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COMMUNICATION & DISSEMINATION STRATEGY

Project: “Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups”

This project is implemented by the Municipality of Roskovec in partnership with Center Science and Innovation for Development (SCiDEV) and co-founded by the European Union

Prepared by: Center Science and Innovation for Development (SCiDEV)

Date of delivery: 10.05.2023

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I. Background

“Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups”, is a project implemented by the Municipality of Roskovec in partnership with SCiDEV and co-founded by the European Union. The overall objective is to improve the social and economic development in the municipality of Roskovec through viable employment and income generation opportunities as alternative to cannabis cultivation and trafficking and integrated public services at local level.

The project pays particular attention to dissemination strategy by concentrating on communication of project activities and results, promotion and awareness raising on the issue, capitalisation on experience and knowledge sharing to target groups and relevant stakeholders. During the first phase of the project, this communication strategy has been set up under the coordination of partner SCiDEV.

The strategy reflects:

- (1) the overall project objective and the expected outputs;
- (2) the overall external and internal communication audience;
- (3) and be SMART (Sustainable, Measurable, Achievable, Realistic and Time-bound).

II. Strategic Approach

This strategy reflects overall communication and dissemination objectives that will contribute to the overall project’s goal.

Sustainable, Measurable, Achievable, Realistic and Time-bound).

The following principles are considered as indispensable for communicating successfully, effectively and efficiently:

Content

- Focus on **WHY** we are doing it rather than **WHAT** we are doing. Clear vision of what we aim to achieve during project’s lifetime and beyond, through promoting sustainability aspects of the project.
- Focus on the impact and human interest (the benefits of our activities, the approach followed).
- Credibility - evidence based information, testimonials, well-founded argumentations
- Clear and simple messages
- Consistency of communication products, wording, style, design and layout
- Sharing knowledge produced and always keep relevant stakeholders engaged and at least, informed.
- Using human interest stories (storytelling technique).

Delivery

- Using a variety of communication tools and channels, when possible minimize carbon foot print and print outs, in line with climate change actions and promotion of digitalisation
- Repetition – a message must be heard multiple times to be remembered
- Working with multipliers and stakeholders
- Engaging in an active dialogue, especially with the community members and beneficiaries at Kurjan school, rather than disseminating information in a unilateral flow
- More emphasis on Knowledge sharing

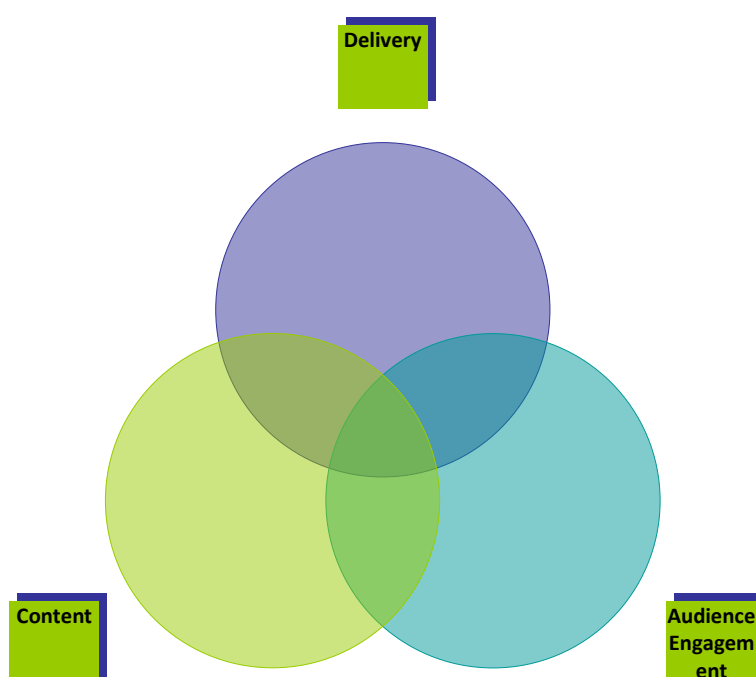


Figure 1: Strategic Principles of Communication

III. Visibility

Action partners are committed to ensuring full project visibility to foster knowledge and information sharing, inclusiveness and participation. The project adopts an **integrated communication and visibility approach** that **integrates a variety of channels**: face to face meetings and event; mainstream media; digital and social media; printed promotional materials; online promotional materials. It will combine these channels in an integrated

manner to provide clarity, consistency, and maximum communications impact. As such the project will use of a combination of media drivers, which deliver the message to the final target audience. Each element of the communication strategy mix integrates with the other communication tools so that a unified message is consistently reinforced at each contact point with the target audience.

