore, the two major factors, such as the earthquake of November 26, 2019 and the pandemic during 2020 did not negatively influence the industrial sector.

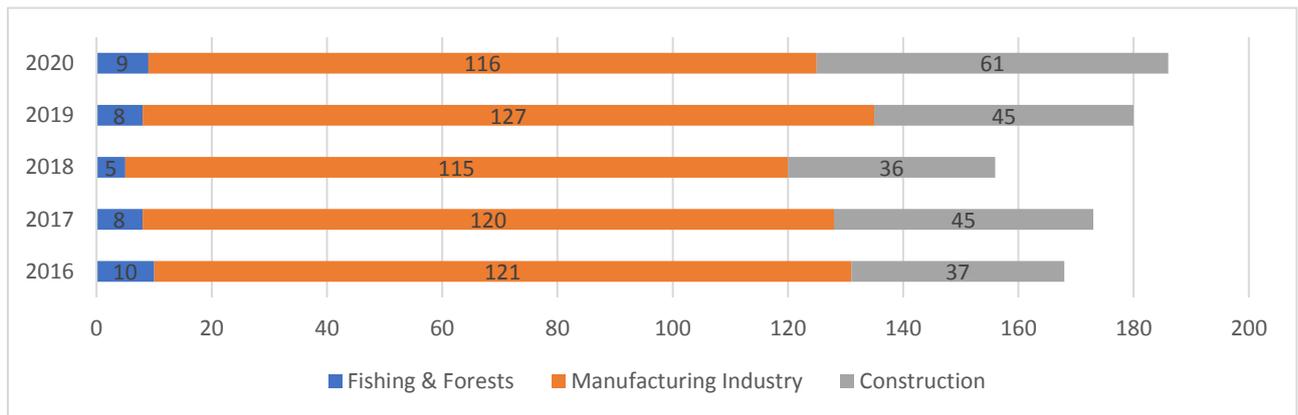


Figure 13: Manufacturing Industry Structure by 3 official classifications over the last 5 years. (Source: INSTAT and the Municipality of Tiranë)

The other two sub-sectors have had minor changes: the construction industry shows an increase during 2020; meanwhile, the wood industry and the fishing industry have been at constant levels over the last 5 years. The specific weight of each sector during 2020 is shown in Figure 14. Although with a contraction of about 5.44%, manufacturing is still the leading sector in the Municipality of Tirana with over 54% of the entire industry.

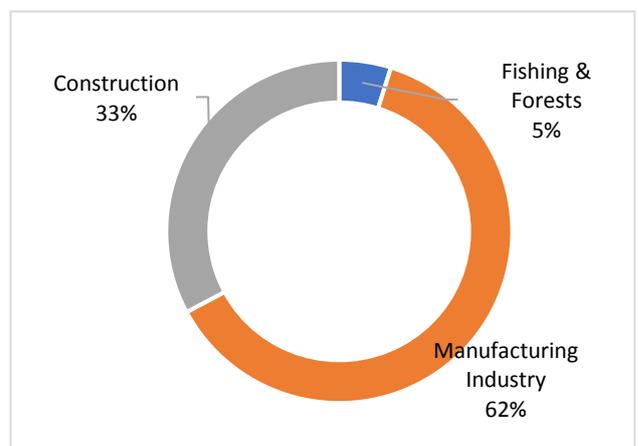


Figure 14: Report of the main classes of the Manufacturing Industry for 2020. (Source: INSTAT and the Municipality)

Services. The services sector is also the sector with the largest share and constitutes 88% of the local economic structure in terms of the number of economic operators. This sector also has had a contraction of 1.94% over the last 5 years.

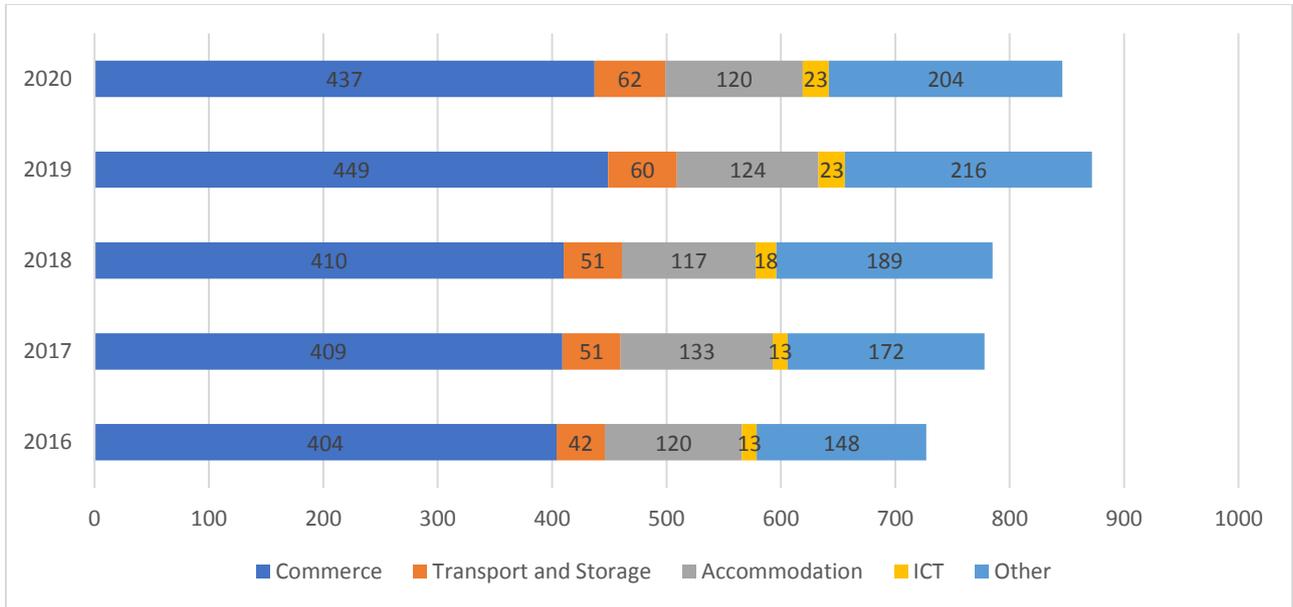


Figure 15: Structure of the Services Industry according to 5 official classifications during the last 5 years. (Source: INSTAT and the Municipality of Tiranë)

What makes it different from the industrial sector is that shrinkage 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.

By making a more detailed classification of this sector for 2020, as can be seen from Figure 16, it results that in the Municipality of Tirana, 15,081 or 36% out of 41,421 registered businesses operate in the trade sub-sector; 1,705 or 4% operate in the transport and storage sub-sector; 5,344 or 13% in accommodation and food and 16,923 or 41% operate in other services sector.

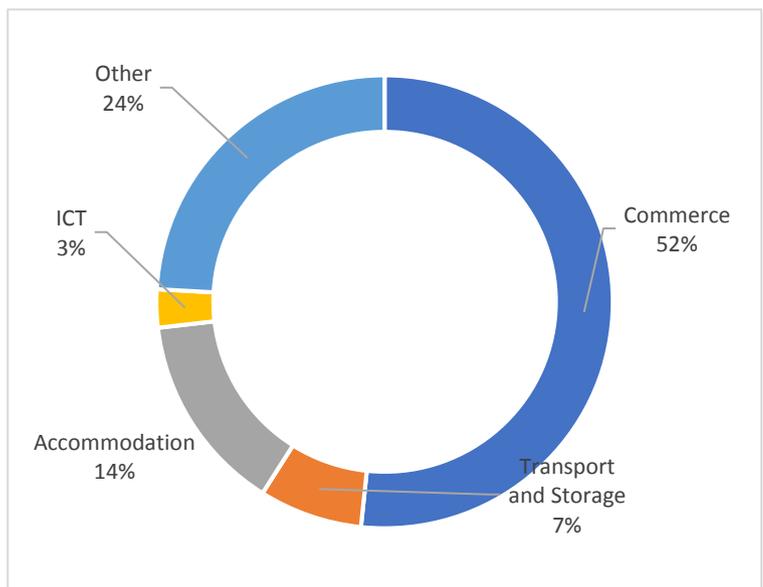


Figure 16: Report of Service Industry Classes for 2020. (Source: INSTAT and the Municipality of Tiranë)

3. EARTHQUAKE IMPACT

On November 26, 2019, at 03:54, Albania was hit by an earthquake, which was considered by national authorities to be the strongest to hit the country in the last 30 years. According to the Albanian Institute of Geophysics, Water and Energy, based on the Post-Disaster Needs Assessment Report in Albania (PDNA)⁵, the magnitude of the earthquake was 6.3 on the Richter scale at a depth of 38 kilometers. Its epicenter was 22 kilometers from Durrës and 30 kilometers from Tirana, and the main damage was caused in 11 municipalities of Albania, among whom Tirana and Durrës were the most affected, followed by the municipalities of Shijak, Mirditë, Lezhë, Kurbin, Kamëz, Vorë, Kavajë and Rogozhinë. The tremors were felt nearly 370 kilometers from the quake's epicenter. Between November 26 and 29, 17 more earthquakes with magnitudes above 4 on the Richter scale were recorded.

Based on the PDNA report, after the assessment, it is estimated that the total impact 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 5 and figure 17 below:

Sector	Damages	Losses	Total
Education	63.59	8.76	72.35
Health	8.02	1.91	9.93
Housing (Buildings)	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 5: Damages and Losses in Million Euros by sectors at Republic level. Source PDNA

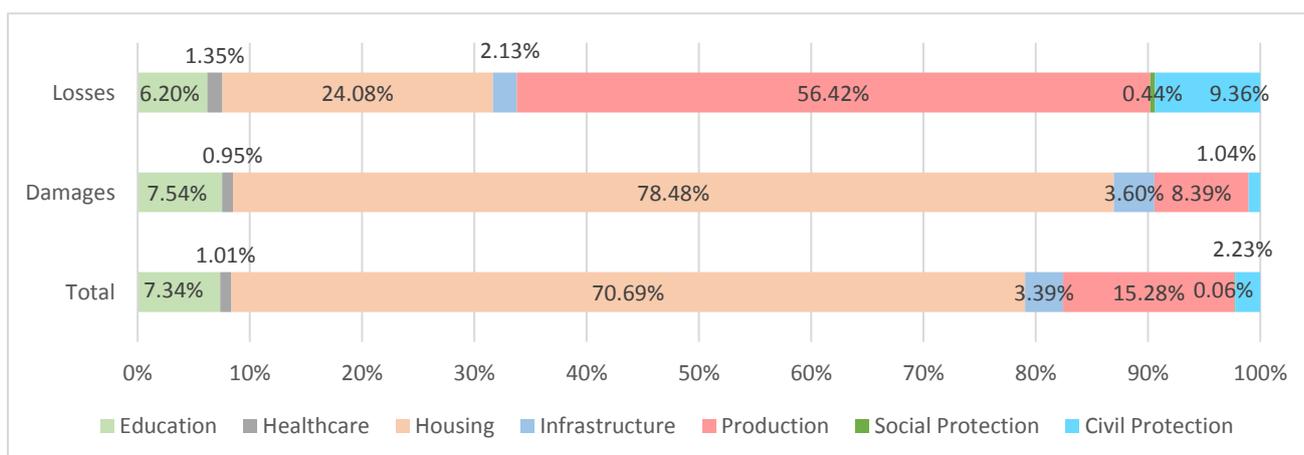


Figure 17: Specific Weight of Injuries and Losses by sectors at Republic level. Source PDNA

⁵ [https://albania.un.org/sites/default/files/2020-05/no.4-Albania Post-Disaster Needs Assessment \(PDNA\) Volume A Report 20 February 2020.pdf](https://albania.un.org/sites/default/files/2020-05/no.4-Albania%20Post-Disaster%20Needs%20Assessment%20(PDNA)%20Volume%20A%20Report%2020%20February%202020.pdf)

As it can be seen from the data presented above, the **Housing Sector** accounts for the majority of claims, with 78.5%, followed by the **Manufacturing Sector** with 8.4% and the **Education Sector** with 7.5%. Meanwhile, in terms of losses, the Manufacturing sector occupies the largest share of 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 the output of goods and services (income or losses), as well as changes in production costs (such as output decline and higher than normal cost of production),) as well as unexpected additional costs."

