



Education, Audiovisual and Culture Executive Agency

Creative Europe: Culture

Ministry of Culture  
Blerta SELENICA  
Rr. Kavajes, No.4,  
PO BOX 1001  
AL - 1001 tirana

Brussels,

22. 03. 2016 16D006729

**Subject:** Specific Agreement n. 2016 - 0463 / 001 - 001 CRE CEDESK  
(please quote in ALL correspondence : failure to do so may result in your  
correspondence not being processed)

Dear Blerta SELENICA

Thank you for sending us the signed copies of the Specific Agreement. Please find enclosed your copy of the Specific Agreement duly signed by the Executive Agency.

Yours sincerely,

Barbara GESSLER  
Head of Unit

Enclosure : your copy of the Specific Agreement



Education, Audiovisual And Culture Executive Agency

**CREATIVE EUROPE: Culture**

**SPECIFIC GRANT AGREEMENT FOR AN ACTION**  
**WITH MULTIPLE BENEFICIARIES**

**SPECIFIC AGREEMENT No 2016 - 0463 / 001 - 001**

This specific agreement (hereinafter referred to as "the Specific agreement") is concluded between:

The **Education, Audiovisual and Culture Executive Agency** (hereinafter referred to as "the Agency"), acting under powers delegated by the European Commission (hereinafter referred to as "the Commission"), represented for the purposes of signature of the Specific agreement by Ms. Barbara GESSLER, Head of Unit,

on the one part,

**and**

**1. Ministry of Culture**

Rr. Kavajes, No.4,  
PO BOX 1001  
AL - 1001 tirana

VAT NUMBER: J91326001G,

hereinafter referred to as "the coordinator", represented for the purposes of signature of this Specific agreement by Blerta SELENICA

and the following other beneficiaries

**2. QENDRA KOMBETARE KINEMATOGRAFIKE**

duly represented by the coordinator by virtue of the mandate[s] included in Annex VIII of the Framework partnership agreement for the signature of this Specific agreement, hereinafter referred to collectively as "the beneficiaries", and individually as "beneficiary" for the purposes of this Specific agreement where a provision applies without distinction between the coordinator or another beneficiary,

on the other part.

*Blerta Selenica* *CE*

The following annexes form an integral part of the Specific agreement:

Annex I Description of the action

Annex II Estimated budget of the action



## ARTICLE 1 – SUBJECT MATTER OF THE SPECIFIC AGREEMENT

The Specific agreement is concluded in the context of the partnership established between the parties. It is drawn up in accordance with the relevant terms of Framework partnership agreement No **2015-2873** which has been signed between the Agency and the beneficiaries (hereinafter referred to as "the Framework agreement").

The Agency has decided to award a grant ("specific grant for an action"), under the terms and conditions set out in the Specific agreement and the Framework agreement, for the action entitled **CREATIVE EUROPE DESK Albanie** ("the action") as described in Annex I.

With the signature of the Specific agreement, the beneficiaries accept the grant and agree to implement the action in accordance with the terms and conditions of the Specific agreement and the Framework agreement, acting on their own responsibility.

## ARTICLE 2 – ENTRY INTO FORCE OF THE SPECIFIC AGREEMENT AND DURATION

**2.1** The Specific agreement shall enter into force on the date on which the last party signs.

**2.2** The action shall run as of **01-01-2016** ("the starting date of the action") and shall end on **31-12-2016**.

## ARTICLE 3 - MAXIMUM AMOUNT AND FORM OF THE GRANT

The grant shall be of a **maximum amount of EUR 48.010,61** and shall take the form of:

- (a) The reimbursement of 50,00% of the eligible costs of the action ("reimbursement of eligible costs"), which are estimated at EUR 96.021,22 and which are:**
  - (i) actually incurred ("reimbursement of actual costs") for the categories of costs indicated in Annex III.**
  - (ii) reimbursement of unit costs: not applicable
  - (iii) reimbursement of lump sum costs: not applicable
  - (iv) declared on the basis of a flat-rate of 7 % of the eligible direct costs ("reimbursement of flat rate costs") to cover the indirect costs**
- (b) Unit contribution: not applicable
- (c) Lump sum contribution: not applicable
- (d) Flat-rate contribution: not applicable





