

ORGANIZATION INFORMATION**1. Name of organization:****2. Contact person: Sulo Haderi****3. Title of contact person: Executive Director****4. Phone Number: 00355692095781****5. Fax number: 04234629****6. E-mail address: haderi@yahoo.com****7. Street Address: Rr. Muhamet Gjollesha, Nr.****8. City/ Town/ Village: Tirana****9. Type of organization (tick in box below)**

Academic

Non-Governmental Organization

Private-for-profit

International NGO

Cooperative

Individual

Foundation

Government agency

Other (specify type of organization)

BASIC PROJECT INFORMATION**10. Title of your project proposal: Investing in young people, through introduction of Key Competence Framework.****11. Project Summary (Suggested limit: 250 words)** Please summarize your project. The summary should include three main sections: Objective, Rationale, Effectiveness (See for examples Annex A at the end of this form):**Objective:** To prepare the selected candidates with adequate and complementary skills and knowledge in:

- Tour guiding and touring objects – (Tour Guides)
- Necessary Start up information and consultancy for small enterprises – (Small Enterprise Advisors)

Rationale: Even though the labor market in Albania is under dynamic development; it is still characterized by underdeveloped institutions and lack of flexibility. This is reflected in the lack of information and high costs of providing it, which causes high structural and frictional unemployment.

Certain market segments, like tourism and advisory for small businesses, represent two typical examples.

Tourist agencies face considerable difficulties in providing qualified tour guides especially in introducing historical, cultural and natural monuments and objects. This fact affects considerably the quality of the services offered in this sector. According to the different assessments and evaluations done recently, the lack of tour guides reduces the activity of tourism about 30%.

Meanwhile a lot of initiatives for starting up small businesses are not implemented or fail right after implementation because of the lack of necessary advisory in this field. According to different studies, around 50 % of investors who want to start up a small business need at least a year from the determination of the idea to the implementation phase, and 30 % shift to different possibilities. On the other hand, a considerable share of graduated students need a relatively long period to find a job, and to find a job as a tour guide or an advisor, specific post graduation training is required.

Effectiveness: The project will make the identification and selection of 45 post-graduated students in History,

Geography, Tourism-Marketing, and Foreign Language Faculty ,the training of them for 4 months with professional training courses , completing and widening their knowledge in the Key Competences framework. This will ensure an adequate labor supply both for tourist agencies and private advisory market for pre-start and start-up consultancy.

This will be accomplished by combining CEBE vast experience and practice in this area and high quality academic resources. In fulfilling the identified needs, this will give us the chance to establish a sustainable activity which will progress according to the dynamics of the needs in the tourism and advisory markets.

The experience and the outcomes, be provided in these two markets will make possible to expand the activities in other markets, like the agribusiness market, for instance in the future.

In the same time, this project will provide additional support to SMEA initiative in building a commercial register of SME trainers and advisors. This is a very important program which will ensure the quality of services provided to SME-s.

This project will also assist the establishment of the “Tour Guides Association”.

12. Total amount needed to implement the project proposal (in US\$): 49 250

PROJECT DETAILS

13. How will your project address the problem of unemployment? (Suggested limit: 200 words):

Enrolling and training 45 graduated students graduated mainly from History , Geography, Tourism , Marketing and Foreign language, will affect directly employment and it will not only just reduces the period of finding a job but it will also increases employment chances through their training by achieving of specific knowledge on those jobs they look for. These trained resources can either be self-employed as tour-guides that sell their services to tourist agencies, or can be employed by them. In the same way the advisors can open their own advisory studio or can be employed in existing studios which are looking for this kind of professionals. The final effect of the new advisory services in start-ups will increase further more the chances of employment in these businesses. Our organization will play the role of the intermediary through providing current information, know-how and market research and this will increase the chances of providing higher income and employment opportunities within the organization. Continuing and expanding these activities in other markets like agribusiness in the future, will be a sustainable resource of employment. SME advisors will be assisted in the future by SMEA and will represent an important service network for businesses. We will enhance their chances to establish and keep contacts with their clients by providing them access in the SME database.