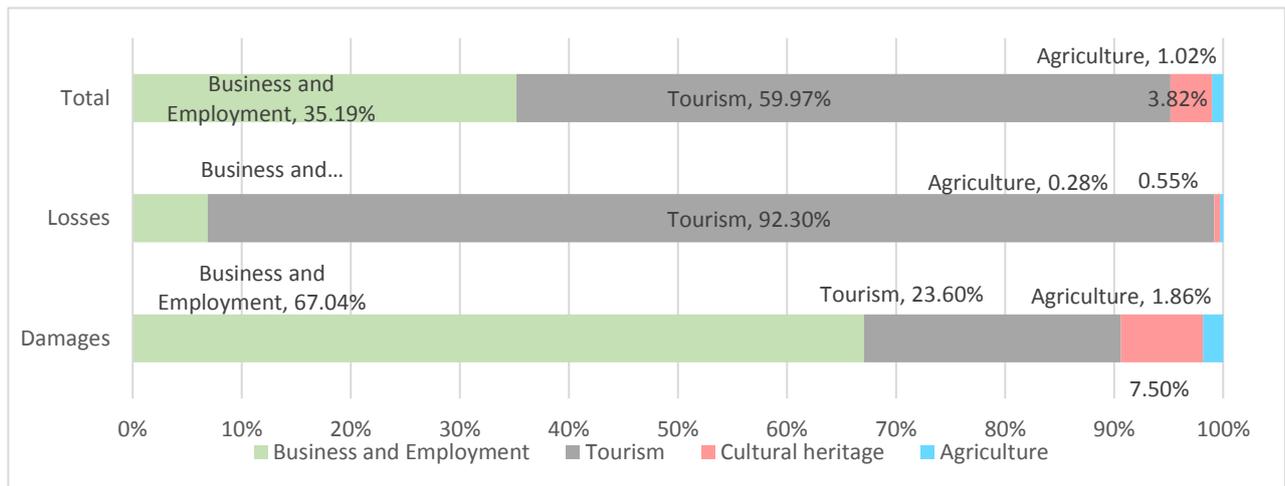


Figure 19: Specific Weight of Damages and Losses by Infrastructure subsector. Source PDNA

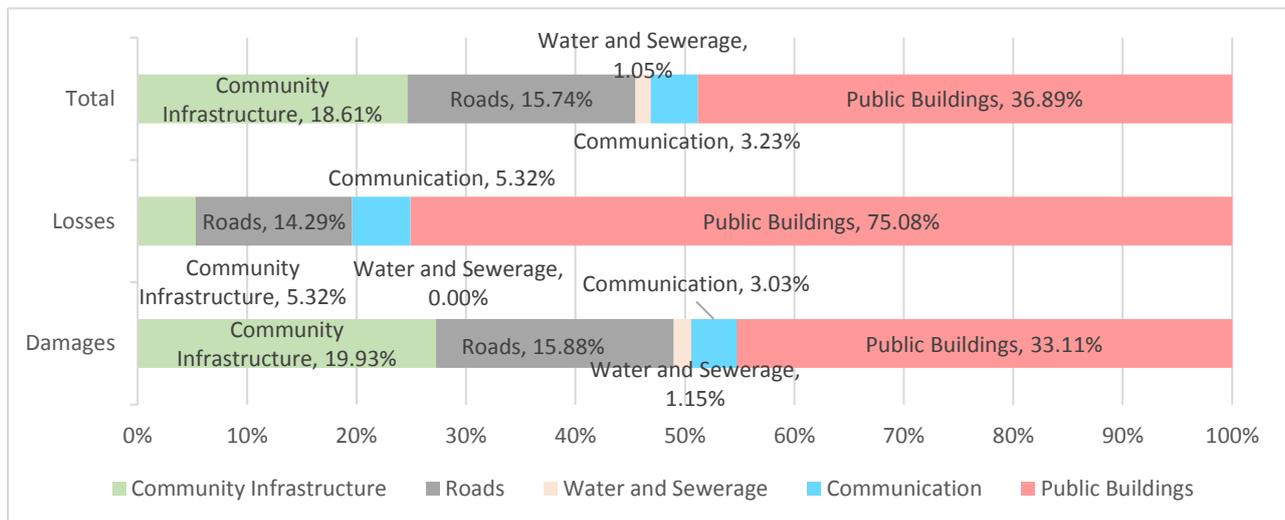


Figure 18: Specific Weight of Injuries and Losses by production subsector. Source PDNA

Based on the sectoral assessments, reflected in the PDNA report validated by the information provided by the municipalities, the two most damaged basic sectors of the economy, after the houses, which comprise 70% of the earthquake damages, are the infrastructure and production, including buildings. Figures 18 and 19 present the losses and damages in these two sectors in % according to subsectors.

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

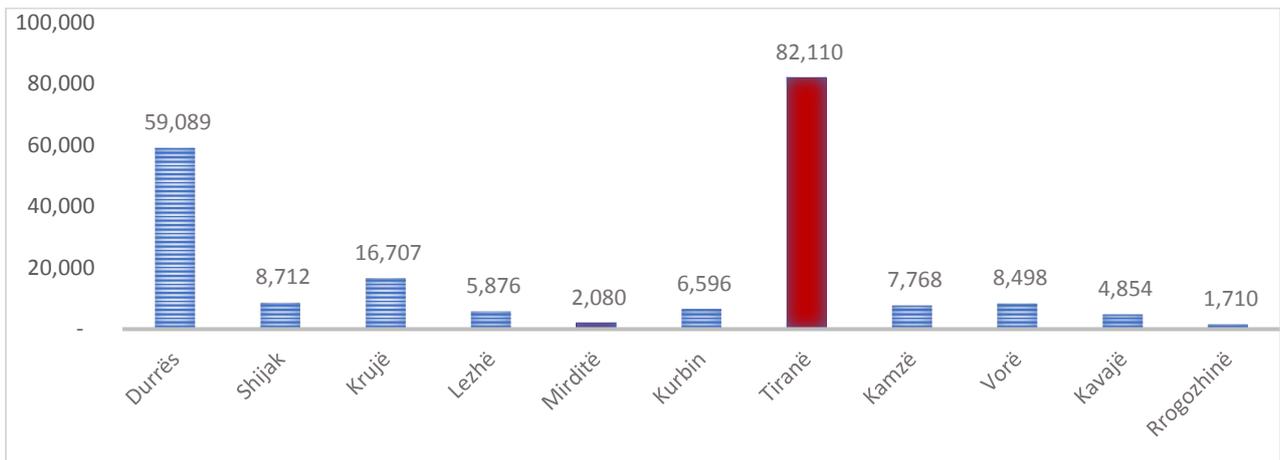


Figure 20: Number of population whose dwellings have been damaged or destroyed by Municipalities.

Source PDNA and Municipalities

As it appears from the data of figure 20 in the Municipality of Tirana, 82,110 inhabitants of the total population of Albania were affected by the earthquake, approximately 40%. In relation to the resident population, the number of affected persons is about 9%, which is considerable for this municipality and ranks it as the most affected municipality among the 11 affected municipalities.

As we mentioned above, financial losses are estimated at 985.07 million Euros. From this point of view, the Municipality of Tirana with 303.45 million losses and damages is classified as the 2nd damaged municipality. Figure 21 shows the values of losses and damages for each municipality in absolute values.

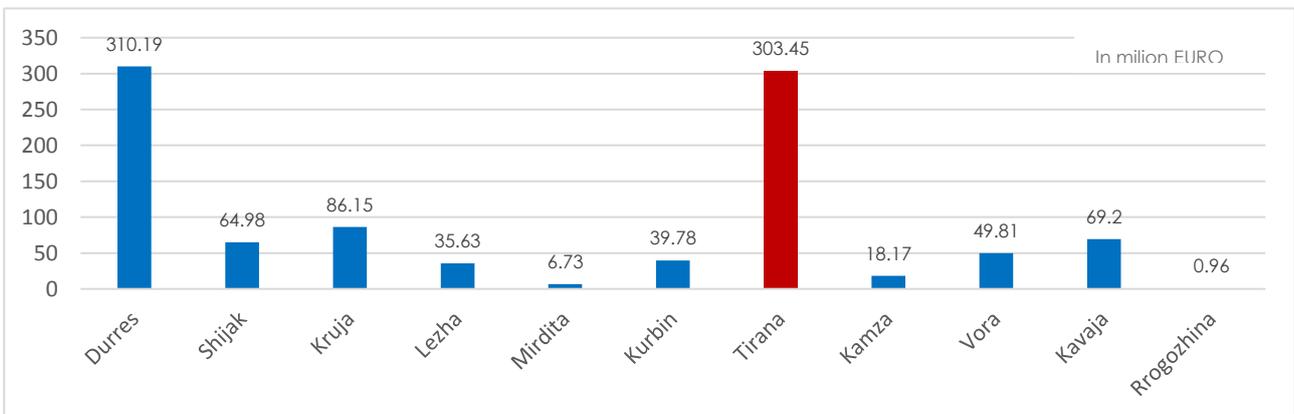


Figure 21: Financial damages in damages and losses by Municipalities. Source PDNA and Municipalities

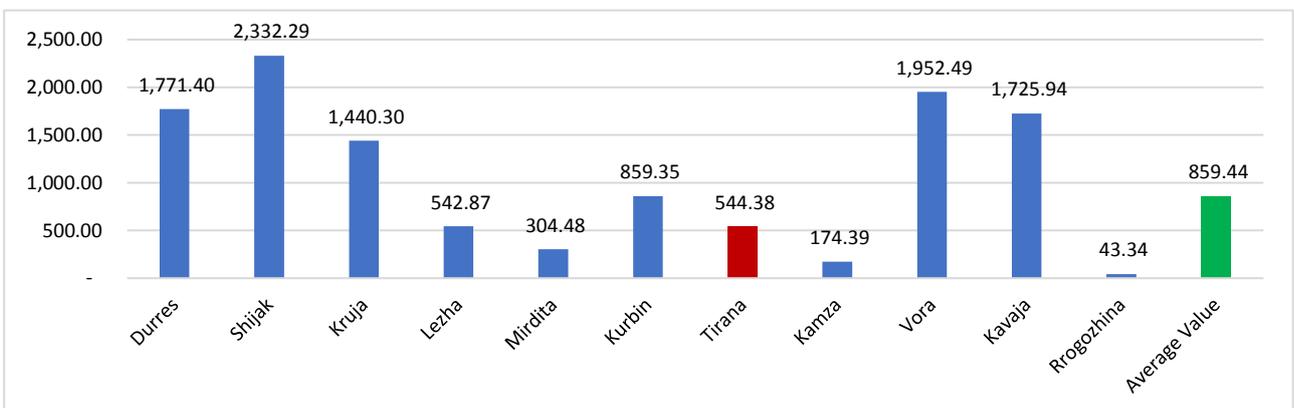


Figure 22: Financial damages in damages and losses per capita by Municipalities. Source PDNA and Municipalities

While calculating the losses per capita of the population it ranks 7th, well below the national average. Figure 22 above, presents the values of losses and damages for each municipality, as well as the national average per capita of the population.

In the Municipality of Tirana, from the total effect of damages and losses of 303.45 million Euros, the housing sector is the most affected with 22.18 million Euros or 62%, followed by the production and education sector with approximately 6.83 and 2.91 million Euros or 19% and 8%. Fortunately, the Social Protection sector in this municipality did not suffer any losses or damages. The Civil Protection and DRR sectors have suffered losses or damages in the amount of 2 million Euros or 6%.

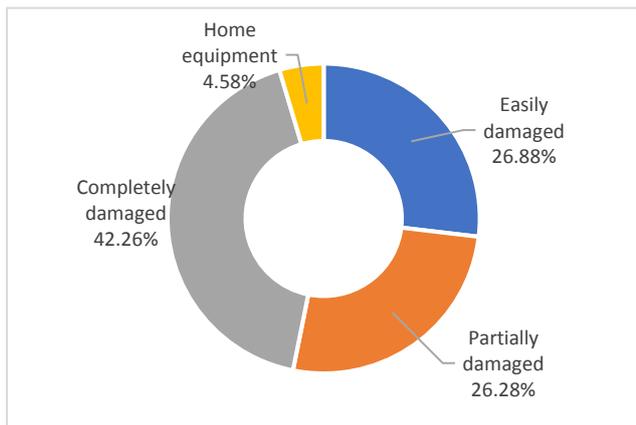


Figure 23: Financial losses of the Housing Sector by type of damage. *Source PDNA and Tirana Municipality*

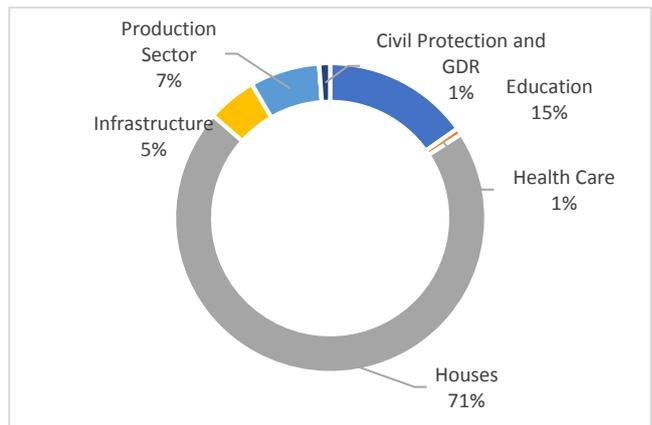


Figure 24: Financial claims by sectors in the Municipality of Tirane. *Source PDNA and Municipalities*

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 Tirana these damages are estimated at 214.33 million Euros, almost 32% of the losses of this sector. Figure 24 shows the distribution by type of damage. Total damages and losses of the manufacturing sector, which includes the sub-sectors of Business and Employment, Tourism, Cultural Heritage and Agriculture reach the amount of 9.27 million Euros in the Municipality of Tirana.

4. VALUE CHAIN ANALYSIS IN FARKË AND NDROQ ADMINISTRATIVE UNITS

Economic growth and the markets that enable it are the best-proven drivers in reducing poverty. Markets are the main means through which women and men participate in economic activities. However, the assumption that markets and economic growth work in everyone's favor does not mean that all types of economic growth lead to equal results. Gender discrimination may mean benefits and favors received from economic growth, which are concentrated in the hands of experienced participants in market systems and not 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, services - to increase their income. The roles of women in value chains are essential for the development of market systems, especially rural and agricultural value chains, but are also increasing in the manufacturing sector, in which women occupy the highest number in the "production base". Women and men can be involved in different stages of a value chain. In general, women's roles are less visible in the development process, although they often serve as the key link in which change and improvement must occur 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 support functions and rules operate, 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 as ways 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 women have 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 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.

The gender-sensitive value chain analysis and development is an approach that helps achieve gender equality and broader goals in Albania by identifying value chain solutions that improve productivity, reduce gender-related barriers, achieve full participation and

inclusion of women, and promote equality between women and men. Table 4 highlights some of the benefits that come as a result of the gender-sensitive analysis and development of the value chain 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 of future generations.	Improving family living conditions, reducing vulnerability, and increasing resilience.	Contribution to family and household chores.
Higher productivity: producers, mainly women in rural areas, can improve the quantity and quality of products.	Economically safer and healthier society. More balanced roles and responsibilities of women and men resulting in lower gender discrimination.	Reducing the economic burden of men in their role as "sole provider". More investment in children's education and health.	Self-realization, more confidence, improved social capital. Enhancing women's skills. Women's economic independence.
Higher demand: increasing spending power, stimulating domestic demand.	Strengthening the roles of women in under-represented areas of society, such as political representation and decision-making.	Improving the common understanding between men and women about roles and responsibilities.	Higher productivity and income through access to investment and training.
Stronger market ecosystem by providing enterprises with higher support, productivity and competitiveness.	Strengthening legal and support functions for market systems, improving governance and stability.	Reducing vulnerability and increasing resilience, increasing social and health insurance coverage and pension benefits.	More formalized businesses and fairer and equal access to business development support services.