#### **ARTICLE 4 – ADDITIONAL PROVISIONS ON REPORTING, PAYMENTS AND PAYMENT ARRANGEMENTS**

##### **4.1 Reporting periods, payments and additional supporting documents**

In addition to the provisions set out in Articles II.23 and II.24 of the Framework agreement, the following reporting and payment arrangements shall apply:

- Upon entry into force of the Agreement, a pre-financing payment representing 80% of the maximum amount specified in Article I.3 shall be paid to the coordinator;

##### **Payment of the balance**

- Sole reporting period from 01-01-2016 to the end of the period set out in Article I.2.2: The balance shall be paid to the coordinator in accordance with Article II.23.2 (a) to (d).

##### **Other supporting documents:**

The request for payment of the balance shall be accompanied by a certificate on the financial statements and underlying accounts ("Report of Factual Findings on the Final Financial Report – Type I") as set out in Annex VII of the Framework agreement for each grant for which the total contribution in the form of reimbursement of actual costs as referred to in Article 3(a)(i) is less than EUR 750.000.

##### **4.2 Time limit for payments**

The time limit for the Agency to make the payment of the balance is 60 days.

##### **4.3 Language of requests for payments, technical reports and financial statements**

All requests for payments, technical reports and financial statements shall be submitted in English, French or German.

#### **ARTICLE 5 – BANK ACCOUNT FOR PAYMENTS**

All payments shall be made to the coordinator's bank account, denominated in euro as indicated below

Name of bank: CREDINS BANK

Precise denomination of the account holder: MINISTRIA E KULTURES DEGA E THESARIT

Full account number (including bank codes): AL32212110160000000000589007



**ARTICLE 6 – ADDITIONAL PROVISIONS ON USE OF THE RESULTS  
(INCLUDING INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS)**

In addition to the provisions of Article II.8.3 of the Framework agreement, the beneficiaries shall warrant that the Agency and/or the European Union (hereinafter referred to as the “Union”) has the rights to:

- (a) communicate the results of the action by any other types of communication not specified in the General Conditions of the Framework agreement;
- (b) edit or re-write in another way the results of the action, including shortening, summarising, modifying the content, correcting technical errors in the content;
- (c) cut, insert meta-data, legends or other graphic, visual, audio or word elements in the results of the action;
- (d) extract a part (e.g. audio or video files) of, divide into parts or compile the results of the action;
- (e) prepare derivative works of the results of the action;
- (f) translate, insert subtitles in, dub the results of the action in:
  - all official languages of EU
- (g) authorise or sub-licence the modes of exploitation set out above to third parties.

The Agency and/or the Union shall have the rights of use specified in the General Conditions of the Framework agreement and set out above for the whole duration of the industrial or intellectual property rights concerned.

**ARTICLE 7 – SPECIAL PROVISIONS ON BUDGET TRANSFERS**

By way of derogation from the first subparagraph of Article II.22, budget transfers between budget categories are limited to 10% of the estimated eligible costs of the action specified in Article I.3.



## ARTICLE 8 – REQUESTS FOR THE BALANCE PAYMENT AND SUPPORTING DOCUMENTS

By way of derogation from Article II.23.2 of the Framework agreement, the coordinator shall submit a request for payment of the balance within 90 days following the end of the reporting period for which, in accordance with Article 4.1 of the Specific agreement the payment of the balance is due.

### SIGNATURES

For the coordinator

Blerta SELENICA

Done at, [date]

11/03/2016  
In duplicate in English



For the Agency

Barbara GESSLER

Done at Brussels, 22.3.16

Agreement number: 2016 - 0463 / 001 - 001

Model specific partnership agreement for an action - multi: July 2014

## **Annex I**

### **Description of the action**

*Signature Q*



## INFORMATION ON THE 2016 ACTION PLAN – CREATIVE EUROPE DESK&OFFICES (if applicable)

**Name of coordinating body: Ministry of Culture**

**Country: Albania**

**Name of office(s):**

**1. Coordinating Body. Culture Desk** situated and managed by:  
The Directorate for European Integration, IPA Funds Management and Regional & International Cooperation, in cooperation with the Department of Artistic Creativity and Education through Culture within the Albanian Ministry of Culture.