Partners will comply with and fully apply the EU's ***Communication and Visibility Manual for External Actions***. Municipality's dedicated Communications Department will collaborate closely with the management team of the Action to ensure compliance and that visibility advances the objectives of the Action. In addition to the branding of the action, the action relies upon using EU visibility among its implementing partners, target-groups and beneficiaries in order to advance its activities, build credibility, and achieve its outputs and results. All events of the action will contain appropriate branding and marking. This includes branding and marking of all printed and electronic materials, banners and posters for events, and a plaque on offices and activity sites. The funding support of the European Union will be mentioned on every event and activity, on public documents (e.g. Invitation, agenda, and report) and will be made visible during the activity itself. Representatives of the EU Delegation in Albania will be invited to the public activities and to thus raise the visibility of both the Action and the EU funding. At the community level, all activities funded by sub-grants will contain branding and marking requirements in their contracts.

IV. Communication Objectives

Internal communication objectives - to ensure open, clear, timely, and transparent communication among project partners and with the donor;

External communication objectives:

1. To raise awareness about the project objectives among a range of stakeholders;
2. To inform at an ongoing base about project activities;
3. To inform, raise awareness and increase knowledge of a range of stakeholders about project outputs and their use;
4. To contribute to documentation of project's achievements
5. To encourage actions and attitude change of a range of stakeholders as a result of achieved project outputs.

V. Target Audiences

It is necessary to ensure participation and reaction from our target audience to update and refine communication when needed.

Internal audience

- Project staff
- SCiDEV staff
- Municipality of Roskovec Staff

Communicating among project and implementing partners' staff, means to (a) develop a common understanding of the project goals, approaches and methodology used; (b) inform colleagues on project interventions, results and achievements; (c) ensure that the whole project is working together towards the same goals, efficiently and effectively, delivering a high standard of service; d) support knowledge management and learning exchange among project team and partners.

Communication objective	Target audiences	Call to action (what do we want them to do)	Indicators of success	Communication channels and products
Apply KML internally as a close interaction among all members of the project team.	Internal staff	Deepen the understanding of project achievements and lessons learned.	Level of cohesion and cross cutting cooperation	Internal meetings Social Media Web Pages Staff Whatsapp group
Ensure that the team is working together towards the same goals, efficiently and effectively, delivering a high standard of service	Internal staff	Deepen the understanding of project goal and outputs	Level of cohesion and cross cutting cooperation	Internal meetings Social Media Web Pages Staff Whatsapp group
Build the communication capacities of staff and making the staff 'Project Ambassadors' when they communicate internally/Externally	Internal staff	Be an ambassador for the project, communicate the project knowledge and achievements	Level of cohesion and cross cutting cooperation Ability to explain project's work overall.	Internal meetings; Online coaching

External audience

The project needs to show different aspects of its work to different external partners/audiences like:

Local media

Journalists, news-portal staff, bloggers, scholars and local influencers;

The Public

Pupils, parents, rural and urban families, skilled, semi-skilled and unskilled workers, trainees, farmers, Roma and Egyptian community members. Municipal council members.

Local businesses and private sector in the municipal level

Business, companies, industry (business) associations, chambers of commerce, employers' federations, trade associations, private training service providers, enterprises;

Donor community, international agencies and associations involved in employment promotion and skills development and their representative offices in Albania;

Civil Society Organizations

CSOs working with rural communities, employment and training, Roma Communities, young people, Women, Marginalized groups, internal and return migrants