Table 6: Benefits of gender-based interventions in the value chain.

Due to the fact that the Municipality of Tirana is a very large municipality and differs in structure and organization from other municipalities, as well as at the request of the Municipality of Tirana, we focused on the 2 Administrative Units most affected by the earthquake, those of the Administrative Unit of Farkë and in the Administrative Unit of Ndroq.

4.1 ADMINISTRATIVE UNIT FARKË

In the Farkë AU, at the request of the Municipality of Tirana, we focused on the analysis of the value chain of handicraft products with a focus on the production of clay products (Pottery). Pottery is a centuries-old tradition of this area, which, unfortunately, due to lack of interest from the younger generation is on the verge of extinction. So, our entire analysis aims to find opportunities for revitalization the sector, having women and youth empowerment in mind.

Farkë is located 7 km southeast of the city of Tirana, along the national road Tirana -Elbasan. In Farkë Administrative Unit live 5,250 families with 17,894 inhabitants and about 971 businesses.

Its territory is bordered on the east by Dajt, on the south by Petrelë and on the west by Vaqarr. The reservoirs and the hilly terrain create an attractive panorama increasing the interest of local and mainly foreign tourists for swimming, cycling, etc.

The Tirana-Elbasan highway has a length of 3.5 km and passes through the territory of Farkë, influencing the transformation of Farkë to an important center of not only economic, but also architectural development. Due to its strategic geographical position and favorable infrastructure, this area is turning into an attractive residential and tourist area. The presence of two parks, a series of recreational facilities and an important shopping center like TEG increases Farkë's offer for quality of life and services.



Figure 25. View of Farkë Lake.

History. Farkë was an early Illyrian settlement. Between the two streams near Farkë has passed the main road named "Vram", which was a branch of Egnatia road. The population of this area belonged to the Illyrians and later became part of the Taulant federation. Another documentation attesting Illyrian origin of the area is the finding of a treasure trove of coins in the village of Sauk, which are thought to have been produced by blacksmiths and belonged to a Roman official, owner of the lands of Sauk and Farkë. In the I-IV century of Roman rule, the village of Farkë was heavily populated, as it was a low and protected place. With the establishment of the agricultural enterprise "Gjergj Dimitrov" in 1958, it became one of the most famous areas for the production of viticulture and orchards, prominently for olive cultivation.

Farkë Lake was created in the 1980s, with an area of 75 hectares of clean water surface. The village of Farkë is 8 km away from the center of Tirana. The name Farkë was taken from a blacksmith as the village of blacksmiths. In the heart of the village is a beautiful lake, which has the same name, Farkë Lake. The area is distinguished for its biodiversity and attractive hilly landscape, as well as for its natural heritage. Part of this heritage are objects, landscapes, ecosystems, special habitats, rare and unique, relics, endemic or endangered species. As such, they are of great ecological, scientific, cultural, didactic, but also tourist importance.

All the main economic sectors in these two units 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 existing or recent initiatives to get involved in the value chain?*
- 5) *Are there development opportunities for the value chain?*

6) *Is there a link between what women do and prospects for growth/diversification in the value chain?*

Furthermore, in cooperation with the Municipality and stakeholders, a detailed assessment was conducted based on six pre-defined basic criteria. Discussions and suggestions led to the further presentation of problems, limitations, possible solutions, etc., which in a macro analysis are presented summarized in the following table:

Criteria	Handicraft Products (Pottery)
Is there a link between what women do and prospects for growth/diversification in the value chain?	Women are involved in family businesses and formal employment in this sector would be a good opportunity for them. They are involved in every step of the process but do not have access to economic benefits (such as social security, health insurance, access to grants, loans, etc.) as they do not operate under formal contracts.
Do women have (or can acquire) the skills needed to add value through product processing or diversification?	In the Farkë Administrative Unit, over 90% of the sector is represented by handicrafts where women are involved. Necessary skills exist, but more knowledge is needed in terms of promoting handicraft products.
Does this value chain offer new opportunities for women?	If steps are taken to support women and young people, traditional products can be reactivated, through which opportunities for women will increase along with the market. If steps are taken to modernize and increase interest in the sector, opportunities for women will also increase as well as make the working conditions much better for the women involved.
Can this value chain improve the living conditions of women/families?	If the right initiatives and investments are applied, then there are great opportunities for women. Encouragement of creation of women's association or cluster in this sector in the region should be addressed as a way to offer group trainings and promote knowledge exchange and women support.
Is there an organization in the value chain committed to supporting/representing value chain actors so that they can develop further?	The sector is supported by the Association of Craftsmen of Albania as well as by the National Chamber of Crafts.
Are there opportunities to make changes with small investments?	There are opportunities to increase interest from young people by stimulating work environment.

Table 7 Ranking and Selection of Value Chains, using the Gender Sensitivity Criterion

4.1.1 OVERVIEW OF THE HANDICRAFTS VC

Tradition. The handicrafts in the Farkë area have been wide-spread from early days. To be mentioned in this area are: leather tannery, pottery, loom-based crafts, etc. Mention is made of the neighborhood "Doxh", which in Latin means "holy leader of crafts". Even today, the names of places inherited from that time such as "Lama e Tabakëve" for leather, "Lazi's pond cave" for pottery have remained. In the place called "Kodra e vorbaxhinjve", there was clay used as a raw material for pottery. The craft of pottery used to be practiced by men only and was kept secret from both women and others. The pottery products of this

area have supplied all of Central Albania. This tradition continues today with some small handicraft workshops which with their products not only support their own livelihoods but keep alive the old and very interesting tradition.

Pottery. Craftsmanship of making pottery in Albania as a tradition begins in the early Neolithic, in the VI century B.C. when the potter's wheel became known. The greatest prosperity of this craft reached in the first half of the XIXth century. After this period, the place of handmade products slowly began to be taken by fabricated ones. At the beginning of the XXth century, known for pottery were Farkë, the city of Tirana, and some other villages both in the north and in the south of Albania. Some of these centers were more engaged in the production of fire vessels, while



Figure 26. Pottery products from Farkë.

another part was engaged in the production of water, dairy and food vessels. In Farkë, the artisans used the potter's wheel that was rotated by hand as well as a very primitive technique. A large number of dishes were decorated with colors.

4.1.2 GENERAL EVALUATION BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the handicraft Products chain based on expert analysis and discussions with stakeholders 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?	4	2	8	In handicrafts, women are involved in many processes, mainly in pottery, such as vases, jewelry holders, etc.
Are there many female entrepreneurs in the value chain?	1	2	2	Entrepreneurship is still considered a men's field due to cultural constraints and mentality. But in the field of handicrafts almost 40% of businesses are run by women. Also, when businesses are registered in the name of men, women are often employed.
Do women control/own equipment and assets?	4	2	8	The equipment is mostly owned by women while the assets are owned by men; however, women have access to them.
Do women have (or can acquire) the skills needed to add value through product processing or diversification?	3	1	3	Women are becoming increasingly aware of the importance of diversification to liaise with other VCs in other sectors, such as the tourism sector, through product display 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 full consensus among family members. Women normally do the budget planning for all essentials including food, children's needs, etc.
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 find it difficult to do other household chores and raise children.
Is this a value chain with small barriers to entry for poor entrepreneurs (small scale of production, low initial cost, not requiring large capital investment, using low technology)?	3	1	3	Yes, there are some legal barriers to entering this value chain. Initial costs are somewhat low. They own some of the necessary equipment as family inheritance. With small grants or initial subsidies, the initial investment would be affordable for many families in the Farkë Administrative Unit.
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 activity of handicrafts is considered as an all-year activity, but it is known that the summer season is more intense, due to the high presence of tourists. Craft products are considered and provide sufficient income for families during most of the year, except the winter season.
Is there a connection between what women do and prospects for growth/diversification in the value chain?	4	1	4	Women are involved and can be involved in various processes of a Pottery business. By improving skills and knowledge, women can drive sector growth. It is also presented as a good opportunity for self-employment (including for many women who don't have husbands or who are older and don't have other employment opportunities).
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 a considerable amount of time, and this often deprives women of taking full advantage of value chain opportunities. However, the short distance from home offers opportunities for women to play an important role in this sector.
Total for gender potential			78/102	

Table 8. Assessment of Women's Empowerment and Gender Equality in the Pottery Value Chain.

4.1.3 SWOT ANALYSIS OF THE VALUE CHAIN

SWOT ANALYSIS OF THE POTTERY 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 points of sale and promotions and inability to attract potential buyers; ▪ Lack of desire from the younger generation to dedicate themselves to these types of activities, adding the non-existence of a dedicated study program (in vocational education centers), considering it unattractive.
Opportunity	Threats
<ul style="list-style-type: none"> ▪ Participation in local fairs organized by relevant state institutions (municipality mainly) with opportunities to display and promote their products; ▪ Acceptance of potential and tradition by relevant institutions and willingness to support VC and empower women involved, to reach its full potential. 	<ul style="list-style-type: none"> ▪ Lack of promotion and marketing strategies (regional brands). ▪ Lack of incentive schemes and funding opportunities from relevant institutions ▪ Fluctuating demands: Lack of a stable market and access to the desired market.

Table 9. SWOT Analysis of the Pottery Value Chain.

4.2 ADMINISTRATIVE UNIT OF NDROQ

The hilly lowland between Tirana and Durrës is divided by two geographical corridors: the gorge of Vorë and the valley of Ndroq, between which pass the two natural roads that connect Durrës with the fertile plain of Tirana and the deep mountains of Martanesh, Krujë, Mat and Dibër.

The Ndroq Administrative Unit is located in the valley crossed by the Erzen River, in the middle of the highway that connects Tirana with



Figure 27. View of the terrain where Ndroq lies.

Durrës. Old Ndroq is located further south. Its quarters rise above a clump of olive groves. Above the dominant hill rises the castle (387 m above sea level). The largest neighborhood,

according to sources, was Varosh, southeast of the castle. Other neighborhoods lie in the hills all around. In the Administrative Unit Ndroq live 2,571 families with 9,356 inhabitants and operate their activity about 136 businesses.

History. It is thought that Ndroq as a settlement has existed since the Roman period. But it is mentioned for the first time, as a village of Androniks with 23 houses in the Turkish register of the Sandzak of Albania, compiled in the years 1431-1432. There are two hypotheses on the name of the village Ndroq: from the word "Ndërrënjë" - under the roots or under the foot of the mountain since the village is located at the foot of the hill of Ndroq castle; but it could have originated from the Greek word "andros", which means man; hence "Andronicus" after the name of the emperor. Both names later underwent phonetic transformations until the formation of the present-day word Ndroq. Traces show that this settlement (387 m height) was protected with surrounding walls during the barbarian invasions of the IV- VI century. The walls are wide and built of medium-sized stones connected with mortar and lime mixed with fine brick powder according to the characteristic technique for the late antique period, a fact that is supported by fragments of pottery found on the surface of the castle. It is thought that the castle suffered a strong demolition at this time, but was rebuilt later during the XIII-XIV century serving as the seat of Albanian feudal lords, against local rivals and foreign invaders. After the death of Skanderbeg, the Ottoman invaders gave importance to the castle of Ndroq, as through it they observed Durrës, which was under the rule of Venice. After the fall of Durrës in 1501, Ndroq lost its importance, but regained it during the feudal anarchy that engulfed our country during the eighteenth century, again serving as the seat of local feudal lords. Its function is closely linked to the geographical position that it occupies in the Erzen valley controlling the road that connects the coast with the inland territory.

Tradition. The history of olive cultivation is very old in the area of Ndroq. The hills around it are planted with olive trees, some of which are very old (up to 3000 years old). The people of this rural area are accustomed to cultivating olives and a tradition of the olive oil production workshops. This oil produced here is of very good quality. There are 8 olive oil factories in the Ndroq area. The hills of the village of Shesh are quite famous for viticulture as well, where two well-known grape varieties "Shesh i zi" and "Shesh i bardhë" are cultivated, which the two well-known Albanian wines are named after. The processing of fruits and vegetables is another tradition of the area, to be mentioned is their drying and preparation of products with dried fruits such as bread (prepared with dried figs), etc.

The Municipality of Tirana is the initiator of the organization of "Bio-Fest Ndroq". This activity was conceived as a fair of agricultural and livestock products of the area with the aim of returning to tradition, for the promotion and encouragement of agrotourism in this area, very rich in organic products, making Ndroq hospitality attraction to dozens of citizens from Tirana and surrounding areas. Foreign visitors are also attracted not only by the beauties of nature but also by the agricultural and livestock products of the area.

Two of the most prominent cultural monuments in Ndroq are:

- Varri i Ashikut. "Ashik's Tomb" tells the tragic story of 2 young lovers from Ndroq, who left behind a legend. This tomb was located to the right of the Tirana -Durrës highway, not far from Ndroq, under the shade of an ancient maple tree. Sadly, years later, the tomb was destroyed and lost, but in the popular memory lives its legend. In this tomb are

thought to have been buried two young lovers who preferred to die rather than abandon each other.

- Rrapi i Ndroqit. Located in the center of the village. As early as the 1920s, a shopping day was organized around it for the entire province of Ndroq, so it is also known as Rrapi i Pazarit. This plane tree, 400 years old, is about 17 m high. It has been affected several times by lightning, which has damaged his crown, burning and breaking large branches of it.