**2. Media Desk Albania** situated in the premises of the Albanian National Centre of Cinematography.

### Promotion of the CREATIVE EUROPE Programme

#### A) Public presentation of the Programme at various events – seminars, conferences, festivals, etc. (on local/regional/national level)

Planned

Events/ Promotional Activities (**organised by others**): Please insert the estimated number of events and promotional activities to **which the CREATIVE EUROPE Desk is invited** to present the CREATIVE EUROPE programme (national, regional, local) i.e. general presentation of the Programme in the framework of an audiovisual/ cultural event; conference, information stand, etc):

Achieved (for Final Report only)

Events/ Promotional Activities (**organised by others**): Please insert the estimated number of events and promotional activities to **which the Creative Europe Desk was invited** to present the Creative Europe programme (national, regional, local) i.e. general presentation of the Programme in the framework of an audiovisual event; conference, information stand, etc):

**Please describe the major events you plan to attend and explain your choice and the expected inputs, outputs and impact**

Both Culture and Media Desks in Albania are envisaging an action plan that focuses on the participation at about 14 local, national and regional events related to culture and audio-visual sectors, which are considered to have a large impact on the outputs foreseen of both entities,

Both desks are targeting the following type of local, national and regional events, such as : theatre festivals and meetings, music festivals, contemporary music days and classic music weeks, national competitions in the field of visual arts, international dance festival, national days of architecture, book fairs, cross sectorial festivals ( that includes performances of various art disciplines), national cultural heritage weeks, film festivals, film weeks, national film days, European film weeks organised by various entities in Albania, film events, etc...

The presence of culture and media desks on the above targeted activities is based in a number of qualitative and quantitative data received during their lifetime, especially related to ;

- the audience that attends these events in terms of national professionals workers of cultural and audio-visual sector;
- the quality of cultural and audio-visual products that they offer to audience which attracts a large public and an elevated number of young audience,
- the high number of regional cultural stakeholders, cultural workers and audio-visual professionals from regional countries that attends these events;
- the opportunity to directly get in contact with local and national cultural organizations and structures as well as creative industry entities operating in cultural and audio-visual sectors that participates lively in these events;
- the opportunity to increase the visibility of the Creative Europe Programme on the local, national and regional Mass Media ( print and electronic ones) that largely covers all the above mentioned events.

During all these events, a stand (popup banner + tables + PC's and laptop + brochures ) will be in place and both Culture and Media Desk ( depending on the activity cultural or creative industry) will conduct public open debates, small workshops, and individual contacts with all the participants in order to raise awareness about the Creative Europe Programme, the call for proposals, the policies

Please indicate the events you attended, your input, the number of participants and impact achieved (e.g. press coverage, bilateral meetings with potential new applicants, etc...)



of the programme as well as orient the potential applicant where to be addressed and how to contact both Desks in case they plan to participate in any call for proposals issued by the Creative Europe programme. The Desks Teams will provide to all the participants, with concrete and practical information about the way the Creative Europe desks and the entire programme works including contact details of opening and closing hours of the desks, web and content information on various call for proposals, practical information on partner search and orientation on finding various studies, publications and research on EU cultural and audio-visual policies, strategies, facts and figures etc..

**The expected output and impact:** By offering specific information about the Creative Europe programme, to a qualified number of organizations and entities and cultural and audiovisual workers working in the cultural and audio-visual sector, both desks would have increased the knowledge about the Creative Europe programme among potential applicants of cultural and audio-visual sectors. The presence in such serious and very qualitative local, national and regional cultural and audio-visual events will increase the actual continuing national print and electronic media interest about the Creative Europe in Albania (keeping in mind that the media sector itself is a potential beneficiary applicant by this Programme).

**The methodology to be used:** Info minutes, info sessions and Workshops during the events, as well as public open meeting with the stakeholders and participants. Use of electronic (web) and printed materials.

**Please specify for each activity/event (add more if needed):**

**1) Office : Culture Desk**

Foreseen activity/event: **Tirana Open**. A national cross sectorial cultural Festival.