14. Briefly describe what makes your project innovative. (Suggested limit: 200 words) (Please refer to

Annex B for the “Typology of Innovation” at the end of this form):

This project’s aim is to develop contemporary methods of increasing the quality of human resources. The students’ training on tour guides or advisory for small enterprises, will significantly focuses the provision of key-competences such as interpersonal and communication skills, foreign language skills, professional skills, entrepreneurship skills, etc. In this project will participate a civil organization which will provide assistance in different activities concerning specific markets like tourism and advisory services. The target group of the labor force, post graduated students, is particularly vulnerable due to limited orientation and career planning and guiding. Here we include the immediate graduated as well as those who have graduated before two to three years. Tour guide service is a well known product in a lot of countries but in Albania it is nearly a missing product as well as the relevant technology to develop it. In Albania, there is also need for business tailored professional consultancy for pre-start and start-up. This scheme will be implemented for the first time in Albania and will inject to the private sector, the post graduated students with a complete SME management background.

15. What are the expected results and beneficiaries of your project at the end of the one-year implementation period? Indicate how many beneficiaries your project expects to reach within the funding and duration of Development Marketplace support (**Suggested limit: 150 words**):

During the period of project that will be sustained by the World Bank, we expect the following outcomes: After different analysis and research in two markets (tourism and establishment of small enterprises) , we will e able to develop data on the size and trends of these markets for the following periods and we will identify their needs for specific skills requirement A data base will be created and it will be enriched in the future.

At least 45 post-graduated students will receive training for tour guides and advisory services and will be employed in tourist agencies and advisory studios. Tourist agencies will have the chance to expand their activity and offer tour guiding to historical, cultural and tourist monuments for a wide range of different tourists that visit Albania.

We expect 35 of them get a job or start an independent business activity.

A new network of pre-start and start up consultancy services will be established and it will cooperate closely with SMEA.

The training capacities of the organization will be enhanced and strengthened by introducing new qualified trainers, creating new training materials enriched with information in new elements concerning key-competences and by expanding and strengthening the organization’s expertise in new research areas.

16. Briefly describe how your project can be replicated/expanded (Suggested limit: 150 words):

The success of this project will rely on the information provided on the targeted and potential markets about their needs in labor supply and the potential of the organization to implement this project, which offers

considerable space to grow further in tourism and advisory markets in the future. It is possible to expand either in other new markets like agribusiness or in new geographic areas. The capacities and contacts' network of the organization and in particular its partner, Small and Medium Enterprises Agency (SMEA), make possible for this project to expand in neighbor countries like Macedonia, Montenegro and Kosovo. Of course, it is an advantage that a considerable Albanian community lives there.

17. Is your project addressing the issue of youth unemployment and/or regional cooperation? If yes, briefly describe how (Suggested limit: 150 words):

This project fully addresses the problem of unemployment in young ages of labor force. Its main purpose is to create qualified employees (by enrolling post-graduated unemployed students) for specific businesses which offer new products. It has specific and measurable objectives of employment (45 students an all of them are of young ages). In the next stage we aim to expand the project in neighboring countries by establishing regional cooperation with similar organizations and actors in these countries.

ACTIVITIES OF THE PROJECT

18. Project implementation and milestones (Suggested limit: 800 words)

List and describe the concrete activities that the project will undertake to implement for the duration of the grant. If selected as a winner, your project will be given an initial payment (~50%) to begin implementation. You will then be expected to meet the first set of milestones before being paid the remainder of the grant funds. Therefore, please structure your implementation plan/ timeline under two sets of milestones that will correspond with the project payments.