All the main economic sectors in the Municipality of Tirana 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 link between what women do and prospects for growth/diversification in the value chain?*

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

Criteria	Agriculture (olive oil production)	Viticulture (Wine Production)
Is there a link between what women do and prospects for growth/diversification in the value chain?	Women are involved in family businesses and formal employment in this sector would be a good opportunity for them.	Women are involved in 50% of the activities; even in those cases it is informal.
Do women have (or can acquire) the skills needed to add value through product processing or diversification?	They can still acquire and improve their skills, especially skills related to the use of new technologies.	They possess some skills, mainly transmitted from other family members, but there is an opportunity to increase their skills, which is very necessary and the opportunity to gather into a cluster to support each other and promote knowledge exchange and peer-to-peer support and learning.
Does this value chain offer new opportunities for women?	If steps are taken to modernize and increase interest in the sector, opportunities for women will also increase significantly.	If they were to acquire other skills, the value of in this sector would increase significantly.
Can this value chain improve the living conditions of women/families??	Yes, if the sector is formalized and the inclusion of women will be higher.	Considering profitability, women and families can improve their conditions if more involved.

Is there an organization in the value chain committed to supporting/representing value chain actors so that they can develop further??

Various donor-funded projects such as USAID, ADA, GIZ, etc., have repeatedly supported this sector. The national associations of olive oil producers are very active in the field of support to entrepreneurship and protection of standards and quality.

To date, there are no organizations supporting this sector.

Are there opportunities to make changes with small investments?

There are opportunities, especially in making the sector more attractive and changing the mentality of people and investing in technology.

There are several possibilities, especially if relevant institutions and organizations contribute to the development of the sector.

Table 10. Analysis of identification of Agriculture and Viticulture chains

4.2.1 ANALYSIS OF THE VITICULTURE VALUE CHAIN

The village of Shesh is located 9 km away from Tirana in the western part of the city, near the village of Ndroq. The village is over 460 meters above sea level. The name of the village carries a special importance because it has become known through the grape varieties "Shesh i Bardhë" and "Shesh i Zi", both of which produce excellent Albanian wine. The origin of this Shesh grape can be traced exactly to this village and the inhabitants are proud of it. The wine produced in this country is of a high quality. There is some documentation that suggests that the inhabitants of this village have traded wine and olive oil abroad in Italy, since the 5th century BC. These facts and documents can be found in the book titled "Vreshtat e Sheshit", author Baki Dervishi.

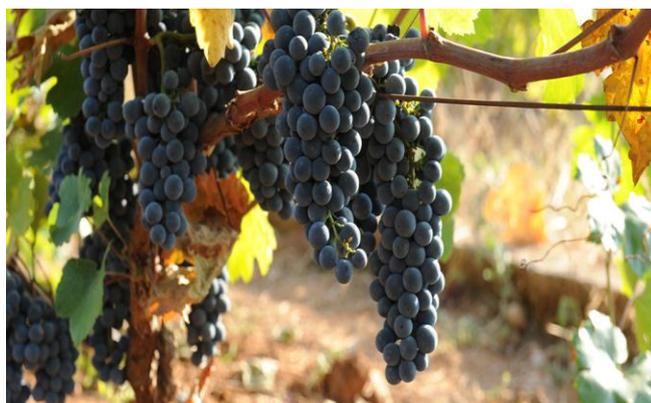


Figure 28. "Shesh" grapes grown in Ndroq.

This village is not only known for its grape production, but also for its beautiful panorama. If you are in this village and you can climb to its peak you will see the view of Tirana from above as well as Durrës, and even Krujë. Shesh village borders Tirana and Durrës.

Area specifics. This area was one of the most productive areas of high-quality wine even before the 90s. Ndroq vineyards have been one of the most popular areas of the country in terms of grape production for wine industry. This area has been designed and planted since the Second World War and further developed in the first decades of communism by Albanian agricultural specialists. Even after 1990, with the fall of communism, the area of vineyards in this area has increased significantly. Currently in the territory of the Administrative Unit of Ndroq, with all the small surface of the agricultural land fund are planted a total of only 25 ha of vineyards all of which are fruit-bearing. In this area is realized a general production of only 645 tons of grapes, the most part of which comes from plots of relatively medium size. This product generally goes for processing, as the variety is not

suitable for the table. The realized yield of the vineyard is below the national average and last year an average yield of 13.2 ton/ha was achieved.

There are about 47 thousand vine roots that are grown in the form of pergolas in this municipality (a very small figure compared to other municipalities in the country), where 42 thousand roots are fruit-bearing and which realize a total production of 372 tons of grapes. Their productivity is quite low, as they do not receive proper care, but despite that it should be noted that thanks to the climatic conditions, that this municipality has, a yield of 8.85 kg/root is achieved.

Food, wine and viticulture industry. Grape processing is a well-known and traditional industry in Albania. In the current market, local wine products are produced in factories and wineries distributed all over Albania. Seen in this context, the development of this industry in the country requires a special attention and is quite complex in terms of grape varieties produced in the Albanian vineyards and the different drinks according to the varieties released on the market with different brand names. Therefore, the development of viticulture in the AU of Ndroq should always be seen in the context of the development of the country and never separated from it, for the specifics of this sector, which acts as a global sector and never as a regional sector. The area of AU of Ndroq, is one of the areas with the best reputation for quality wines in all of Albania.

Grape growers and processors. The main actors in the production and processing of grapes in this district, unlike almost all other districts of our country, are the industrial wine processors. After them come the farmers who produce and process grapes for wine and brandy for their family needs as well as for their trade.

Processors (farmers). Most of the agricultural farms in the AU of Ndroq, as everywhere in Albania, are mixed farms that produce for self-consumption and sale, and a large part of them cultivate grapes. The number of market-oriented farmers (farmers with vineyards larger than 0.5 ha), is significantly different compared to many other municipalities in our country. Here farms are always very market oriented. However, it should be noted that the number of farms that cover all their needs only from the activity of cultivating vineyards is still low.

Farmers process significant quantities of grapes to produce brandy and/or wine. Almost 2/3 of farmers use more than half of the grape production for brandy production. This is due, on the one hand, to tradition and, on the other hand, to the fact that brandy is much easier to produce and store, and it is the dominant grape by-product compared to wine. Meanwhile, wine production on farms is low and declining. This significant reduction in on-farm wine production confirms the tendency of consumers to buy higher quality imported wine (as shown by import statistics) and domestic wine produced from wineries. The technology of on-farm wine production is usually primitive and basic; often the wine produced is stored in plastic containers and marketed in plastic bottles.

4.2.2 GENERAL EVALUATION BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the value chain of Viticulture and Grape Processing, based on expert analysis and discussions with stakeholders 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?	2	2	4	In viticulture and grape processing women are involved in many processes, mainly harvesting and pre-processing. They are not formally registered (by law).
Are there many female entrepreneurs in the value chain?	2	2	4	Entrepreneurship is still considered a men's field due to cultural constraints and mentality. Men are also landowners and represent the family in relations with third parties. However, the situation is changing; also grant programs give a greater advantage to women entrepreneurs, which are soon expected to lead to the establishment of new women-led businesses.
Do women control/own equipment and assets??	2	2	4	Equipment and assets are owned by men; however, women have access to and control over them. The need for technology is low.
Do women have (or can acquire) the skills needed to add value through product processing or diversification??	3	1	3	Employees, and especially women, need training in support services, as well as the implementation of new wine processing technologies.
Do women have control over sales and enterprise revenue?	2	2	4	Men usually control the business, although women are involved in all processes. Revenues are controlled and managed by consensus among family members. Budget planning is often done by women, who focus on the essentials: food, children's expenses.
Can work be located near home?	4	1	4	The work is located near the house, as the house is positioned close to the planting grounds. Therefore, it's convenient for women to combine work on the land with house chores.
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 VC. Entering this sector in the role of a producer would require land ownership, cultivation skills, and an amount of money to secure inputs. Obstacles that are classified into relatively medium.
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 the production of Wine, given the mentality that exists for the production of alcoholic beverages. Gender-specific barriers include: Limited time, Low access to property, Low access to skills and training, etc. As a positive factor we can mention: High participation of women 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 agricultural activity, but this sector is still not getting the attention it deserves. The sector offers great opportunities for women and girls to be fully integrated into it.
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)?	2	2	4	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 involved and can be involved in various processes. 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??	3	2	6	Women may not perform specific activities that require special physical skills, such as driving tractors or transporting, plowing. Also, not registering as an employee in the business prevents them from taking advantage of all the opportunities.
Total for gender potential			58/102	

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

Table 11. Evaluation of women's empowerment and gender equality in the VC for Viticulture and Wine Production.

4.2.3 SWOT ANALYSIS OF THE VC

Given the current situation of viticulture, grape production and wine in our country described above, in summary form it is concluded that the wine market in our country is characterized as follows:

SWOT ANALYSIS OF THE VALUE CHAIN OF VITICULTURE	
STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> ▪ Suitable climatic conditions for the cultivation of viticulture ▪ Rich historical tradition in grape cultivation and wine production dating back to the Illyrian period ▪ Cultivation of prominent varieties of viticulture used in quality wine products, such as Kallmet, Shesh i Zi, Shesh i Bardhë, etc. ▪ Employment and income in the viticulture and wine production sector are higher and more stable than in some other agricultural sectors and crops. 	<ul style="list-style-type: none"> ▪ The division of agricultural land into small and fragmented plots hinders the investments needed to increase the competitiveness of production. ▪ Lack of technological infrastructure for wine production. ▪ The reluctance of local farmers to join in the production of a standard joint product. ▪ Lack of financial funds and real difficulties in securing loans with favorable conditions for viticulture. ▪ Lack of state subsidies for the viticulture sector and wine production, and moreover high excise. ▪ The cheapest wine bottles turn out to be of poor quality, and as a result this product does not stimulate wine consumption by the population. ▪ Lack of qualified managerial staff and genuine specialists and lack of studies for the viticulture and wine market.

OPPORTUNITY	THREATS
<ul style="list-style-type: none"> ▪ Unused area is a potential and motivating factor for increasing the productivity of vineyards and wine. ▪ The initial investment in viticulture does not represent a high cost, compared to the initial investment in other agricultural crops. ▪ The timely return on investment of the initial investment is low. ▪ The increase of areas with viticulture will create new opportunities for entering the market with the production of industrialized wine. ▪ The commitment of the government through concrete legal and fiscal measures to formalize the market as a whole as well as to classify wine as a common food product excluding it from excise. ▪ Defining the agricultural development economy as a priority in the current government program represents an important factor that will affect financial support. 	<ul style="list-style-type: none"> ▪ Excessive supply coming from the global wine market. ▪ Change in the culture of wine consumption. ▪ The pressure exerted in the market by importing companies on domestic production. ▪ Competition from the countries of the region is high, which offer wines where quality is combined in a profitable balance with the price of wine. ▪ Existence of a large number of informal producers who not only harm the fair competition in the market, but offer in the market counterfeit wines. ▪ Lack of loans with favorable conditions for viticulture and wine production.

Table 12. SWOT Analysis of Viticulture and Wine Production Value Chain.

4.2.4 AGRICULTURAL PRODUCTS VALUE CHAIN

The area of the Ndroq Administrative Unit is characterized by a very rich biodiversity, which requires a plan of measures to enable conservation by applying some key principles such as sustainable development and the principle of environmental protection. The existence of natural areas and especially the hilly ones of this territory have a positive impact on the preservation of diversified biodiversity in these areas. Regarding the types of autochthonous and other resources of this area, it is noticed that in this territory farmers have autochthonous varieties of many plant products, which are evaluated and cartelized by the Genetic Bank of Albania. The values of these autochthonous resources are known and demanded by the consumers of Tirana and Durrës who know these products.

Thus, there are many citizens, who when they come from the South of the country and return to Tirana, fall from Ndroq Street where the farmers of Ndroq Administrative Unit take their products by the side of the road. In addition to the typical products mentioned above in the Ndroq Administrative Unit, many vegetables are produced as well as a series of fruits, which add to its agro-biodiversity values

4.2.5 GENERAL EVALUATION BASED ON BASIC CRITERIA

The assessment of women's empowerment and gender equality in the production chain of Agricultural Products, based on expert analysis and discussions with stakeholders 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?	4	2	8	Yes, women are more involved than men, even though they are not formally registered (by law).
Are there many female entrepreneurs in the value chain?	3	2	6	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 tillage, which when 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?	4	1	4	Employees, and especially women, are usually trained in the processes, but there is still a need for training regarding support services, as well as storage and preparation of seedlings for the coming year.
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 ground.
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 Deputy. 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	<p>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.</p> <p>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.</p>

Does this value chain offer new opportunities for women?	4	4	16	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, especially of products typical for the zone, a high 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, which 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?	4	2	8	Women may not perform specific activities that require special physical skills, such as driving tractors and plowing. Also, not registering as an employee in the business prevents them from taking advantage of all the opportunities.
Total for gender potencial			81/102	

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

Table 13. Evaluation of women's empowerment and gender equality in the Agriculture VC.

4.2.6 SWOT ANALYSIS OF THE VALUE CHAIN

In cooperation with the Ndroq Administrative Unit and stakeholders, a detailed assessment has been conducted based on some predefined criteria (as presented below). After identifying value chains, discussions and suggestions led to further presentation of problems, limitations, possible solutions, etc.

SWOT ANALYSIS OF THE AGRICULTURAL PRODUCTS VALUE CHAIN	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Willingness to participate in trainings; ▪ Willingness of the main actors of the Office to increase the quality of products; ▪ Involvement of women in the whole process and awareness of their contribution; ▪ Existence of typical varieties in these areas as well as very good knowledge for cultivation. ▪ Their adaptation to the relief conditions of this area and the stability of their production without the use of agricultural inputs, such as chemical fertilizers or pesticides to 	<ul style="list-style-type: none"> ▪ Lack of financial resources and consequently lack of proper investment in technology and processing activities; ▪ Lack of certification of safety and quality standards; ▪ Informal operation in the market (unregistered businesses).

protect plants against their diseases and parasites.

- Consumer demand for products typical for the zone is quite promising
- Existence of a series of agritourism resorts in this territory.
- Agritourism of this area has extraordinary demands for these types of products, as this activity relies heavily on local products of the area.
- Their cultivation is annual and creates opportunities for employment of farming families in this area and protects the land from the phenomenon of erosion.
- Self-employment of women and youth will have more chances through the cultivation of these species
- They supply the market with quality products and without waste harmful to human health, do not harm and pollute the environment, on the contrary, contribute to its sustainability.
- Proximity to large urban areas of Tirana and Durrës (1 hour), there are a series of shops in Tirana and Durrës that are ready to sell these types of products.