Date and location (if already known): **Tirana. June 2016.**

Sub programme concerned : **Culture**

**2) Office : Culture Desk**

Foreseen activity/event: **International Visual Arts Competition "ONUFRI"**; an Albanian based international visual arts competition which is being implemented yearly from 1998 and organised by the Albanian National Gallery of Arts with the presence of more than 100 visual artists and curators.

Date and location (if already known): **Tirana. November– December 2016.**

Sub programme concerned : **Culture**

**Please specify for each activity/event (add more if needed):**

**1) Office (If applicable)**

Date and Location of event:

Sub-programme concerned:

Title of activity/event:

Purpose of the activity:

Target group:

Number of participants (if available):

**2) Office (If applicable)**

Date and Location of event:

Title of activity/event:

Sub-programme concerned:

Purpose of the activity:

Target group:

<p><b>3) Office : Culture Desk</b> Foreseen activity/event: <b>Albanian National Book Fair.</b> Date and location (if already known): <b>Tirana. November 2016.</b> Sub programme concerned : <b>Culture</b></p> <p><b>4) Office : Culture Desk</b> Foreseen activity/event: <b>Albanian "Marie Kraja" international vocal singing competition.</b> Date and location (if already known): <b>Tirana. September. 2016.</b> Sub programme concerned : <b>Culture</b></p> <p><b>5) Office : Culture Desk</b> Foreseen activity/event: <b>Albanian international Mediterranean Theatre Festival "Butrinti 2000".</b> Date and location (if already known): <b>Saranda. July - August.2016.</b> Sub programme concerned : <b>Culture</b></p> <p><b>6) Office : Culture Desk</b> Foreseen activity/event: <b>Albanian National Architect Week.</b> Date and location (if already known): <b>Tirana. March 2016.</b> Sub programme concerned : <b>Culture</b></p> <p><b>7) Office : Culture Desk</b> Foreseen activity/event: <b>Albanian National Cultural Heritage Days</b> Date and location (if already known): <b>Tirana. May2016.</b> Sub programme concerned: <b>Culture</b></p> <p><b>8) Office : Media Desk</b> Foreseen activity/event: <b>DEA International Film Fest.</b> The Festival is an international film festival implemented in two UNESCO sites and that regroups film makers from all around Europe. It is implemented yearly. Date and location (if already known):<b>Saranda and Gjirokastra. July - August 2016.</b> Sub-programme concerned: <b>Media</b></p> <p><b>9) Office : Media Desk Albania</b> Foreseen activity/event: <b>DOKUFEST.</b> An international documentary festival which is yearly implemented in Kosovo with audio-visualstakeholder's participating from the Balkan Region. Date and location (if already known): <b>August, 2016. Prizren. Kosovo.</b> Sub-programme concerned: <b>Media</b></p>	<p>Number of participants (if available):</p> <p>3) Office (If applicable) Date and Location of event: Sub-programme concerned: Title of activity/event: Sub-programme concerned: Purpose of the activity: Target group: Number of participants (if available):</p> <p>4) Office (If applicable) Date and Location of event: Sub-programme concerned: Title of activity/event: Purpose of the activity: Target group: Number of participants (if available):</p>
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**10) Office : Media Desk Albania**

Foreseen activity/event: **International Film Summer Fest of Durres.** An international Film festival which is yearly implemented in Durres / Albania with audio-visual stakeholders' participating from the Balkan Region and European Countries.

Date and location (if already known): **August 2016. Durres. Albania**

Sub-programme concerned: **Media**

**11) Office : Media Desk Albania**

Foreseen activity/event: **AniFestRozava.** An International Film Festival for Children and Youth which is yearly implemented in Shkoder / Albania with audio-visual stakeholders' participating from the Balkan Region and European Countries.

Date and location (if already known): **September 2016. Shkoder Albania**

Sub-programme concerned: **Media**

**12) Office : Media Desk Albania**

Foreseen activity/event: **Balkan Film and Food Festival.** An international Film festival which is yearly implemented with audio-visual stakeholders' participating from the Balkan Region..