Communication objective	Target audiences	Main Message and Call to action (what do we want them to do)	Indicators of success	Communication products	Communication channels
To raise awareness about the project objectives among a range of stakeholders;	Local Community Youth of Kurjan School Pupils; Parents and Pedagogical staff; CSOs; Municipal Council; Donor Community; Wider Public	The project is offering a realistic opportunity to the local youth and community of Kurjan, as opposed to the illegal routes pursued so far.	<ul style="list-style-type: none"> • Echo in local community and local media • Number of social media traffic • Number of participants in joint events 	<ul style="list-style-type: none"> • Local meetings • Social media campaign and dedicated posts • Media Articles • Email promotion 	<ul style="list-style-type: none"> • Local meetings • Facebook, Instagram mainly for local community and Albanian stakeholders • Twitter for CSO and donor community • Online media outlets • Mailing list
To inform at an ongoing base about project activities;	Local Community Youth of Kurjan School Pupils; Parents and Pedagogical staff; CSOs; Municipal Council; Donor	<p>For local community:</p> <p>1. Profit from our experience, get engaged and embark on a sustainable dignifying model of financial profits. Practices</p> <p>2. School as</p>	<ul style="list-style-type: none"> • Echo in local community and local media • Number of social media traffic • Number of participants in joint events by Risi • Number of community members participating in trainings, events and using the school after school hours for their own development 	<ul style="list-style-type: none"> • Local meetings • School inauguration ceremony • Social media campaign and dedicated posts • Media Articles • Email promotion 	<ul style="list-style-type: none"> • Local meetings • Facebook, Instagram mainly for local community and Albanian stakeholders • Twitter for CSO and donor community • Online media outlets • Mailing

	Community; Wider Public	community center is your space so come and use it to your needs. For local government: Institutionalize this successful practice into other communities too			
To inform, raise awareness and increase knowledge of a range of stakeholders about project outputs and their use;	Local ngos, international ngos, donor organizations, local governments, national government, Businesses in the community and district area	The project is offering a viable opportunity to the local community to embark into a legal and sustainable financial model. The project is taking concrete steps to engage youth and local community	<ul style="list-style-type: none"> • Number of downloads of our publications from the website • Number of engagement and outreach in social media • Viewership/listenership 	<ul style="list-style-type: none"> • Media appearances • Social media posts • Blog posts • Presentations • Media articles 	<ul style="list-style-type: none"> • Web sections of Municipality and SCiDEV, promoted via social media, search engines, partner websites, • Local and national media • Media outlets
To contribute to documentation of project's achievements	General public	The project is offering a viable opportunity to the local community	<ul style="list-style-type: none"> • Number of downloads of our publications from the website • Number of engagement 	<ul style="list-style-type: none"> • Media appearances • Social media 	<ul style="list-style-type: none"> • Web sections of Municipality and SCiDEV, promoted via social media, search engines, partner

		to embark into a legal and sustainable financial model.	and outreach in social media <ul style="list-style-type: none"> Viewership/listenership 	posts <ul style="list-style-type: none"> Blog posts Presentations Media articles 	websites, <ul style="list-style-type: none"> Local and national media Media outlets
To encourage actions and attitude change of a range of stakeholders as a result of achieved project outputs.	Local ngos, international ngos, donor organizations, local governments, national government, Businesses in the community and district area	Profit from our experience and adopt successful practices of shifting into sustainable and dignifying model of employment	<ul style="list-style-type: none"> Number of downloads of our publications from the website Number of engagement and outreach in social media Viewership/listenership 	Media appearance s <ul style="list-style-type: none"> Social media posts Blog posts Presentations Media articles 	<ul style="list-style-type: none"> Web sections of Municipality and SCiDEV, promoted via social media, search engines, partner websites, Local and national media Media outlets



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VI. Communication Channels and Tools

The communication platform will follow these categories

Online and social media:

SCiDEV and Municipality of Roskovec website sections - The main purpose of the dedicated website sections will be to present the project general goals, specific objectives, interventions and level of progress (completed, under implementation, not started) as well as sharing knowledge products, news, videos, photos and other relevant info about the project, its partners and its Donor. The website sections will be in Albanian (Municipality of Roskovec) and English (SCiDEV).

Digital Media – Facebook, Youtube, Twitter, Instagram - Social media pages of both implementing partners are updated frequently and serve as channels for announcement of events, activities, results and dissemination of other relevant project info through attractive photos, visuals, infographs and so on. Every concrete action will be promoted through social media pages, prompting youth & local community members engagement. Since social media is a two-way communication tool, it will be used also to collect citizens' opinions, claims and so on.

SCiDEV and Municipality of Roskovec will make use of their network of partners to disseminate information about the project into their public pages as well, when deemed appropriate.

Email promotion- Frequent news, updates, and publications distributed via email list of already identified stakeholders.

Mass Media

Press Releases

For each main public event, a press release will be prepared and distributed in advance. Press releases could also be issued for the main project milestones and achievements. Press releases will be published and distributed to all media and interested stakeholders.

PR Articles placed into local media and web-portals

Placed PR articles are an excellent tool for sharing important information to reach the widest target audience.