OPPORTUNITY	THREATS
<ul style="list-style-type: none"> ▪ Opportunity to benefit from the IPARD financing scheme; ▪ Increased demand for fruits and vegetables in the domestic and foreign markets. ▪ Increasing demand due to the awareness of the population for their values. ▪ Support provided for farm resources by the Ministry of Agriculture such as the development of sustainable agriculture. ▪ Development of Agritourism in the area of Durrës and Tirana, which requires these products for consumption compared to other types. ▪ Existence of basic knowledge of farmers for the cultivation of these species and the desire of the younger generation to start agricultural businesses with typical productivity direction of the area. ▪ In the context of climate change, plant resources are the most sustainable and guarantee a secure future compared to other species. 	<ul style="list-style-type: none"> ▪ Lack of promotion and marketing strategies (regional brands); ▪ Lack of information from key institutions regarding the schemes and benefits of the sector; ▪ Lack of attention from institutions towards the needs of the sector. ▪ Leaving aside for years has led to a very large genetic erosion of these farm genetic resources ▪ Unfair competition from conventional products, which use large quantities of chemicals and pesticides. In some cases, they also use banned products such as hormones in order to increase their production and reduce their cost. ▪ The control of products that come on the market for their quality should be at a higher level in order to prevent products harmful to human health. ▪ Departure of young people from the village towards emigration

Table 14. SWOT Analysis of the Agricultural Products Value Chain.

4.2.7 CONCLUSIONS FOR NDROQ AU

Based on the analysis of the above three sectors, using the criteria of gender sensitivity analysis in value chains (GSVCA) we have the following evaluation situation

Analyzed VC	Points	Notes
Value Chain in the viticulture and wine production sector	58	Requires significant funding for required investments in technology and mainly in processing activity. It is therefore, a long-term intervention and not with high guarantees of success.
Value chain in the Agricultural Products sector	81	Climatic conditions and very good tradition. The developed Agritourism sector requires more and more products. Rising consumer demand and proximity to the two largest markets, Tirana and Durrës. The investments are not very big.
Value chain in the handicraft sector	78	The handicraft sector in this area requires substantial funding to invest, as well as promotion and marketing strategies. The sensitization of the new generation is needed to continue this tradition.

Table 15. Evaluation situation of the three VCs.

5. DETAILED ANALYSIS OF SELECTED VCS

5.1 DETAILED ANALYSIS OF THE POTTERY VC IN FARKË

One of the most famous pottery centers in Albania with a long tradition in service pottery is located in the village of Farkë on the outskirts of Tirana. Farkë potters worked seasonally as a complementary economic activity in parallel or after the completion of their agricultural work. They used a low manual wheel and specialized in the production of ceramic cookware without glass, while the distribution of their products took place in the surrounding villages of the area and in Tirana.

One of the most common cooking utensils of their production was an oval-shaped closed bowl with a narrow neck and base and a small semicircular handle glued under the rim, which, regardless of size, was called a "vorba". The vorba, as a small or medium-sized tool, was suitable for preparing food equal to one to three individual portions while allowing it to be transported outside the home, to agricultural workplaces.

The beauty of these ceramics lies mainly in their durability, as well as in the simplicity and elegance of their shape. Their decoration consisted of 3-4 printed holes. One below the other in an oblique arrangement, around the neck of the vessel, surrounded by two thin carved lines was a kind of basic necessity, quite widespread throughout the central territory of today Albania.

Dishes of this shape closed with a handle have a long tradition in medieval handmade pottery, but also in that of manual or pedestrian urn. They take the origin of their form from Roman pottery. In the Ottoman period, variants of this type were made and used in the wider region of the Balkans and the Eastern Mediterranean.

The evidence and information that exists for the production of Farkë pottery are from the 20th century, but we can assume that the potters of the area can be traced back to a much earlier tradition. Today, one of the last workshops in Farkë that continues to produce pottery is that of the Elder family. Bashkim Plaku, 64 years old today, following in the footsteps of his father and grandfather, continues to build the old shapes traditional for the area and supply the daily market of "Pazari i Ri" (New Bazaar) in Tirana with clay kitchenware.

5.1.1 VALUE CHAIN MAPPING

During the analysis of the municipality's development plans, one of the priorities of the Municipality of Tirana is the development of Pottery with a focus on reviving the tradition both in the city of Tirana and in some rural areas, thus increasing employment. The products are popular among the visitors and have the potential to become more prominent in the Tirana artisan's scene. There is a demand from foreign tourists for these products as well.

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

Pottery Value Chain

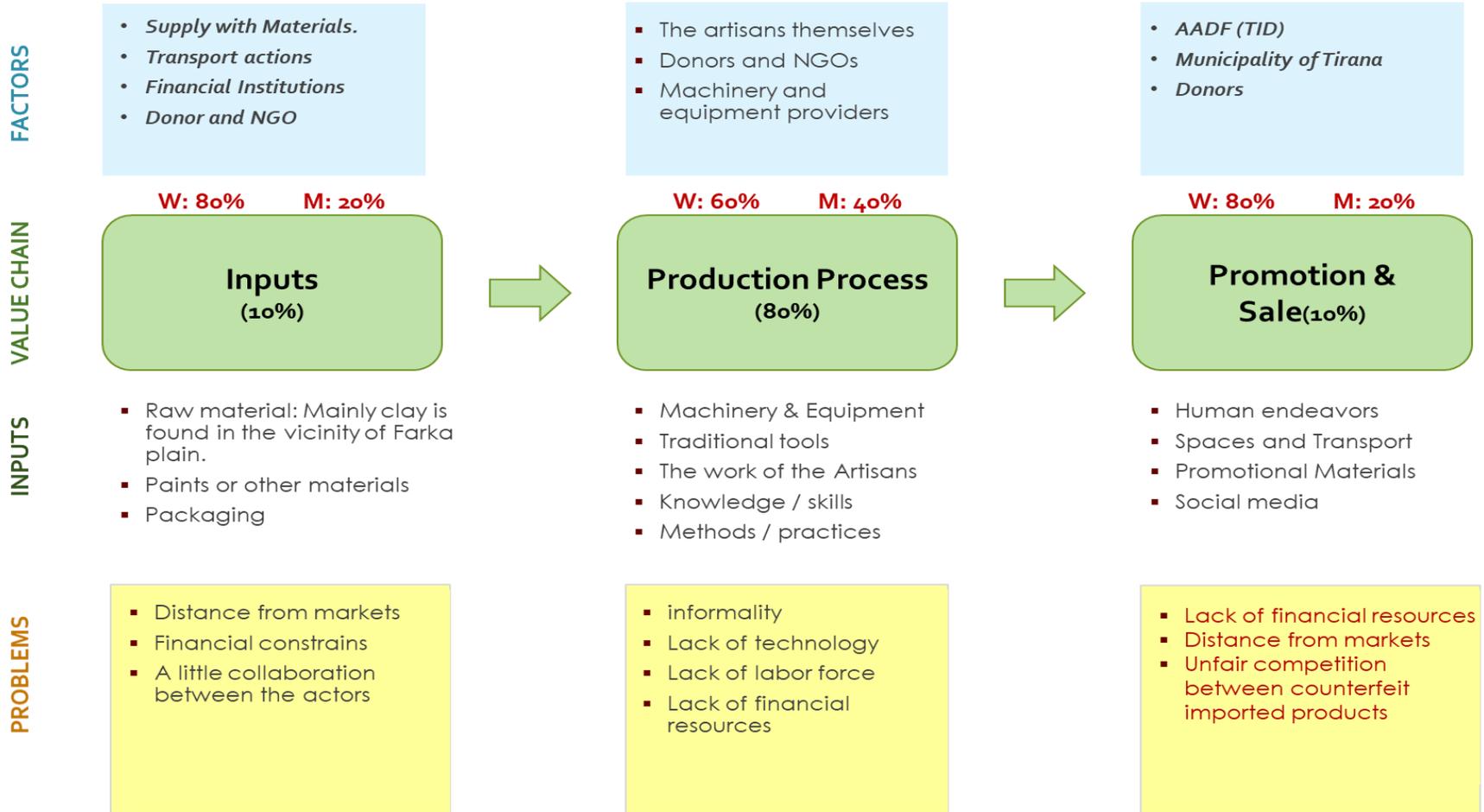


Figure 29. Value Chain Mapping and Market System for the Pottery (Handicrafts) Value Chain in the Farkë Administrative Unit.

5.1.2 POTTERY VALUE CHAIN ACTORS

The main actors involved in each phase of the VC and influencing or being influenced by the results are described in the category 'Factors' in the Drafting of the VCs. The main groups are:

- **Customers:** this includes all individuals (locals, tourists, and visitors), families, companies, or entities that buy and consume the 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 and that will be used and processed to produce the desired products. The main suppliers identified in this case are wholesalers operating mainly in the city of Tirana.
- **Donors:** this includes organizations, associations, and entities that provide support to VC actors through the implementation of various initiatives, through the provision of grants and financial support, as well as other forms of assistance and support. The main organization supporting this VC so far has been the Association of Craftsmen of Albania and 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 Tirana and the Ministry of Tourism and Environment.

5.1.3 VALUE CHAIN LINKS ANALYSIS

It should be borne in mind that potters and artisans have a relatively wide range of production of clay products, which from the point of view of care and work required for their realization are relatively the same.

As shown in the diagram above in Figure 28, the Value Chain (CV) for Handicrafts is composed of three main links. The following paragraphs analyze these elements based on:

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

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

5.1.4 PROVIDING BASIC VALUE CHAIN INPUTS

Activities that take place. This chain-link includes activities related to the main elements to carry out an activity in the Craft VCs and summarizes:

- ✓ **Provision of raw materials** which are used to produce the respective items in the respective sub-sectors, such as clay, mud, decorative materials, spray, 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 of materials, etc.

In this link, it should be noted that the materials are in most cases obtained at wholesale points in various cities outside Tirana.

Women's Participation. Men dominate this activity in most cases. They make up about 80% of the total workforce because they usually enter the markets as well as provide the raw material of mud and clay. As this activity takes place away from the place of residence, it increases the possibility that mainly men are involved in this activity. There was only one case where the entire VC of Pottery was dominated by women who went to the markets to ensure the quality of products taken in the market. This phase in the total cost constitutes an average cost of about 15% of the cost of production and processing of Artisanal Products.

PROCESSING AND PRODUCTION OF PRODUCTS

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

Women's Participation. The processing is dominated mainly by women who make up 70%, but there are also cases when the whole process is done by men. Based on the fact that the process is dominated by manual labor, and there is only ancillary equipment, the cost of this link is significant in the final production. This cost is estimated at about 70% of the cost of production.

PROMOTING AND SELLING PRODUCTS TO CUSTOMERS

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

Women's Participation. This stage is dominated by women, who make up 60%. They specialize in selling products mainly through influencing buyer decisions. But 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.

5.1.5 OPPORTUNITIES FOR WOMEN'S EMPOWERMENT IN THE VALUE CHAIN

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

OPPORTUNITIES FOR WOMEN EMPOWERMENT IN THE VALUE CHAIN

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

Collaboration 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 in the first phase of the VC for securing inputs especially. So far, each business has operated individually and each actor identifies and tracks his or her supply opportunities.

Cooperation between actors (especially women) would mean taking control of the process and making decisions regarding the technical specifications of materials and equipment, creating or negotiating for better prices and obtaining higher quality products. It would also serve as a good opportunity for actors to take advantage of initiatives, projects and grants provided by various donors and organizations (there are many women-targeted grants and initiatives). Another collaboration opportunity identified by interviews with stakeholders is also the creation of dedicated promotional and sales points:

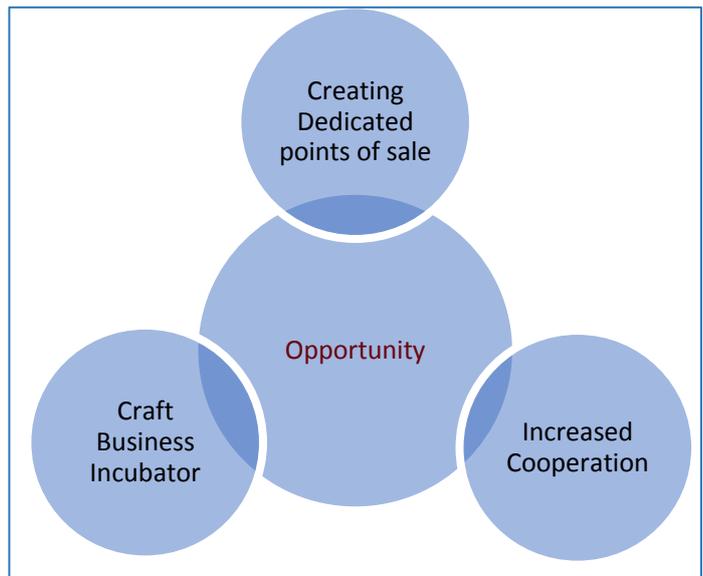


Figure 30. Artisan Value Chain Opportunities in FarkëAU.

The Municipality offers free of charge some exhibition points for these products in the reconstructed premises of Tirana Castle. 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 is large.

Collaboration and establishing links with other VCs: there have been attempts to establish links with other VCs in other sectors, such as the tourism sector. This would enable a year-round promotion in environments where many foreign visitors pass, who are a very potential market for these products.