Date and location (if already known): **September – October. 2016. Pogradec. Albania**

Sub-programme concerned: **Media**

**13) Office : Media Desk**

Foreseen activity/event: **Tirana International Film Festival TIFF.** The most important Albanian International Film Festival which is being implemented yearly in Tirana and where more than 1000 feature and short films are screened.

Date and location (if already known): **October – November 2016. Tirana. Albania**

Sub-programme concerned: **Media**

**14) Office : Media Desk**

Foreseen activity/event: **Pri Film Fest.** The most important Kosovan International Film Festival which is being implemented yearly in Prishtina and where more than 500 films of all genre are screened.

Date and location (if already known): **May 2016. Prishtina. Kosovo.**

Sub-programme concerned: **Media**

<b>15) Office : Media Desk</b> Foreseen activity/event: <b>DocuTIFF</b> . An Albanian international documentary and short film festival which is its third edition in 2016 dedicated to young audience. Date and location (if already known): <b>June – July 2016. Tirana. Albania..</b> Sub-programme concerned: <b>MEDIA</b>	
<b>Have you planned to participate in a policy related events (please remind to inform us in beforehand if you will take over an active role (speaker) in the event)</b>	Did you participate in a policy related events?
<p>The following mentioned activities are a list of potential national policy forums in the field of culture and creative industry which Culture and Media Desks plans to attend.</p> <p><b>1) Office : Culture Desk</b>  <b>Foreseen activity/event:</b> Discussing the strategic cultural policies of Albania with a large number of international experts.  <b>Date and location (if already known):</b> Likely May 2016, Tirana  <b>Sub-programme concerned:</b> Culture</p> <p><b>2) Office : Media Desk</b>  <b>Foreseen activity/event:</b> the Annual Adriapol Forum on Creative Industry with the participation of representatives from the government of Albania, representatives of various regional and European experts in the field of creative industry.  <b>Date and location (if already known):</b> Likely June 2016. Durrës. Albania  <b>Sub-programme:</b> Media</p> <p><b>3) Office : Media Desk</b>  <b>Foreseen activity/event:</b> Annual meeting of EUROIMAGE which for the first time will be held in Albania in March 2016  <b>Date and location (if already known):</b> March 2016. Tirana. Albania  <b>Sub-programme concerned:</b> Media</p>	<p>1) Office (If applicable)          Date and Location of event:          Sub-programme concerned:          Title of activity/event:          Purpose of the activity:          Active role of CED (Y/N)          Target group:          Number of participants (if available):</p> <p>2) Office (If applicable)          Date and Location of event:          Title of activity/event:          Sub-programme concerned:          Purpose of the activity:          Active role of CED (Y/N)          Target group:          Number of participants (if available):</p>
<p><b>MEDIA offices only: Have you planned to actively promote MEDIA training initiatives, which ones and in which way?</b></p> <p>During the 2015 Media Desk Albania was very active on distributing information about Media Training initiatives that were launched during the year by various institutions and organizations managing Creative Europe funded programmes in the field of creative industry and media trainings on animation, documentaries, film, script, coproduction and management of coproduction. . Such information was provided directly by the organizers or the Creative Europe Media Desks to the</p>	<p><b>MEDIA offices only: Did you promote actively MEDIA training initiatives, which ones and in which way?</b></p> <p>1) Office (If applicable)          Name of MEDIA training:          Date and location (if already known):          Type of intervention:</p> <p>2) Office (If applicable)</p>

Albanian Media Desk. Several Albanian applicants have applied and few success stories were achieved.

The same action will continue during 2016. Looking the evaluated number of Media Trainings which are being organised by various institutions during 2016, we would suggest in this paragraph to describe more the methodology to be used for promoting the trainings:

In terms of the type of intervention that Media Desk Albania will implement in order to promote the Media Trainings, the following actions are envisaged :

- Media Desk Albania will try to regroup several of trainings in terms of focus, deadlines and target groups and implement a unique info session (workshop) in order to deliver the appropriate information to the creative industry sector in Albania.
- Promote each individual Media Trainings through all the communication channels of the Albanian Media Desk: Official Website of Albania Creative Europe Desks: evropakrijuese.al, newsletters, personal e mail, social media and official website of Albanian National Centre of Cinematography and the one of the Ministry of Culture and their respective social media channels.