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Radio & TV appearances

Project team and stakeholders shall strive to secure one to three Radio and/or TV appearances on national and local TV and radio stations if and when possible. These appearances will be used for the promotion of the project activities and achievements.

PR Events

A calendar of relevant events, workshops, field visits and community meetings and meetings where project staff or partners are participating needs to be created and updated often, in accordance with the overall projects' activity plan.

Printed materials

Part of the prepared materials that will be designed and prepared during the project course will be printed and used during different communication & awareness events (conferences, trainings, public events, etc).

Printed materials and branded merchandise will respect all visibility guidelines of the donor and implementing partners.

VII. Visual identity and Style Guide

As already explained in the section III. Visibility, partners will comply with and fully apply the EU's **Communication and Visibility Manual for External Actions**. Municipality's dedicated Communications Department will collaborate closely with the management team of the Action to ensure compliance and that visibility advances the objectives of the Action. In addition to the branding of the action, the action relies upon using EU visibility among its implementing partners, target-groups and beneficiaries in order to advance its activities, build credibility, and achieve its outputs and results.

All events of the action will contain appropriate branding and marking. This includes branding and marking of all printed and electronic materials, banners and posters for events, and a plaque on offices and activity sites.

The funding support of the European Union will be mentioned on every event and activity, on public documents (e.g. Invitation, agenda, and report) and will be made visible during the activity itself. Representatives of the EU Delegation in Albania will be invited to the public activities and to thus raise the visibility of both the Action and the EU funding. At the



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community level, all activities funded by sub-grants will contain branding and marking requirements in their contracts.

Style Guide:

- ✓ Font: Calibri, 12
- ✓ Use active voice when drafting social media posts
- ✓ Communicate in simple language, explaining the why besides what
- ✓ Use Oxford Comma (ex. Municipality of Roskovec, SCiDEV, and Kurjan School signed an agreement.)
- ✓ Avoid disambiguation
- ✓ Include call for actions attractive to local young people and community
- ✓ Always cite the support of the EU and the implementers. Use this template phrase for public news/social media/ email promotion:
ENG: *Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups”, is a project implemented by the Municipality of Roskovec in partnership with SCiDEV and co-funded by the European Union.*
Or
This project is implemented by the Municipality of Roskovec in partnership with SCiDEV and co-funded by the European Union

AL: *“Rivitalizimi i Shkolla Qendër Komunitare në Kurjan për një qasje më të mirë në zhvillimin social dhe ekonomik për të rinjtë dhe grupet e skajuar”, është një projekt i zbatuar nga Bashkia Roskovec në partneritet me SCiDEV dhe bashkëfinancuar nga Bashkimi Evropian.*

Ose

Ky projekt zbatohet nga Bashkia Roskovec në partneritet me SCiDEV dhe bashkëfinancohet nga Bashkimi Evropian.

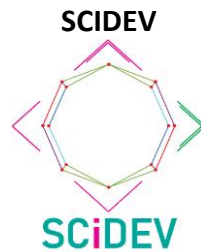


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Visual Identity

- ✓ Use the official logos of implementing partners and donor

MUNICIPALITY OF ROSKOVEC



EUROPEAN UNION



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- ✓ **POSITION OF LOGOS:** In each agenda, participant list or any other document prepared for public events and/or publications, the logo of Municipality of Roskovec is placed on the Top Left part, followed by the logo of SCiDEV in the middle and the logo of EU on the Top Right part of the document. The logo of the EU accompanied by the tagline 'Co-funded by the European Union' shall be placed at top right of the document. See Annex 1 and Annex 2 for more.
- ✓ Logos of EU can be accessed here https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en
- ✓ Logos of SCiDEV and Municipality of Roskovec are available upon requests to project manager and contact persons



ROSKOVEC MUNICIPALITY



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- ✓ Participants lists' shall contain consent information on the usage of images of participants during public events. See Annex 2 for more.
- ✓ Before any event, publication, video and any other public product, SCiDEV shall be consulted and when necessary, approval from European Union will be sought, on specific products that go beyond the general guidelines provided.
- ✓ Include the **disclaimer** in publications (print and digital), reports and videos

DOCUMENT DISCLAIMER

ENG: *This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of SCiDEV and Municipality of Roskovec and can under no circumstances be regarded as reflecting the position of the European Union.*