Business Incubator. The Business Incubator is basically a special structure designed to provide support services until individuals or companies are trained to make their products or services successful. For the situation in the Pottery VC where the involvement of young people in Handicraft is not seen as economically interesting and is in danger of being lost, support through the creation of a business incubator would be one of the main factors for the establishment and strengthening of this sector, also suggested by the Municipality. The goal is to help new small businesses grow rapidly in scale, create social culture, and ultimately create successful entrepreneurs. The Business Incubator is designed to support and accelerate the process of successful development of new Individuals/Companies by assisting young entrepreneurs with a variety of resources and services. But based on the specifics of this VC, where tradition and all knowledge are located in AU Farkë, outside the city of Tirana. Also, all the knowledge (know-how) are located there, one could see a mechanism similar to business incubator, but when Farkë's young women were attached for a training period to the two most successful potters and then financed with simple working tools to establish their activity in their premises. The cost of equipment for pottery is not high. In parallel, young people who at the end of a short training period have shown the ability to carry out work processes in pottery can be included by the Municipality of Tirana in employment financing schemes or a study program dedicated to Vocational Training Centers, where in the city of Tirana there are 3 such. 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. This incubator would require a buy-in from the municipality and the potters themselves.

VALUE CHAIN CONSTRAINTS

Fieldwork and organization of workshops with Handicraft actors and municipal representatives, as well as on-site visits and fieldwork, served as an opportunity not only to map the Value Chain and Market System, but also to identify limitations and the main bottlenecks that this VC is facing, and opportunities for the betterment and empowerment of women.

Information from actors involved in the artisanal VC as well as interviews with municipal officials and other stakeholders served as supporting information in order to identify opportunities for intervention.

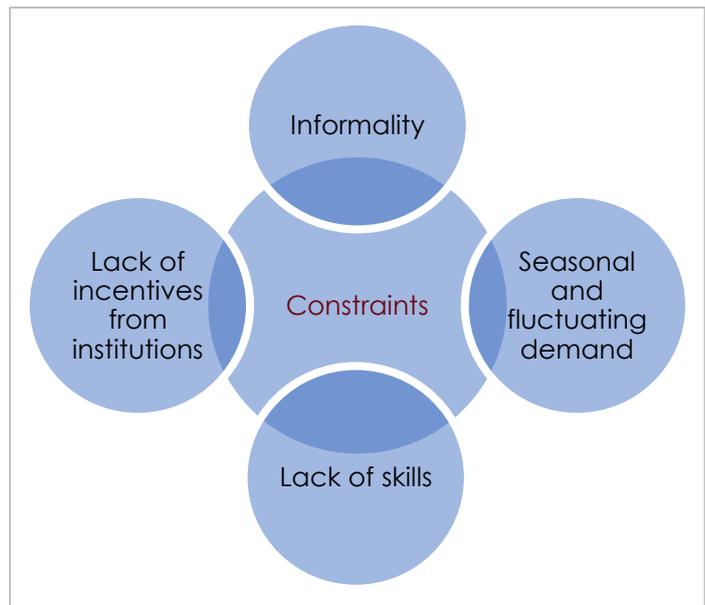


Figure 31. Artisan value chain constraints in Farkë AU.

Informality is present in all businesses involved in this VC. Sometimes it is expressed in the lack of business registration on behalf of the current owner, and in most cases, in the lack of formal employment of people involved in the processes. The main rationale lies in avoiding the 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 of Tirana does not apply financial relief of the fiscal burden even in the case of businesses that are owned by women. Most operate their business and use as the space provided by the municipality a point of sale, 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 point of sales for tourists by the municipality, so far, there has been no opportunity for its implementation.

Lack of skills: the key skills required to perform processing activities are traditionally acquired, passing from one generation to the next. During the focus groups, the need to increase the skills of young people in specific processes was emphasized, so that they can continue the traditions of families. The sector does not look attractive to young people due to a lack of financial opportunities and the perceived lack of financial stability. Therefore, they have lost interest in gaining the skills needed to carry out the production activities of handicrafts. More than 100 women from the Farkë area before the 1990s were involved in this sector and worked in existing enterprises. The tradition was passed down from one generation to the next, causing the younger generation to learn and gain the skills and knowledge needed to carry out the processes. Today, tradition no longer exists. Most of the young men and women are leaving the country, looking for better living conditions and opportunities. Vocational Education Institutions do not include study programs dedicated specifically to handicrafts skills.

5.2 DETAILED ANALYSIS OF THE AGRICULTURAL PRODUCTS VC IN NDROQ

The area of the Municipalities of Tirana and mainly the Administrative Unit of Ndroq, in their territory, possess very rich biodiversity, which requires a plan of measures to enable conservation by implementing some key principles such as sustainable development and the principle of environmental protection.

The existence of natural areas, especially the hilly ones of this territory, positively impacts the preservation of diversified biodiversity in these areas. The Ministry of Environment has these areas included in the General Local Plan and Strategic Environmental Assessment, which identifies environmental issues that have an impact on the biodiversity of these municipalities. Sustainable and highly functional development of local resources, especially those of the agricultural sector ensure the preservation of these plant resources with great value both for agricultural production but above all that natural wealth created over the years, which has been used by many ancestral generations.

The use of biodiversity of agricultural resources of this area for economic and profitable purposes is one of the premises of the development of local and national economies. But the use must be both profitable and balanced because the consumer society and the desire to make huge profits in a very short time have led to the degradation of ecosystems in these areas and have led the farmer to conventional international varieties. The conservation of the biodiversity of these resources at the global and regional level is supported from the legislative point of view by a series of international conventions in which our country is a party. Based on this biodiversity strategy, the use of natural resources around the world has been evaluated. Precisely their use and conservation in accordance with the procedures of conservation "on farm" will make it possible for these areas to enter the path of sustainable development in the rural ecosystem of their territory. It aims to prevent further land degradation, protect biodiversity and ensure the maximum potential to fulfill the ecological, economic and social functions of this ecosystem at local, national and global level without affecting other ecosystems.

5.2.1 GENERAL OVERVIEW

PHYSIC-CLIMATIC FEATURES OF THE AREA

The terrain: This territory is located in a plain and hilly terrain at a low altitude above sea level. Most of this territory is dominated by hilly terrain, with low-slope hills and almost all of their territory is usable for agricultural purposes. The plain area is mainly in the Erzen river valley and all these lands are very fertile due to the alluvial nature of the soil structure.

Climate: characterized by typical Mediterranean climate, with hot and dry summers and relatively mild and wet rainy winters. Climatic conditions are formed under the action of a number of factors. We can list:

- Low plain terrain, which affects temperatures, precipitation, winds, etc.;
- High mountain terrain in the east, from where cold winds descend;
- Maritime influence from the west and southwest, but also the influence of the hilly terrain.

Sun: Sun provides light which is very important for the flowering process of plants. Based on the official data of INEUM, in this area, there are over 2500 hours of sunshine within a year, while the highest value of the monthly extension of sunbathing was recorded in July.

Air: This is referred to the National Report on the State of the Environment 2020. From the monitoring data, it is noticed that the air quality is within the allowed EU standards, and consequently, the potentials of vegetation growth in this region are considerable.

Winds: The wind regime is closely related to the seasonal period, the position as well as the influence of the Adriatic Sea. The direction of the winds is influenced by the proximity to the sea, the direction of the Erzen river valleys as well as the characteristics of the relief.

TYPES OF RESOURCES IN THIS AREA

In this territory, farmers have varieties of many plant products, evaluated and classified by the Genetic Bank of Albania. The values of these resources are known and demanded by the consumers of Tirana. Thus, there are many citizens, who when they come from the South of the country and return to Tirana, pass through Ndroq Street where the farmers of Ndroq Administrative Unit take their products by the side of the road. In this area there is a series of products, among which we can mention:

Ndroq Tomato, is a large, dark red tomato, with a characteristic aroma. This tomato that is planted by the farmers of this area has a demand in the markets of Tirana and Durrës, but it is difficult to meet the demands of this market.

Pepper - which also has a typical aroma and although it is not very big, its characteristic aroma remains even after cooking. This is exactly why there is such a great demand for it.

Cucumber - is a vegetable with special values, small, but consistently juicy. It is also characterized by actually longer storage compared to other types.

Eggplant - is a vegetable which has a relatively small body and not much pulp, but is quite tasty. It has a dark red color and a characteristic aroma. It is in high demand by consumers.

Okra - is also one of the vegetables that are mostly grown in this area. Its characteristic is the really small and long-tailed bean. The positive feature of this type, which makes it special, compared to other types, is that they have virtually no thick fibers inside.

5.2.2 VALUE CHAIN MAPPING

The following figure presents the comprehensive outline of the Value Chain for Agricultural Products, mainly vegetables. It identifies key stakeholders, product flow from securing inputs to final market, and helps identify gaps or barriers to production flow.

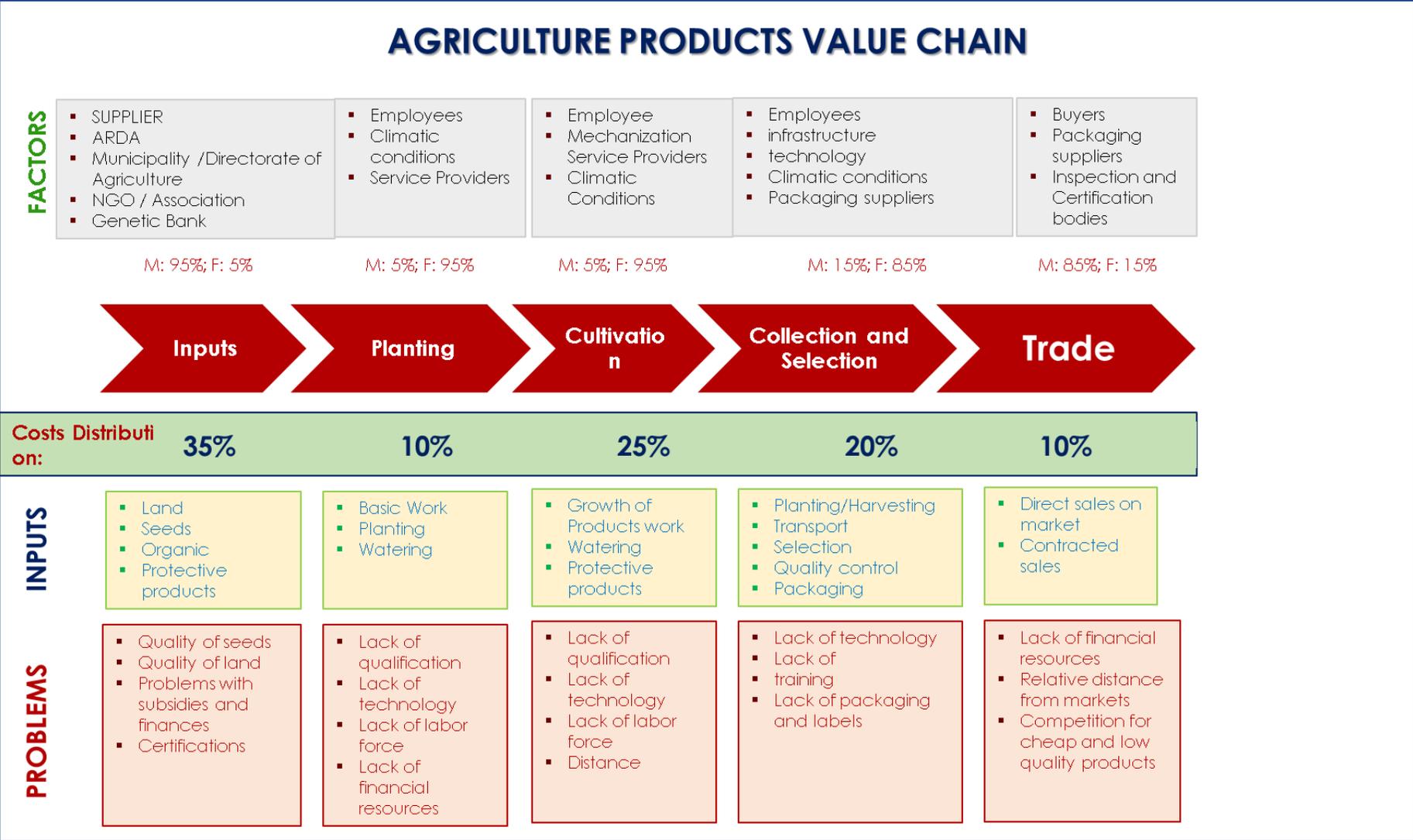


Figure 32. Value Chain Mapping and Market System of Agricultural Products VC in Ndroq AU.

5.2.3 VALUE CHAIN ACTORS

The agricultural products sector, and consequently the sub-sector of Agricultural Products is organized in three main levels:

1. Individual Producers of Agricultural Products. In this group are all producers of these products, who either trade in small quantities themselves directly in the markets or near the Agritourism establishments of the area;
2. Individual Producers and Consumers of Agricultural Products; which are mainly agritourism establishments who use them in their premises, or villagers who plant small quantities in their gardens and have it for family consumption;
3. Collectors and Traders of medium and large quantities, these are traders who collect products in the villages and sell them in bulk in the big markets.

In the Administrative Unit of Ndroq all three groups are present, but in the following analysis, we will focus on the first category. The analysis of these actors will be carried out during the detailed analysis of the main links of the value chain.

It should be noted at the outset that, as in any VC, even in the VC of Agricultural Products, there are several key actors who indirectly influence the improvement of the chain. Given that these actors are present in almost every link, we are doing their analysis in the context of impact on the entire VC.

5.2.4 VC SUPPORT STRUCTURES

A very important role in the sector is played by other stakeholders, including central and local structures that support the agricultural sector in general, as well as certification structures.

Support services provide free technical assistance to farmers. This includes three levels: central, regional and local, which include a total of 285 employees nationwide (ISARD 2014-2020). At the regional level, each of the 12 Directorates of Agriculture has additional services provided by 5-6 vegetable, fruit and plant protection specialists, livestock specialists and agricultural economists. At the local level for more than 4 years the municipalities have a functional duty to perform functions in the field of agriculture, rural development, forests and public pastures, nature and biodiversity. Municipalities are responsible for performing specific functions in this field according to applicable law. Furthermore, all these support service functions have been designed to offer equal opportunities to women and some, like Municipality, have it in their objectives to support women entrepreneurs in the agricultural field.