Name of MEDIA training:

Date and location (if already known):

Type of intervention:

*Albanian Media Desk*  
K



<b>B) Communication strategy &amp; Promotional material</b>	
<b>Planned</b>	<b>Achieved (for Final Report only)</b>
<p><b>Please describe your communication &amp; promotion strategy in respect of the various stakeholder groups:</b></p> <p>For 2016 both CEDs will continue to build (as on 2015) a clear and strong strategy for communication and promotion of the Creative Europe Programme, since both institutions to whom they are allocated disposes a large Media reputation in the county and because the respective heads of Desks are very familiar with communication campaigns due to their profile.</p> <p>Both Desks, will continue on the same communication channels and tools using the same promotion platform; focusing on all the mediums that have proved to be successful in the past, also relying on innovative methods to get the message across.</p> <p>This strategy will continue to be tailor made to the various needs of specific general public, young audience, stakeholders and potential applicants. Therefore, our activities will vary depending on the audience and will bring clarity, avoid repetition and ensure that the information provided is inducible.</p>	<p>Please describe the communication &amp; promotion strategy you implemented in respect of the different stakeholder groups:</p>
<p><b>Please identify the communication tools you plan to use and indicate what kind of promotional material you plan to produce/ distribute (online/ offline) and estimate the amount of material :</b></p> <p><b>Tools:</b></p> <p>The following are a list of channels and tools to be used by both desks in order to promote the programme :</p> <ol style="list-style-type: none"> <li>1. Use of the above mentioned events organized by others when Creative Europe programme will be largely promoted by all means: info minutes, workshops, pop up and roll up banners etc...</li> <li>2. Use of the following communication channels by booth DESKS : <ul style="list-style-type: none"> <li>- Use of TV interviews and thematic debates</li> <li>- Invite Media ( print and electronic) during the info days of both desks</li> <li>- Use of print media interviews and articles</li> <li>- Use of the official website of the Albanian CED's : evropakrijuese.al in order to deliver the right and appropriate information about the programme in Albanian language</li> <li>- Use of official websites of the Ministry of Culture and National Centre of</li> </ul> </li> </ol>	<p>Please identify the tools you will use and indicate what kind of promotional material you produced/ distributed (online/ offline) and identify the amount of material actually produced/explain any variations from the original plan:</p> <p><b>Tools:</b></p> <p>Newsletter:  Flyers:  Brochures:  Leaflets:  Posters:  Other (e.g T-shirts, pens, usb key etc):</p> <p>Reasons for your choice:</p>



Cinematography in order to accentuate important information ( repetition of those messages already delivered on the official Albanian CED's website.

- Use of e mail campaigns for the call for proposals and all other relevant information.
- Use of social media channels of Albanian CED's, Ministry of Culture and Albanian National Centre for Cinematography, in order to deliver the right information on the call for proposals and other relevant information.
- Use of YouTube channel.

The above motioned communication channels will also be used in order to invite the Albanian possible applicants in various info sessions taht will be organised during the year by both CED's.

### 3. Communication tools and publications:

Both Desks disposes a common Pop UP Banner that can be used by both Desks in various public events, open spaces or info sessions.

#### Culture Desk Tools and Publications :

- Newsletter: Weekly
- Leaflets ( 2 title = 2000 copies)
- Brochures ( 1 title = 1000 copies)
- 1 existing Roll Up Banner
- 1 New Roll Up Banner ( common with Media Desk)
- Creative Europe TV Spot in common with Media Desk

#### Media Desk Tools and Publications

- Newsletter: Weekly
- Leaflets ( 3 titles = 1000 copies each)
- Brochures ( 3 titles =1000 copies each)
- Branded notebooks / 2016 Agenda (1.000 copies) in common with Culture Desk.
- Posters ( 2 titles = 2500 copies each) in common with Culture Desk
- Official Catalogue of the Albanian National Centre of Cinema.
- 2 New Roll Ups
- Use of 3 Existing Roll Ups