AL: *Ky dokument është prodhuar me ndihmën financiare të Bashkimit Evropian. Përmbajtja e këtij dokumenti është përgjegjësi e vetme e SCiDEV dhe Bashkisë Roskovec dhe në asnjë rrethanë nuk mund të konsiderohet se pasqyron qëndrimin e Bashkimit Evropian.*

VIDEO DISCLAIMER

ENG: *This video has been produced with the financial assistance of the European Union. The contents of this video are the sole responsibility of SCiDEV and Municipality of Roskovec and can under no circumstances be regarded as reflecting the position of the European Union.*

AL: *Kjo video është prodhuar me ndihmën financiare të Bashkimit Evropian. Përmbajtja e kësaj video është përgjegjësi e vetme e SCiDEV dhe Bashkisë Roskovec dhe në asnjë rrethanë nuk mund të konsiderohet se pasqyron qëndrimin e Bashkimit Evropian.*

VIII. Monitoring and evaluation

The aim of monitoring and evaluation is to assess the benefits in achieving the project goals. It aims at offering us information for our communication to be factual, reliable and on time.

Activities and outcomes that will be tracked and measured include:

- *Media* – press clipping, number of stories, tone, and content;



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- *Social media* – traffic, tone, content, separate link dedicated to feedback;
- *Advertising* – number of ads and placement;
- *Correspondence and feedback* – letters/emails, comments on Facebook and YouTube videos, public meetings;
- *Website sections of both Municipality of Roskovec and SCiDEV*- traffic, number of visitors, average time spent on the web section



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Annex I: Sample Agenda

Project: “Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups”

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WP1 – Preparation and reconstruction

Activities:

- 1.1. 1.Evaluation of educational services provided by the Municipality of Roskovec
- 1.1.2 Evaluation of the needs of the target groups in Kurjan Administrative Unit

FIELD VISIT FOR THE EVALUATION AND NEED ASSESSMENT

24th April 2023

10:30 – 16:30

Venue: Conference Room, Municipality of Roskovec and in the field in Kurjan Administrative Unit

Rationale and aim of the field visit

A field visit to Kurjan Administrative Unit co-organized by the project partners will provide valuable information and insights into the needs and challenges of the target groups related to Outcome 1 of the project “To increase the viable employment and income generation opportunities for young men and women in Kurjan as alternative to cannabis cultivation and trafficking through revitalisation of high school as community and professional training center”.

A guided discussion will be conducted with Municipality staff to assess the current situation of the educational services and economic and employment opportunities offered by the Municipality of Roskovec.

Additionally, an online / printed questionnaire will be used to collect quantitative data from target groups in Kurjan Administrative Unit. The questionnaire will collect information on the educational and professional background of the respondents, their current employment status, and their interest in participating in start-up subgrants, mentoring programs, and professional training courses.

Overall, the field visit will help to ensure that the project's interventions are tailored to the specific needs and priorities of the target groups in Kurjan, and that the project is effective in increasing viable employment and income generation opportunities as alternatives to cannabis cultivation and trafficking.



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Project: “Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups”

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AGENDA

FIELD VISIT FOR THE EVALUATION AND NEED ASSESSMENT

24th April 2023
10:30 – 16:30

Venue: Conference Room, Municipality of Roskovec and in the field in Kurjan Administrative Unit

10:30 -

REGISTRATION

10:30 – 10:45	Presentation of the project and participants Project Coordinator, Municipality of Roskovec
10:45 – 11:00	Presentation of aim of field visit for evaluation and need assessment Experts, Center Science and Innovation for Development (SCiDEV)
11:00 – 11:45	Guided discussions on the educational services provided by the Municipality of Roskovec Moderated by SCiDEV Experts
11:45 – 12:30	Presentation of the methodology approach for the evaluation of needs of the target groups in Kurjan Administrative area SCiDEV Experts
12:30 – 13:30	Lunch and travel to Kurjan Administrative area
13:30 – 16:00	Piloting of questionnaire completion by project staff with the support of SCiDEV experts
16:00 – 16:30	Wrap up



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Annex II: Sample Participants List

LIST PREZENCA

Projekti: "Rivitalizimi i Shkolla Qendër Komunitare në Kurjan për një qasje më të mirë në zhvillimin social dhe ekonomik për të rinjtë dhe grupet e skajuar"

Projekti zbatohet nga Bashkia e Roskovecit në partneritet me SCiDEV dhe bashkëfinansuar nga Bashkimi Europian

VIZITË NË TERREN PËR VLERËSIMIN E NEVOJAVE

24 Prill 2023
10:30 – 16:30

Salla e Mbledhjeve, Bashkia Roskovec dhe në terren në njësinë Kurjan

Duke firmosur këtë listprezencë bie dakord me mënyrën si do të përdoren të dhënat e mia nga partnerët në projekt, vetëm për qëllime të projektit dhe promovimit të tij në rrejet sociale. Të dhënat e mia nuk do ti kalohen palëve të treta pa miratimin tim. Të dhënat do të ruhen sipas legjislacionit në fuqi për mbrojtjen e të dhënave personale.