Implementation Activities/ Milestones after first payment:

Tour Guides and Young SME Advisors

- ✓ Analyze tourism market on existing and potential touring, historical and cultural objects. Rely on market inquiry, existing information, and use the partner's data base to give advisory services.
- ✓ Identification and selection of the post graduated students (through media publications or direct contacts in universities) and prepare their profile data.
- ✓ Preparing of the Training materials by Lecturers
- ✓ Copying and printing of training e materials

a. Training Modules for Tour Guides

- *History Knowledge*
- *Integrated foreign language*
- *Interpersonal communication skills*
- *Entrepreneurship*
- *Digital knowledge*
- *Professional skills/ Practical Tour guiding*

b. Training Modules for Young SME Advisors

- *Entrepreneurship*
- *Business planning and consulting*
- *Marketing Planning*
- *E -business*
- *International Business*

Implementation Activities/ Milestones after second payment

a. Tour Guides

- ✓ Organize tour guide's training: 5 modules 15 hours each
- ✓ Organize a 5 day tour in touring objects
- ✓ Organize the final test, grade the students and issue a certificate
- ✓ Assist the establishment of the "Tour Guide Association"

b. Young SME Advisors

- ✓ Organize SME advisor's training: 5 modules 15 hours each
- ✓ Internship in business agencies
- ✓ Organize the final test, grade the students and issue a certificate
- ✓ Create a data base by using market data and other information provided during the activity.
- ✓ The Advisors will draft business plans for the first companies which will ask their services
- ✓ Organize a Workshop to summary the general outcomes

19. Organizational Sustainability: Project Team and Partners (Suggested limit: 200 words)

Applicant Organization: Describe the role of the applicant organization.

Center for Economic and Business Education - CEBE, was established in year 2001 from representatives of economic academics and business community. The mission of CEBE is promotion of basic business and economic education principles through improving teaching skills and background business leaders and managers, teachers of high schools, establishing networks of all interested parties/institutions, recommending all necessary improvements of the legal framework. CEBE experience includes trainings, surveys, lobbying and awareness activities. Main donors/partners of CEBE are National Council on Economic Education (NCEE), SYNOVATE International, local business community, Ministry of Education and Science of Albania, Economic faculties all around the country. CEBE has established an effective network of all homologues organization in all Center and Eastern Europe Countries. In addition, CEBE maintains a wide network of trainers, mainly university lecturers, and interviewers for different market surveys.

Main Partner Organization (if applicable): Please list the contact information of your partner organization and explain the partner's role in your project.

SME Agency. Rr. Gjergj Fishta. Pall. Shallvare. Tirana

Tel .++355 4 254316 E-mail: matilda_tola@yahoo.com

The SME Agency is the government Agency responsible for the implementation of SME Strategy in Albania. Among the priorities of the agency work, remains the technical assistance for the new start-ups as well as those who want to grow their business in Albania. One of the objective of *the SME Agency is to develop a competitive and quality supportive framework for business service providers in order to ensure a consistent upgrade of their quality, which should subsequently benefit and contribute to the approximation of business management performance to the regional, EU and International Standards.* More specifically, The SMEA has focused on :

- Research the best practices of the structuring, organizing and developing the Consultancy Services tailored to the National Agenda of SME Entrepreneurship development and Competitiveness in Albania
- Investigate the system to evaluate and classify the quality and capacity of business consultant in Albania to enable a transparent selection of appropriate consultant by potential customers
- Look on the development and delivery of program of soft support measures to help companies to address areas of competitiveness weakness.

In this regard, preparing people for new business start-ups in tourism guide and SME Consultancy market will contribute to the overall program of the Agency. This is why the SMEA will provide the information, database of companies, its know-how to the project manager. The SMEA will watch closely the performance of the trainee's in order to further coordinate and assist them in their innovative ventures.

The SMEA will coordinate with the CEBE for establishing a regular service for this specific training project and other initiatives in the benefit of SME development, business start-ups, generation of innovative ideas, entrepreneurial learning etc

MONITORING

20. Briefly describe how will you monitor the progress of the project (Suggested limit: 150 words):

The staff of CEBE will monitor each of the activities mentioned above and will issue a report. The fact that these activities are measurable, makes their monitoring and reporting easier. The enrolled candidates, the reports on market analysis, training module materials, preparing the financial report for all activities expenditures (which will be submitted to the donator) and all the system of documentation and reporting will be subject to our monitoring.