**Reasons for your choice:**

The above mentioned communication strategy, communication tools and publications has shown to be very useful and reaching a large community of target groups during the first year in various cities and for various events. Both institutions managing the Culture and the Media Desks has proven track records of these tools in various activities i.e. film festival, large audiovisual events, important cultural events etc. In addition the official TV spot of the Creative Europe programme both in English and Albanian language ( produced during the first year) will continue to be broadcast on the YouTube channel of both entity official website and CED's official website as well as linked to their social media. This will continue to be an increased strategy with bringing additional TV spots or other quantities publications that will reach a mass of large audience

**Describe your strategy in relation to social media.**

Albania's CED's strategy for using the above mentioned social media is :

- Post information published by the Creative Europe official website or shares its posts on social media.
- Post and share information about the next call for proposals
- Post and share information about the participation on the info session s organised by both desks
- Post and share information about the event produces ( info session, participation in an event or workshop)
- Post and share information of other CED's across countries participating on the Creative Europe programme
- Post and share information when required by various organisations that are implementing Creative Europe programmes and are looking for Albanian participants
- Post and share information about partner search activity
- Post and share information about any news issued by EACEA / Creative Europe ; studies, policies, events, CED's meeting, culture forum, etc...

**Which type of social media channels (Facebook, twitter, other) are you currently using or plan to put in place?**

In terms of social media both desks uses :

What strategy did you implement in relation to social media?

lease indicate the number of followers and posts in the divers social media channels you are using:

Facebook:  
Number of followers  
Posts:  
Posts reach:  
Likes:  
Shares

Twitter:  
Number of followers  
Tweets:  
Retweets:  
Reach:  
Top hashtag:

Other (please precise):  
Number of followers  
Posts:



<ul style="list-style-type: none"> <li>- <b>Facebook.</b> Each Desk has its own facebook when information published by each respective Desk is shared on the other. In addition both Desks are using / (share information) on the the facebook accounts of the Ministry of Culture and the Albanian National Centre for Cinematography.</li> <li>- All the 4 facebook accounts are related to the official websites of the CED – Ministry of Culture and NACC.</li> <li>- Both Desks has a <b>Twitter</b> account ( sharing respectively information)</li> <li>- Both Desks has a common <b>YouTube</b> account when videos and visual material is provided.</li> </ul>	<p>Likes:</p> <p>Shares:</p>
<p><b>What is your strategy in relation to print media?</b></p> <p>Both institutions: the Ministry of Culture and NCC managing respectively the Culture and the Media Desk, enjoys a solid relationship with all the print media in Albania. The 2014 / 2015 presence in the print media in Albania of both Desks has been a real success story with more than 35 articles / editorials and interviews dedicated to the Creative Europe programme by the daily newspapers of the country. Thus both Albanian CED's will build on this strong relationship in order to continue to get the messages through. Such relationship it is not based on payment methods (meaning using their spaces for publishing various advertisement)but the other way around,, it is a professional relationship based on the qualitative work of the Ministry of Culture and the NCC that has attracted this media in almost 95 % of events originated by both institution.</p> <p>The strategy will also use the following tools :</p> <ul style="list-style-type: none"> <li>- Several advertisement and press releases on monthly and daily magazine/newspaper</li> <li>- Press releases on daily magazine/newspaper</li> <li>- Articles in magazines/newspapers:</li> <li>- Various advertisements:</li> </ul> <p>Also, both CEDs' staff will be at the disposal of the culture journalist of any print media, not only to deliver info and updates, but also to promote partner organizations.</p>	<p><b>What strategy did you actually implement in relation to print media?</b></p> <p>For advertisement and press releases, please indicate the date(s) of publication and the title of the magazine/newspaper</p> <p>Number of press releases:</p> <p>Regional:</p> <p>National:</p> <p>Specialised/sector specific</p> <p>General public</p> <p>Number of articles in magazines/newspapers:</p> <p>Regional:</p> <p>National:</p> <p>Specialised/sector specific</p> <p>General public</p>