Nr	Emër Mbiemër	Pozicioni/Institucioni	Nr telefoni	Email	F/M/tjetër	Firma
1						
2						
3						



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Annex III: Sample Poster



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REVITALIZATION
of the Community Center School
in Kurjan for a better access to
SOCIAL and ECONOMIC
DEVELOPMENT
for **YOUNG PEOPLE**
and **DISADVANTAGED GROUPS**





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Annex IV: Sample Roll up



REVITALIZATION
of the **Community Center School**
in Kurjan for a better access to
SOCIAL and **ECONOMIC**
DEVELOPMENT
for **YOUNG PEOPLE**
and **DISADVANTAGED GROUPS**



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Annex V: USB Stamps



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REVITALIZATION of the Community Center School
in Kurjan for a better access to **SOCIAL** and **ECONOMIC**
DEVELOPMENT for **YOUNG PEOPLE**
and **DISADVANTAGED GROUPS**



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REVITALIZIMI i Shkolla Qendër Komunitare
në Kurjan për një qasje më të mirë në
ZHVILLIMIN SOCIAL dhe **EKONOMIK**
për të **RINJTË** dhe **GRUPET E SKAJUARA**



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Annex VI: Shirt stamp



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REVITALIZATION of the Community Center School
in Kurjan for a better access to **SOCIAL** and **ECONOMIC**
DEVELOPMENT for **YOUNG PEOPLE**
and **DISADVANTAGED GROUPS**



Annex VII: Leaflet

Objekti i përgjithshëm i projektit është përmirësimi i zhvillimit social dhe ekonomik në bashkinë Roskovec nëpërmjet punësimit të qëndrueshëm dhe mundësi të gënjimit të ardhurave si alternativë ndaj kultivimit dhe trafikimit të kanabisit dhe shërbimeve të integruara publike në nivel vendor.

Kohëzgjatja: 10.10.2022 – 10.04.2025 (34 muaj)

By objektiva kryesore:

1. Rritja e mundësi të punësimit dhe të ardhurave për të rinjtë e Kurjanit si një alternativë ndaj aktiviteteve të paligjshme nëpërmjet rivitalizimit të shkollës së mesme lokale si qendër komunitare dhe formimi profesional.

2. Forcimi i kapaciteteve të Bashkisë Roskovec për të rritur ndërgjegjësimin e publikut kundër kultivimit dhe trafikimit të kanabisit, duke u fokusuar tek të rinjtë, gratë dhe grupet vulnerabel nëpërmjet shërbimeve publike të integruara në arsim, trajnim profesional dhe gënjim të ardhurash.

Çfarë ofron projekti:

Një shkollë e rikonstruktuar, e modernizuar me ambiente dhe pajisje për formimin profesional dhe trajnim.

Program trajnimi të përshtatura bazuar në vlerësimet e nevojave të komunitetit lokal.

Kurse trajnimi profesional për të rinjtë e grupeve të skajjuara.

Një program mentorimi dhe përshpejtimi për të mësuesit sipërmarjës në agroturizim, produktet artizanale lokale dhe bizneset e vogla.

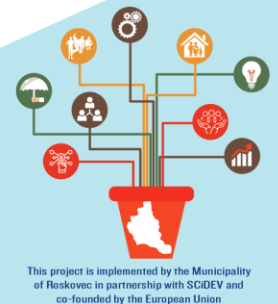
Fuqizimi i Bashkisë:

- Projekti ofron program për zhvillimin e kapaciteteve për stafin e bashkisë për të përshtatur shërbimet publike për t'i shërbyer më mirë nevojave të komunitetit lokal.
- Projekti synon të rrisi aksesin në shërbime lokale për grupet vulnerabel, duke shkurtuar distancat për të hyrë në arsim dhe duke lehtësuar praktikën dhe punësimin.
- Projekti mbështet fushatat e ndërgjegjësimit të publikut dhe angazhimin e komunitetit për të luftuar kultivimin dhe trafikimin e kanabisit, duke bashkëpunuar me aktorë lokalë si shkollat, policia, shoqëria civile dhe media.
- Projekti vlerëson dhe përfiton nga mësimet e nxjerëra, duke përgatitur një plan qëndrueshmërie për Bashkinë për të përmirësuar më tej mundësitë sociale dhe ekonomike për grupin e synuar.

