

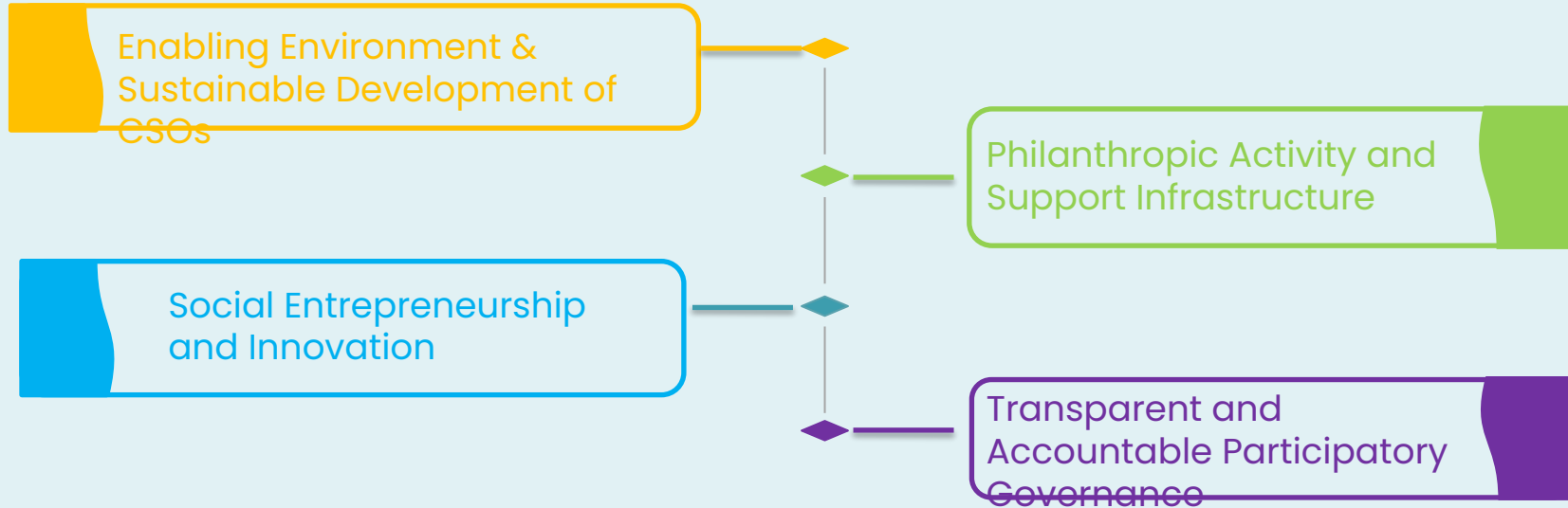
# Creating Bridges among CSOs and Businesses

**Kostandina Këruti**



**PARTNERS ALBANIA**  
FOR CHANGE AND DEVELOPMENT

# Programmatic Areas



# Collaboration with the private sector

- ❖ In 2006 PA introduced a **fee – for-service training package, tailored mentoring and dialogue facilitation sessions,**
- ❖ Since that time PA have regular service contracts with various companies, particularly banks and telecommunication companies, **assisting around 2000 employees** by driving the workforce performances and inspiring a culture of lifelong learning.



# CSO – Private sector collaboration

## Green Businesses Competition

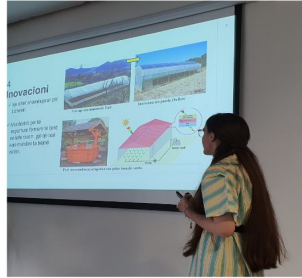


**“Green Business Competition”** – supporting new green initiatives that use local resources and revitalizing traditions of production and local markets.

- ✓ **Financial support** - a combination of philanthropic institutions and business contributions (in-cash & in-kind).
- ✓ **Support scheme** includes *coaching* and *training* for SEs provided by businesses in the form of pro-bono assistance.

# CSO – Private sector collaboration

## Green Businesses Competition



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## Green Businesses Competition



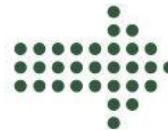
Direct employment to **88 individuals**, mainly youngsters, women and people coming from marginalized groups.



entrepreneurs have received trainings and coaching.



**social enterprises** have been supported with a total financial amount of around 28.4 million ALL (approx. EUR **230,000**).



times Albanian winners have been awarded at Regional Green Ideas Competition.