A periodic report (every month) will be presented by the Executive Director to the Board of the Foundation in addition to the other reports required by WB and other donators' standards.

EVALUATION

21. Briefly describe what will you consider to be the success of the proposed project (Suggested limit: 150 words):

- ✓ This project has clear and measurable objectives which will have impact in increasing employment and in economic and social indicators.
- ✓ Beside its expected short term and midterm outcomes, this project will create a model which will generate further institutional developments in labor market.
- ✓ It offers a chance to increase inter-regional cooperation, and also to increase the level of integration and mobility of labor force in the region.
- ✓ It will create a data base with information from the tourism and advisory markets in order to assess the touring potential of our country, the number of tourists visiting Albania in several consequent years and to make forecasts for the future; to assess the number of small enterprises that are established and the number of those which default every year.
- ✓ Training 25 tour guides by providing all the necessary key-competences
- ✓ Finding a job to at least 80% of them
- ✓ Establish the "Tour Guide Association"
- ✓ Training about 20 advisors for small enterprises start –ups
- ✓ Finding a job to at least 70 % of them and creating 80% chances for self-employment
- ✓ Creating an innovative partnership schema which includes businesses, NGO and academics
- ✓ Including and combining training and teaching materials
- ✓ Give assistance to establish the "Tour Guide Association"

BUDGET

22. Please provide financing information and a detailed estimate of the budget for project activities:

CO-FINANCING

CO-FINANCING	AMOUNT (IN USD)
A. <u>APPLICANT CONTRIBUTION</u>	
1). Cash	3,000
2). Non-Cash	4,500
B. <u>West Balkan DM CONTRIBUTION</u>	35,000
C. <u>OTHER SOURCES (if any)</u>	6750
D.	
E.	
TOTAL FINANCING (A+B+C)	49250

PROJECT COST

Activity	A	B	A*B	Total \$
	Unit cost \$	Number of units	Total cost \$ (A*B)	
Personnel	2700	2	5400	5400
Training				25220
- Guides	15800	1	15800	15800
- Yong Consultants	9420	1	9420	9420
Materials and Equipment	2980	1	2980	2980
Travel	1200	1	1200	1200
Other				14450
- Internship	8000	1	8000	8000
- Survey & researches	1125	2	2250	2250
- Media	1350	2	2700	2700
- Other cost	1500	1	1500	1500
Evaluation	-	-	-	-
TOTAL			49250	
DM Funding			35000	
Applicant Funding			7500	
Other Sources			6750	

23. How will your project continue beyond the phase funded by the West Balkan Development Marketplace? Provide an estimate of when you expect to cover your operational costs through revenues.

(Suggested limit: 150 words, beside the table):

PROJECTED INCOME STATEMENT

	YEAR ONE (project)	YEAR TWO
REVENUES		
Sale of Goods and Services	\$	\$ -
Fee (45 persons)	\$	\$ 9000
Brokerage -	\$	\$ 9000
Other sources	\$ 14250	\$ 24200
Totals	\$ -	\$ 42200
EXPENSES		
Personnel	\$ 5400	\$ 5400
Material and Equipment	\$ 2980	\$ 2980
Training	\$ 25220	\$ 20420
Travel	\$ 1200	\$ 1200
Other	\$ 12950	\$ 10700
Evaluation/Dissemination	\$ -	\$ -
General/Overhead	\$ 1500	\$ 1500
Totals	\$ 49250	\$ 42200
NET GAIN (LOSS)	\$ 35000*	\$ -

*** To be funded by WB**

Please sign below to affirm that the information you have provided is to the best of your knowledge true and complete. If you provide any information which you know is false, or if you withhold relevant information, this may lead to your proposal being rejected and disqualification from participating in the competition.

Signature of organization contact person: Sulo Haderi	Date: 17. 04. 2005
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