Rezultatet e pritshme:

- Përmirësimi i shërbimeve të arsimit publik në Bashkinë Roskovec.
- Rritja e mundësi të punësimit për të rinjtë dhe gratë dhe grupe të skajjuara.
- Rritja e ndërgjegjësimit të publikut kundër kultivimit dhe trafikimit të kanabisit, duke u fokusuar tek grupet e skajjuara.
- Rritja e kapaciteteve të stafit të Bashkisë për të rritur ndërgjegjësimin e publikut dhe për të ofruar shërbime gjithëpërfshirëse për grupet e skajjuara.

REVITALIZATION of the Community Center School in Kurjan for a better access to SOCIAL and ECONOMIC DEVELOPMENT for YOUNG PEOPLE and DISADVANTAGED GROUPS



The overall objective is to improve the social and economic development in the municipality of Roskovec through viable employment and income generation opportunities as alternative to cannabis cultivation and trafficking and integrated public services at local level.

Timeframe: 10.10.2022 – 10.04.2025 (34 months)

Two Key Objectives:

1. Increase employment and income opportunities for Kurjan's youth as an alternative to illicit activities through the revitalization of the local high school as a community and professional training center.

2. Strengthen the Municipality of Roskovec's capacity to raise public awareness against cannabis cultivation and trafficking, focusing on youth, women, and vulnerable groups through integrated public services in education, vocational training, and income generation.

What the project offers:

A reconstructed, modernized school with facilities and equipment for professional and vocational training.

Tailored training programs based on local community needs assessments.

Professional training courses for at-risk youth from vulnerable communities.

A mentoring and acceleration program to support entrepreneurship in agro-tourism, local artisanal products, and small businesses.

Empowering the Municipality:

- We provide capacity development programs for municipality staff to adapt public services to better serve local community needs.
- We aim to increase access to local services for vulnerable groups, shortening distances to access education, and facilitating internships and employment.
- We support public awareness and community engagement campaigns to combat cannabis cultivation and trafficking, partnering with local stakeholders such as schools, police, civil society, and media.
- We evaluate and capitalize on lessons learned, preparing a sustainability plan for the Municipality to further improve social and economic opportunities for the target group.

Expected Outcomes:

- Improved public education services in the Municipality of Roskovec.
- Increased employment opportunities for young people and women.
- Heightened public awareness against cannabis cultivation and trafficking, focusing on vulnerable groups.
- Enhanced capacities of municipal staff to raise public awareness and provide comprehensive services for vulnerable groups.

REVITALIZIMI i Shkollës Qendër Komunitare në Kurjan për një qasje më të mirë në ZHVILLIMIN SOCIAL dhe EKONOMIK për të RINJTË dhe GRUPET E SKAJJUARA





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Annex VIII: Communication and Visibility Budget of the Project

VISIBILITY BUDGET OF THE PROJECT: Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups				
Item	units	€/unit	cost €	Budget (Coordinator or Project partner)
Promotional material/Event				
Awareness Raising Campaign	3	1100	3300	Project Partner (SCiDEV)
Design and printing of roll up, leaflet, promotional tote bags, shirts, USB for 150 persons	1	3000	3000	Coordinator (Municipality of Roskovec)
Photographer services	10	100	1000	Coordinator (Municipality of Roskovec)
Video services for awareness raising campaign	1	3500	3500	Project Partner (SCiDEV)
Online promotion sponsored posts	24	20	480	Coordinator (Municipality of Roskovec)
Media articles and reports	5	150	750	Coordinator (Municipality of Roskovec)
Final documentary with success story	3	600	1800	Coordinator (Municipality of Roskovec)
TOTAL Coordinator (€)				7030
TOTAL Project partner (€)				6800
TOTAL BUDGET				13830



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Annex IX: Detailed Activity Plan