Currently, in the Administrative Unit Ndroq, the services for performing the functions are realized by the Directorate of Agriculture Service of the Municipality of Tirana, as well as by the agriculture office at this AU, but which does not have sufficient structures for the creation and administration of the local information system. The Directorate is in charge of agricultural and rural counseling as well as the establishment and administration of local grant schemes for agriculture and rural development, funded by the local budget and/or co-financed by third parties, guaranteeing gender-balanced access. Some of these grant schemes target women specifically.

Agricultural Technology Transfer Centers (ATTC) have begun to play an active role in terms of technology transfer, aiming to improve competitiveness in the Albanian agricultural sector. There are five QTTBs in Albania, located in Korçë, Lushnjë, Vlorë, Shkodër and Fushë-Krujë. QTTBs are involved in the preparation and implementation of several programs related to olive plantation schemes, irrigation and drainage, agricultural support schemes, food security, land consolidation, etc.

QTTB currently runs plant improvement programs in Albania under the authority of the Ministry of Agriculture and Rural Development (MARD). Despite the changes in the statute of the former research institutes, their transformation into transfer centers of agricultural technologies and the transfer of plant genetic improvement at the Agricultural University of Tirana (UBT), plant genetic improvement programs will continue to be part of QTTBs. This is related to several reasons, such as:

- ✓ The Genetic Bank located at QTTB, due to its experience and relationship with agricultural production, staff training and adaptation to agricultural production requirements, are practically able to bear this responsibility.
- ✓ In contrast, educational institutions are not currently as closely linked to the problems of agricultural production or to the practices and procedures of genetic improvement programs. University-improved plant species are not widespread in production and have not been competitive with those of research institutes.
- ✓ QTTBs, due to their research activities in general and genetic improvement activity in particular, have created and have rich work collections and possess suitable facilities for long-term storage.
- ✓ QTTB staff has good knowledge of collections; they have characterized, valued and protected them differently from the University, which has failed to preserve such collections due to their lack of interest in this regard.
- ✓ The country's current economic and financial situation does not provide sufficient funds to support the implementation of plant genetic improvement programs. The need for support will be especially important for those local cultivars of open field crops. This is especially important due to the "capricious" weather conditions, which have made foreign cultivars not always resistant.

In general, genetic improvement of plants has met the expectations for production in agriculture; however, better staff qualifications and training courses are needed, both for new methods and advanced technologies that have not yet been implemented, and the provision of conditions and appropriate equipment for the application of new techniques and technologies. There are both men and women scientists at the Agricultural University of Tirana that are engaged in the plant health field.

Plant genetic improvement programs are funded by the state budget on the basis of short-term projects approved by specialized structures. Through these projects, plants such as wheat, corn and vegetables have been treated as part of plant genetic improvement programs.

National Food Authority (NFA) is a government agency subordinated to the Ministry of Agriculture and Rural Development and is the competent authority with national management inspection functions in the field of consumer safety and protection, plant and animal protection. AKU performs interventions based on Law no. 10 433, dated 16.6.2011 on

"Inspection in the Republic of Albania", article 7 "Principles of inspection program". The time of inspection is determined in the annual inspection program; however, random inspections occur in cases when provided by law. Article 4, in the same law, gives the purpose of the inspection, namely: (i) assessment of compliance with legal requirements; (ii) documenting good practices in complying with legal requirements; (iii) advising the inspected entity on the correct implementation of legal requirements; (iv) ordering the correction of violations of legal requirements and the elimination of the consequences arising therefrom; and (v) sentencing and taking other administrative measures to avoid risks that may be opposed to the public interest..

Based on Article 26 "Annual inspection time", the maximum allowed inspection period varies from 5 to 15 days and there is no inspection fee. The inspected business/farm must provide the necessary evidence and information required by the inspection authority. Inspections usually follow a predetermined schedule based on the Annual Inspection Schedule, but there may be occasional inspections. The inspector is the Regional Office of the National Food Authority NFA office in Tirana.

5.2.5 CERTIFICATION STRUCTURES

Regarding **Certification Institutions**, the basic standards are HACCP (Standard of Risk Analysis and Critical Control Point) and 'Organic' Certification. HACCP is mandatory by law in Albania for any farmer, business, or other entity that produces food products. 'Organic' certification is being sought by markets in urban areas and adds value to the product.



Figure 33. Steps for HACCP Certification.

The deadline for HACCP certification is on average 14-30 days, and its process includes these steps:

- *Field visit by a consulting company specializing in certification standards which provides recommendations for improvements and adaptations;*
- *Preparation of necessary documentation;*
- *Establishment of a system for keeping records and data;*
- *Inspection by the certification body;*
- *Issuance of certification.*

While 'Organic' certification is a more complex standard that can last 2-3 years. During this period, businesses receive an "Organic Certification Process" statement until the final certificate is issued. The main certification body for the Organic Standard is AlbInspekt based in Tirana. There are several certification bodies for HACCP certification. HACCP and

Organic are provided by private companies and NGOs, while the phytosanitary certificate, which is required for export, is issued by the national phytosanitary service, part of the Regional Directorate of Agriculture, Tirana.

5.2.6 PRIVATE SUPPORT STRUCTURES

Raw material and technology suppliers play an important role in the value chain of Agricultural Products. They provide ready-made seedlings for planting and organic fertilizers, as well as help the local villagers with knowledge of plant cultivation. Normally these suppliers also provide the necessary technology for the mechanization of various processes, but the fragmentation of the soil and the relatively small areas planted with these products, as well as seedlings process and mechanization are almost non-existent throughout the Product Office.

Agronomists and Suppliers of Protective Products. The existence of many agronomists in the market plays a very important role in advising on the playfulness of plants that can be planted and their cultivation techniques. They also offer plant protection products, such as pesticides or other traps and protection mechanisms. They also make a great contribution by helping the villagers of the area with the knowledge to prevent various plant diseases.

Consolidators of Agricultural Products. Practically in the Administrative Unit Ndroq, there are no consolidators dedicated to these finished products for the small quantities of production of Agricultural Products. Ndroq farmers sell their produce directly in the market or in Agritourism units or restaurants in the area. Only a small amount of them are directed to consolidators of agricultural products. It should be noted that recently, due to the specifics of these products, the relatively higher price and limited quantities are not very interested in the collection of Agricultural Products.

Practically, the lack of these collectors directly affects the amount of production of these products because farmers, having no guaranteed market, are reluctant to increase production. In order to make the collectors attractive, it is necessary to create and consolidate the production lines (groups of farmers) of these products, as well as their certification.

Farmers, not having a guaranteed market, are reluctant to increase their production. These products cultivated under the "organic" brand would have a great demand in the market today, but the lack of certification and small quantities produced make it difficult to find new markets in the cities of Tirana and Durrës and beyond.

5.2.7 VALUE CHAIN LINKS ANALYSIS

It should be kept in mind that Ndroq farmers have a relatively wide range of production of these products, which from the point of view of care and work required for their cultivation are relatively the same. Among the autochthonous vegetables are of Cow's Heart tomato variety, Peppers, Cucumber, Eggplant, Okra, etc. This is an old tradition of this area and where natural and climatic conditions favor these plants. As shown in the diagram above in Figure 36, the Value Chain (VA) for Agricultural Products is composed of five main links. The following paragraphs analyze these elements based on:

- ✓ The main inputs needed in each link.

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

Based on the fieldwork, observations and interviews conducted with the main actors of the value chain in the Administrative Unit Ndroq, the respective situations were identified and the conclusions and recommendations were identified as follows:

5.2.8 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 VCs of Agricultural Products and summarizes:

- ✓ **Land**, normally is owned or used by farming families. But in some cases, farmers rent the land from their neighbors to increase production or even the use of agricultural mechanics. The titles are usually under the heads of households, but women are not prevented from owning or renting land and even encouraged to do so.
- ✓ **Provision of Seedlings**, which are used for the cultivation of Agricultural Products. Normally seedlings need to be purchased every year. During our analysis, the possibility was identified for farmers to produce their own seedlings for the following year. This is an important element to reduce the cost of production of these plants, in order to make the sector even more interesting from a financial point of view. Production of seedlings is something where women could be involved heavily; the processing can take place inside their homes and provide them with an additional income source.
- ✓ **Natural fertilizers**, which are used periodically to improve the soil planted with these crops. It is recommended to use organic fertilizers to guarantee BIO/ organic certification of these products.
- ✓ **Protective products**, plants can be affected by both diseases and rodents. For this reason, farmers need pesticides, the use of which is recommended only in extreme cases, as well as protection mechanisms that do not affect the quality of production.

Women's Participation. This activity in most cases is dominated by men (they make up 95% of the total workforce), because it is related to activities that take place away from the place of residence. Men are mostly the ones who go out to the markets and also carry out the transportation of inputs. In some cases, women accompany men mainly to ensure the quality of the products taken in the market. In this chain there are few opportunities to increase the role of women and their empowerment, for instance in seedling production activity (sales to other farms). But as we pointed out above, through the training of farmers and assistance with simple tools can enable the production of seedlings by themselves. This will be a process that can be carried out mainly by women, like all other links in the process. It is worth noting that the construction of the seedling production mechanism by the farmers themselves will significantly increase both the participation of women and the income of families. In our calculations this process will enable the reduction of the cost of this link by over **30%**.

This phase in the total cost constitutes about **35%** of the cost of production and processing of Agricultural Products

5.2.9 PLANTING

Activities that take place. In this link are realized all activities related to the necessary work for planting plants, which are annual activities, sometimes carried out twice a year in cases of cultivation of second crops. The main activities in this process are:

- ✓ **Preparing the soil for planting.** Agricultural mechanics are used at this stage. In these cases, the participation of men in this activity is considerable. But as we have pointed out above, the small quantities of planted plots and their fragmentation often makes it impossible to use mechanics, therefore women are often involved as well.
- ✓ **Planting Seedlings.** This is a process that is performed entirely by hand, because the use of agricultural mechanics is almost impossible for the specifics of the process itself. At this stage of the process, the work of women who are "hand planting specialists" for all agricultural products prevails.
- ✓ **Irrigation after planting.** In general, this process is semi-mechanized, so the participation of men in it is present, but again it is women who dominate this activity as well.

Women's Participation. Administrative Unit Ndroq, due to the specifics of planting with seedlings and very little use of agricultural mechanics, this phase is dominated by women's work to an extent about **95%**. Increasing the planted areas enables even the greatest use of agricultural mechanics, freeing them to have time to deal with other work.

Cost of this link is estimated at about **10%** of the cost of production.

5.2.10 CULTIVATION OF AGRICULTURAL PRODUCTS.

Activities that take place. In this link are realized all activities related to the work necessary for the growth of Agricultural Products and includes almost daily activities related to:

- ✓ **Plant protection and elimination of other herbs or plants.** This is a process that is done entirely by hand. At this stage of the process, women's work predominates.
- ✓ **Irrigation.** In general, this process is semi-mechanized, so the participation of men in it is present just like women. Irrigation is often carried out with drip irrigation systems.
- ✓ **Fertilization.** The soil is generally fertilized during the preparation activities for planting, but sometimes farmers also add it during the cultivation process. It is usually very rare activity and hardly affects cost.
- ✓ **Plant Protection.** It is one of the main activities during cultivation. As we have pointed out, farmers use both pesticides to fight plant diseases and alternative forms to protect them mainly from rodents. The use of the latter is very important because it directly affects the quality of the product, while maintaining their "organic" quality.

Women's Participation. Administrative Unit Ndroq, even this link of the VC is dominated by the women's work, who contribute with approximately **95%** of their work. Men are only sometimes involved during the irrigation process when this is done with machinery or when installing plant protection equipment.

The activities of this link, although they are an almost daily work, due to the low cost of labor do not substantially affect the total cost of production and processing. It accounts for a relatively average weight estimated at about **25%** of the cost of production.

5.2.11 COLLECTION AND SELECTION

Activities that take place. In this link are realized the necessary work processes for the collection or harvesting of production, its selection based on quality criteria, as well as packaging and preparation for the market. Even this process for the limited quantity of production itself is mostly a manual. In this link are realized activities related to:

- ✓ **Harvesting or Collecting.** This is a process that is done entirely by hand. This activity is dominated by the work of women and children during after school hours.
- ✓ **Transportation of production to processing facilities.** Generally, this activity is performed by the men who are responsible for the transport activities throughout the VC.
- ✓ **Selection.** During this activity, a selection and classification of products is made, in order to increase the value of a part of the production. This too is a process that is done entirely by hand. At this stage of the process, women's work predominates.
- ✓ **Packaging.** Finally, the process of packaging or placing them in boxes or other packaging is carried out, making them ready for the market. It is an activity that is done entirely by hand, where the work of women and children predominates, but also men contribute to the process.

It should be noted that during the above-mentioned activities, especially during the selection and packaging activities, there is a risk of contamination of the product, reducing the quality and, as a result, its price in the market.

Women's Participation. This process is dominated by the work of women to the extent of **85%**, but sometimes men also help them. Since there are no conditions for storing products, this is a daily process throughout the production period.

The activities in this link are daily and consume power, and relatively long time. So, from the point of view of costs, there should have been a considerable weight, but based on the very low levels of income being realized for the family (with informality, this problem becomes even larger), the process affects about **20%** of the total costs.

5.2.12 TRADING

Activities that take place. There are generally two ways to trade the Agricultural Products: a) Contract sales, or b) Direct market sales. This chain-link includes activities related to:

- ✓ **Production contracting.** Currently, the practice of contracts, as everywhere in the agricultural sector in our country, for agricultural products in the Administrative Unit of Ndroq generally does not exist, although even in those cases that are realized (more verbal agreements) is always performed by men.
- ✓ **Transport the product to the collector or to the market.** Generally, this process is performed by the men who are responsible for the transport activities throughout the VC.

- ✓ **The process of selling in the market.** Even in this activity the participation of men is almost exclusive, but women participate actively during the absence of men, or in cases where markets are close to homes.
- ✓ **Promotion,** this process includes the exhibition of products in the dedicated space and offline or online promotion on social media, as well as the process of selling products to customers and the impact on buyers.