# CSO – Private sector collaboration

## Green Businesses Competition

Enhancement of local economy development, by supporting

58 local farmers

around  
85 guest's houses &  
bars and  
restaurants



which have  
accommodated and  
provided services for

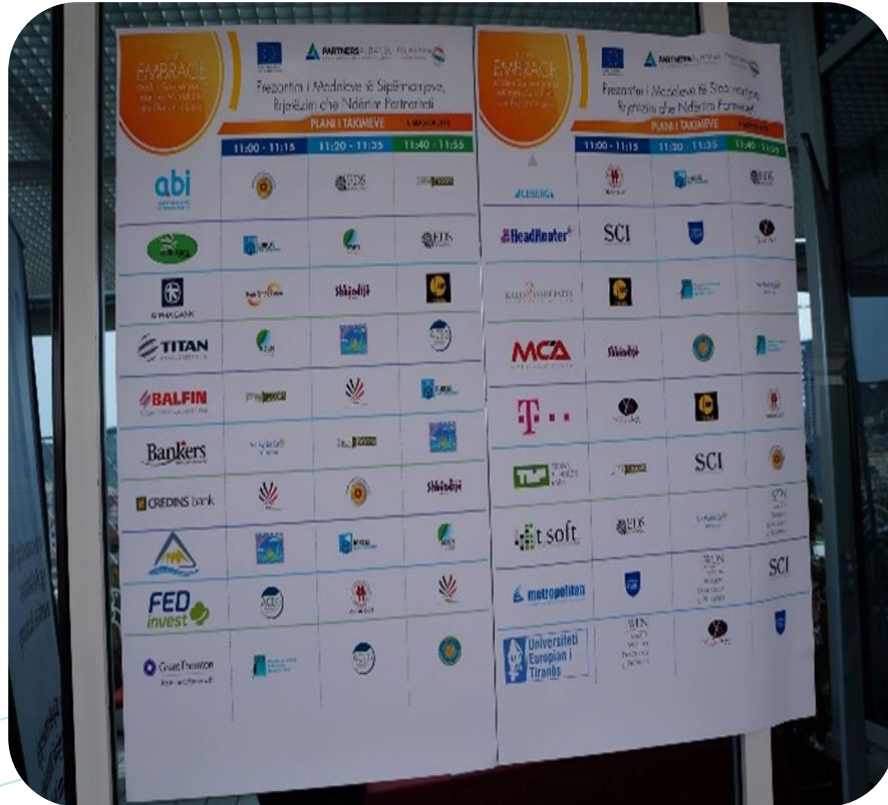
around  
8,750 visitors



Their field of operations involved:  
***recycling and up cycling, promotion of  
culture heritage and domestic culinary,  
responsible tourism and agro-tourism,  
crafts production, local, innovative and  
healthy products, as well as  
birdwatching.***



# SPEED DATING EVENTS



- ❖ Building **trust, partnerships** and **accountable** CSOs
- ❖ **281 participants** attended the seven events 2017 – 2021.
- ❖ Participation of **116 CSOs, 40 businesses, and 6 public institutions.**
- ❖ **Wide geographic coverage** - Tirana, Durrës, Korçë, Shkodër, Vlorë and Elbasan municipalities.
- ❖ **10 businesses** offer **pro-bono assistance** in terms of marketing of products, business contract and reporting at state authorities.

# SPEED DATING EVENTS



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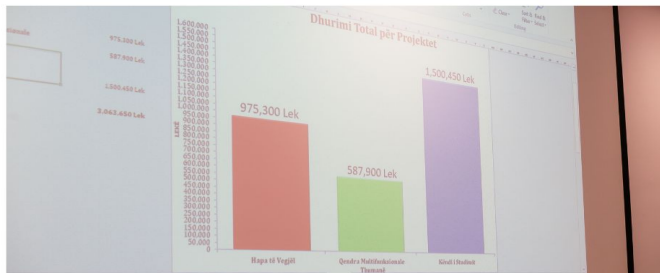




# GIVING CIRCLE EVENTS

- ❖ Live Crowdfunding event – **2 rounds** (TFN Model)
- ❖ Bring **individuals together** to learn about **community issues** and **solutions**.
- ❖ **Collective funds** to make **a difference**.
- ❖ Supported **6 community led actions by CSOs** (children with special needs, better public and school infrastructure, support youth integration and education of Roma and Egyptian children of their rights through sport).
- ❖ Increased almost **three times** the expected amount (EUR 41,000 while expected amount was EUR 15,000)

# GIVING CIRCLE EVENTS



# CSOs – Businesses

## PARTNERSHIP EXAMPLES

**Alpha Bank Albania** a long-standing cooperation with Jonathan Center. The Center provides the coffee services for the events of the Bank.

**One Telecommunications** - Celebrating Women International Day – fee-for services/products offered by the CSOs to woman employees of the company.

**Balfin Group** – provision of support for the therapies of children with Down Syndrome Centre.

**Alpha Bank Albania** provision of support for the therapies of children with Down Syndrome of Jonathan Center through the TELETHERAPY during the lockdown.

**One Telecommunications**, provision of internet services for a Day Care Center for disabled people in Tirana managed by Caritas Albania.

**First Investment Bank Albania** – provision of support for the development of marketing and promotion materials of MAMI CARE - daily center providing pre and postnatal services.

**CREDINS Bank** – provision of support through SMILE.al crowdfunding platform for revenue generation in support of implementation of community actions by 11 CSOs.





**Thank you!**

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