Activity plan of the project < Revitalization of the Community Center School in Kurjan for a better access to social and economic development for young people and disadvantaged groups >							
<YEAR 1>							
Activity	Why / target groups	Who	How	When	Financing Coordinator	Financing Project partner	Budget lines
Awareness raising campaign	Young people, community, donors, stakeholders	SCiDEV	Awareness raising campaign. All partners will comply with and fully apply EU's Communication and Visibility Manual for External Actions. SCiDEV will design the awareness raising campaign and implement with MR with online and offline tools and channels in Albanian to reach target group. SCiDEV will design and implement the campaign. It will be agreed with Municipality of Roskovec and the donor	Year 1	0 EUR	1100 EUR	5.8.1
Design and printing of roll up, leaflet, promotional tote bags, shirts, USB for 150 persons	Young people, community, donors, stakeholders	Municipality of Roskovec	Printing of roll up, leaflet, promotional tote bags, shirts, usb for 150 persons	Year 1	3000 EUR	0 EUR	5.8.2
Photographer services	Young people, community, donors, stakeholders	Municipality of Roskovec	Per each event a photographer will be engaged for professional photos, this will be a person also from the target group and encourage for start up. 3 events will be photographed during Year 1 of the project implementation	Year 1	300 EUR	0 EUR	5.8.3



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Video services for awareness raising campaign	Young people, community, donors, stakeholders	SCiDEV	SCiDEV will develop infographics and short videos for awareness raising during the first year of the project implementation	Year 1	3000 EUR	0 EUR	5.8.4
Online promotion sponsored posts	Young people, community, donors, stakeholders	Municipality of Roskovec	12 Facebook and Instagram sponsor posts for increased and targeted outreach	Year 1	240	0 EUR	5.8.5
Local media publication for increased visibility	Young people, community, donors, stakeholders	Municipality of Roskovec	Local media publication for increased visibility	Year 1	300 EUR	0 EUR	5.8.6
<YEAR 2>							
Activity	Why / target groups	Who	How	When	Financing Coordinator	Financing Project partner	Budget lines
Awareness raising campaign	Young people, community, donors, stakeholders	SCiDEV	Awareness raising campaign. All partners will comply with and fully apply EU's Communication and Visibility Manual for External Actions. SCiDEV will design the awareness raising campaign and implement with MR with online and offline tools and channels in Albanian to reach target group. SCiDEV will design and implement the campaign. It will be agreed with Municipality of Roskovec and the donor	Year 2	0 EUR	1100 EUR	5.8.1
Photographer services	Young people, community, donors, stakeholders	Municipality of Roskovec	Per each event a photographer will be engaged for professional photos, this will be a person also from the target group and encourage for start up. 3 events will be photographed during Year 1 of the project implementation	Year 2	300 EUR	0 EUR	5.8.3
Online promotion sponsored posts	Young people, community, donors, stakeholders	Municipality of Roskovec	12 Facebook and Instagram sponsor posts for increased and targeted outreach	Year 2	240	0 EUR	5.8.5



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Local media publication for increased visibility	Young people, community, donors, stakeholders	Municipality of Roskovec	Local media publication for increased visibility	Year 2	300 EUR	0 EUR	5.8.6
<YEAR 3>							
Activity	Why / target groups	Who	How	When	Financing Coordinator	Financing Project partner	Budget lines
Awareness raising campaign	Young people, community, donors, stakeholders	SCiDEV	Awareness raising campaign. All partners will comply with and fully apply EU's Communication and Visibility Manual for External Actions. SCiDEV will design the awareness raising campaign and implement with MR with online and offline tools and channels in Albanian to reach target group. SCiDEV will design and implement the campaign. It will be agreed with Municipality of Roskovec and the donor	Year 3	0 EUR	1100 EUR	5.8.1
Photographer services	Young people, community, donors, stakeholders	Municipality of Roskovec	Per each event a photographer will be engaged for professional photos, this will be a person also from the target group and encourage for start up. 3 events will be photographed during Year 1 of the project implementation	Year 3	400 EUR	0 EUR	5.8.3
Local media publication for increased visibility	Young people, community, donors, stakeholders	Municipality of Roskovec	Local media publication for increased visibility	Year 3	150 EUR	0 EUR	5.8.6
Final documentary with success story	Young people, community, donors, stakeholders	Municipality of Roskovec	Capitalisation of the entire project results in three documentaries featuring beneficiaries.	Year 3	1800 EUR	0 EUR	5.8.9