Women's Participation. In most cases, these activities, also due to the mentality effect, are dominated by men (they constitute **85%** of the total workforce) because they are related to activities that take place far from the place of residence. Men are mostly the ones who go to the markets and also carry out the transportation of inputs. In some cases, women accompany men mainly in cases of direct sales in the market. In terms of cost in the value chain, this link makes up about **10%** of the cost of the whole chain.

6. RECOMMENDATIONS FOR INTERVENTION

6.1 RECOMMENDATIONS FOR INTERVENTION IN AU FARKË

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

6.1.1 GENERAL RECOMMENDATIONS

- **Farkë Pottery Incubator.** Support/pilot a project (may be cooperation with the municipality and donor funding opportunities to enable the creation or expansion of the use of a cultural tourism center where artisans can carry out group activities and have a job. Also, there should be services for artisans in this space, who are also integrated through specific programs, such as:
 - ✓ *Free professional assistance*
 - ✓ *Free counseling and mentoring*
 - ✓ *Networking and attending business events*
 - ✓ *Friendly work and business community*
- **Focus on Formalization** in the handicraft sector, which in the current situation faces some difficulties. Relevant institutions, especially the municipality, should encourage and support artisans in the formalization process. Formalization could potentially bring national/local subsidies to the region. Often, local or central institutions provide training in sectors not attractive to the population or that unrelated to their activities. Consequently, they prove unsuccessful, or the level of participants is very low.
- **Marketing and Craft Products.** In recent years, there has been a trend of improving the marketing of Craft Products throughout Albania as part of tourism marketing in general. As everywhere in our country and in the Municipality of Tirana where there is a positive pressure from all actors influenced by the increase in demand in the market for quality and authentic handicraft products. The development the of handicrafts sector and the production of handicraft products in the Municipality of Tirana are being viewed as an important natural economic resource and especially as a development potential not yet fully exploited and sustainable.
- **Support for cooperation** on production processes, sustainability and the creation of a **new generation of artisans.** In this regard, the Municipality of Tirana can work hard in terms of promotion by supporting activities such as:
 - ✓ *Establishing lasting links between local/regional and/or national groups and consolidators to promote contracts;*
 - ✓ *Support activities to connect artisans with travel agencies and urban markets - B2B events, market representative fairs and souvenir shops.*
 - ✓ *Clustering programs for women to strengthen their representation and enhance knowledge exchange, building capacity in advocacy and facilitation dialogue between women producers and municipality as well as to improve production*

processes jointly, to take the product jointly to the market, to negotiate on price with input providers, collaborate on design ideas – women's association or a cooperative.

6.1.2 SPECIFIC RECOMMENDATIONS FOR THE POTTERY VALUE CHAIN

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

Recommendations for the Pottery value chain							
NR.	RECOMMENDATIONS - VC POTTERY	IMPACT			BUDGET		
		Short-term	Medium-term	Long-term	Low	Medium	High
1 PROFESSIONAL GROWTH OF THE CRAFT LEVEL							
	Ongoing technical assistance, especially in the first year, in terms of:						
1.1	<ul style="list-style-type: none"> ✓ Technical assistance in negotiating with others ✓ Follow-up and advice on production processes, materials and processing techniques. ✓ Consulting on market elements 	X				X	
	Trainings to raise the level of knowledge of artisans						
1.2	<ul style="list-style-type: none"> ✓ On the basics of business planning, ✓ On ways and techniques of marketing ✓ On opportunities to find funding ✓ On the possibilities of market connections with other VCs, 	X				X	
2 SUPPORT FOR ARTISAN'S GROUPS							
	Supports creation of producer groups locally through incentives.						
2.1	<ul style="list-style-type: none"> ✓ For production promotion ✓ For the coordination of joint transport ✓ To coordinate joint sales 	X	X			X	
2.2	Encouragement and support for artisans in the formalization process. Formalization could potentially require even small local subsidies.	X					X
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 in Tirana where artisans can carry out group activities and have a job.				X	X	
4 SUPPORT FOR THE CREATION OF PRODUCTION CLUSTERS							

Recommendations for the Pottery value chain							
NR.	RECOMMENDATIONS - VC POTTERY	IMPACT			BUDGET		
		Short-term	Medium-term	Long-term	Low	Medium	High
4.1	Supports producer groups locally. Promote joint production facilities, joint transport and make joint sales.			X	X		
4.2	Establish stable links between production groups and local/regional and/or national consolidators to promote contract creation (e.g., with the Krujë Market or Pazari i Ri in Tirana).			X	X		
5 AWARENESS FOR OPPORTUNITIES IN THE CRAFT SECTOR							
5.1	Information and awareness sessions about opportunities in the pottery 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 (Tirana, Krujë, Durrës)		X		X		

Table 16. Recommendations for the Value Chain of the Pottery.

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

We recommend the following program when it comes to the value chain of handicrafts in Farkë, Municipality of Tirana:

Step 1. Prepare a local tourism development strategy with a special focus on promoting the Craft sector. Create a brand/marketing/destination promotion strategy for the AU of Farkë - as a unique craft community.

Step 2. Provide capacity building for local craft businesses:

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

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

Step 3. Encourage the establishment of an association/group of craft makers (targeting women) in the area to develop joint marketing, brand and joint promotion and to improve horizontal cooperation to develop the sector as well as to promote peer learning, exchange and support.

Step 4. Providing assistance in business registration of craft producers in the area.

Step 5. Provide support to the expansion of one of the multifunctional centers in Tirana to be managed by women and youth in the area and support its operation.

Step 6. Support the concept and organization of a local Craft Festival

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

Step 8. Establish links between craft makers and tour operators, travel agencies and local farms and agritourism units, make their presence online more prominent, help them enter existing online sales channels (e.g., via Instagram or etsy, albartizan.al, Albania.culturalyst.com)

Step 9. Identify and design (based on exact location) local craft businesses and travel attractions as part of a common destination "Discover Farkë Pottery": craft makers (where tourists can try making souvenirs themselves); guesthouse; authentic family houses and farms serving as accommodation shops; 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 encourage the circular economy and community-based tourism, which holds great potential for tourism businesses in achieving the highest sustainability and profitability, all supported by the Municipality. This would link artisanal SMEs to local providers of traditional food and products, the accommodation sector, tour guides, transport, local authorities, and minimize environmental impact and local resources.

6.2 SUGGESTED RECOMMENDATIONS FOR INTERVENTION IN AU OF NDROQ

As we have analyzed above, based on their potential and the involvement and empowerment of women, the VC of Cultivation of Agricultural Products was rated as one of the two most important, with most opportunities for women and needing some intervention. With this in mind, these recommendations are presented below:

6.2.1 GENERAL RECOMMENDATIONS

- **Implementation of contracts with farmers**, can help farmers overcome market failures by establishing links between them and markets for the production of high-value food products and thus guaranteeing a market for their products. Currently, the practice of contracts, as everywhere in the agricultural sector in our country, in the Administrative Unit Ndroq does not exist. Today, in order to consolidate the production progress of Agricultural Products from on-farm cultivation to the final collector or seller, the latter use agreements on the type of product, the quantity it will produce, the implementation of a controlled protocol of agro-technical services to be performed, including chemical fertilization, parasite protection and product consolidation and standardization. However, contracts with farmers alone may be insufficient to improve small household incomes if contractors do not provide inputs, technical advice, and access to technology and input markets. Producers of Agricultural Products have expressed interest in learning more about cultivation and starting the cultivation of organic vegetables, especially if they receive seedlings from buyers, who have expressed willingness to do so as part of contracts with farmers. Contracts would mean also formal employment agreements with farmers or consolidators, which in turn would give women access to economic benefits.
- **Focus on agriculture**, which in the current situation faces some difficulties. Relevant institutions, especially the municipality, provide training in sectors that are not attractive to the population or unrelated to their activities. Consequently, they prove unsuccessful or the level of participants is very low. The municipality is mainly focused on the tourism sector, forgetting the focus on agriculture. Furthermore, there is a lack of knowledge on the existence of IPARD schemes and national financing schemes, which directly contribute to improving the conditions of the sector.
- **Marketing of Agricultural Products**. In recent years, there has been a trend of improving the marketing of Agricultural Products both everywhere in our country and in the Administrative Unit of Ndroq where there is a positive pressure from all actors influenced by the increasing demand in the market, for more quality products. Cultivation of Agricultural Products in Ndroq Administrative Unit is being viewed by farmers as an important natural economic resource and especially development potential, not yet fully exploited and sustainable.
- **Development axes of the Administrative Unit of Ndroq**. The Ndroq Administrative Unit should increase its attention in the following development directions:
 - ✓ *Preservation of agricultural land fund: should be one of the priorities of the municipality. Informal and illegal constructions have not only reduced the area of agricultural land, but also endangered the rural and urban area mainly through the*

blockade of the Erzen river bed. Blocking construction permits and repertoire of land and the legal situation of land ownership is the first step to be taken in this area;

- ✓ **Increasing the efficiency of agricultural production** activities with to employ the rural population and control the territory. Currently, most of the agricultural production goes for its own use in rural areas. Increasing yields would increase rural/per capita income. The municipality can influence through agricultural policies in terms of crop orientation, counseling, encouraging cooperation between villagers to increase the area of arable land i.e., cooperatives, and co-administration of the mechanical base;
- ✓ **Establishment of markets & connecting roads** to encourage and support the value chain of agricultural products towards high value-added activities: construction of supporting infrastructure (rural roads, local & regional markets, etc.) and liaison with markets in large cities (Tirana & Durrës) and abroad contributes directly to the value chain of agricultural products.

6.2.2 SPECIFIC RECOMMENDATIONS FOR THE VALUE CHAIN

The following section presents some specific recommendations for the value chain of cultivation of Agricultural Products for the Ndroq Administrative Unit and categorization according to their impact on the sector (short/medium/long term) and budget requirements (low/medium/high):

Recommendations for the value chain of Agricultural Products							
NO.	RECOMMENDATIONS – VC OF AGRICULTURAL PRODUCTS	IMPACT			BUDGET		
		Short-term	Medium-term	Long-term	Low	Medium	High
1	PROFESSIONAL GROWTH OF CULTIVATOR						
	Ongoing technical assistance, especially in the first year, towards:						
1.1	<ul style="list-style-type: none"> ✓ Formalization under women ownership to gain access to grants ✓ Drafting the development plan ✓ Technical assistance in negotiating with others ✓ Agrotechnology design, which needs hearing throughout all the cultivation processes ✓ Follow-up and advice on agrotechnological cultivation processes ✓ Consulting for post-harvest items 	X			X		
	Trainings for raising the level of knowledge for Agricultural products cultivation:						
1.2	<ul style="list-style-type: none"> ✓ For the values of the products, they cultivate and the know-how and cultivation techniques ✓ For the method of harvesting and avoiding losses of Agricultural Products ✓ For post-harvest treatment elements 	X			X		

Recommendations for the value chain of Agricultural Products

NO.	RECOMMENDATIONS – VC OF AGRICULTURAL PRODUCTS	IMPACT			BUDGET		
		Short-term	Medium-term	Long-term	Low	Medium	High
	<ul style="list-style-type: none"> ✓ On the importance of the final hygiene of the product and how it is practically realized 						
1.3	Promotion of clustering programs to support women producers or women seedling producers.						
2 SMALL GRANTS FOR TECHNOLOGY IMPROVEMENT							
	Support with basic and technological elements						
	<ul style="list-style-type: none"> ✓ Supporting elements used for planting Agricultural Products in the field such as pickets, tape measure, twine, planting elements, etc. ✓ Seedlings according to the development plan drafted in cooperation with the technical consultancy 						
2.1	<ul style="list-style-type: none"> ✓ Protective products according to the development plan drafted with technical consultancy ✓ Packaging elements for the final product in order to preserve the product values of Agricultural Products ✓ Drip irrigation systems to demonstrate to farmers the values and advantages of innovative technologies 		X		X		
	Support for the production of seedlings for the following years.						
	<ul style="list-style-type: none"> ✓ Know-how training and seedling cultivation technique, especially targeting women ✓ Supporting elements used for planting seedlings in mini-greenhouses such as pickets, tape measure, twine, etc. 						
2.2	<ul style="list-style-type: none"> ✓ Auxiliary elements for the construction of mines, plasmas, iron rods, connecting elements, etc. ✓ Organic Fertilizers and Protective Products according to the seedling development plan drafted with the technical consultancy 	X				X	
3 CERTIFICATION ON QUALITY AND SAFETY STANDARDS							

Recommendations for the value chain of Agricultural Products

NO.	RECOMMENDATIONS – VC OF AGRICULTURAL PRODUCTS	IMPACT			BUDGET		
		Short-term	Medium-term	Long-term	Low	Medium	High
3.1	Awareness session on the importance of certification in reaching high-value markets and the steps needed to be certified, and a way to improve working conditions of women			X	X		
3.2	Manufacturer support in certification with HACCP and Organic, as the most basic requirements from customers.			X	X		
4	AWARENESS ABOUT OPPORTUNITIES IN THE AGRICULTURE SECTOR						
4.1	Information and awareness sessions about opportunities in the agricultural sector. Raising awareness of the economic importance of the Agricultural Products sector and consumer demand in order to stimulate their cultivation.			X	X		
4.2	Information and awareness sessions on IPARD funding schemes and other national schemes.			X	X		
5	OTHER INTERVENTIONS						
5.1	Investment in building a market for products in Ndroq.			X		X	
5.2	Marketing of agritourism and the regional market in Ndroq, between the promotion of nature and the cultural and historical elements of the area.			X		X	

Table 17. Recommendations for the Agricultural Products Value Chain in Ndroq AU.

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RIMËKËMBJE PAS TËRMETIT FUQIZOJMË GRATË

Analiza me Ndjeshmëri Gjinore në Zinxhirët e Vlerës (GSVCA)
në Bashkinë Tiranë

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