	Number of advertisements: Regional: National: Specialised/sector specific General public
<b>What kind of information tools do you plan to develop/ to use (IT-tool for partner search, etc)?</b>  Both DESKS will largely use as the main communication channels and tolls the following : <ul style="list-style-type: none"> <li>▪ Website of Creative Europe Desk / Culture &amp;Media Desk( a unique website regrouping both desks in a unique window of Information in Albania bilingual : Albanian and English.</li> <li>▪ The social media of the Creative Europe Culture and Media Desk: Facebook, YouTube, Twitter etc..</li> <li>▪ The respective website of the Ministry of Culture and the one of National Centre of Cinematography and their respective social media: Face book, Twitter, YouTube, etc..</li> <li>▪ Websites and the social media of all Albanian National Central Art, Cultural and Audiovisual Institutions</li> <li>▪ Oriented links to EACEA websites</li> <li>▪ Oriented links to EU DESKS</li> <li>▪ Creative of a database with national / local stakeholders both of media and cultural workers / sectors that will facilitate the partnership programs with regional and European stakeholders.</li> <li>▪ The official weekly newsletter of both desks that a part of being published in all the communication channels mentioned above it will be sent via personal E mail to all the existing subscribers (1200 until now) and to new ones during 2016.</li> <li>▪ The events and the content of the programmes (including the calls for proposals) and each news issued by the EACEA for the culture and media sub programme will also be introduced (as during the past experience) on the official e newsletter of the Ministry of Culture.</li> </ul>	What kind of information tools were actually used/ developed (IT-tool for partnersearch, etc)? Estimate your impact on the promotional campaign.
<b>Number of website visitors in this current year:</b>	Number of Creative Europe Desk website visitors in 2016:



<ul style="list-style-type: none"> <li>▪ No of Visitors - official website of the Ministry of Culture Hosting the Culture Desk Page : 150.000</li> <li>▪ No of Visitors - official Facebook account of the Ministry of Culture 11.600</li> <li>▪ No of Visitors - official website of Albanian National Centre of Cinematography hosting the Media Desk Page: 62.000</li> <li>▪ No of Visitors - official Facebook account of Albanian National Centre of Cinematography : 12.274</li> <li>▪ No of visitors - official Facebook account of Culture Desk Albania : 1519</li> <li>▪ No of visitors - official Facebook account of Media Desk Albania : 650</li> </ul>	
<p><b>Describe in which way you want to inform stakeholders about complementary initiatives on your website (e.g. other EU programmes) and how will you distinguish these actions from CREATIVE EUROPE funding schemes?</b></p> <ul style="list-style-type: none"> <li>- Specific Email/newsletters;</li> <li>- Direct contact;</li> <li>- Ministry website</li> <li>- NCC website;</li> <li>- Culture Media Desk official website</li> <li>- The respective social media channels and sites</li> <li>- Festivals and other cultural and audiovisual actors / institutions websites.</li> <li>- During the info days, info sessions and workshops implemented yearly by both CED's</li> <li>- Personalized meetings' at the premises of the CED's.</li> </ul> <p>The way these complimentary initiatives will be distinguished will be firstly by well distinguishing their logo and the size of it as respective link within the tools and communication channels mentioned above.</p>	<p>Please specify the type of information provided on the website on complementary initiatives and how this was distinguished from information on CREATIVE EUROPE programme funding schemes</p>
<p><b>How many professionals are you addressing via info-mail/social networking sites or other general information mechanisms in 2015?</b></p> <p><i>The Culture Desk:</i> During the 2015 the Culture Desk in cooperation with the Media Desk implemented various info sessions and info day events, with a total participation number of over 200 art and culture public institutions, professional art and cultural organizations, publishing houses and individual artists. In terms of audience reached through various communication channels and tools used during the 2015, the total estimated number is over the 3000 sector professionals.</p> <p><i>The Media Desk:</i> Media Desk Albania started its activities in July 2015, and since, a social media account was opened in order to reach the mass of audience. During the second semester of the 2015 (July – December) the Media Desk Albania</p>	<p>To how many professionals listed in the IT-tool did you address info-mail/social networking info or via other general information mechanisms in 2016?</p>

organized a large number of info days, info session and workshops with the main Albanian audiovisual sector representatives. Such information events were mostly organized in the conference hall of the Ministry of Culture and on the conference room of the Albanian National Cinema Centre. In addition three info days were organized also at the Prime Minister Building on the Centre for Openness and Dialogue". Two info days were organized on the locations of the EU Information Centers of Shkodra and Vlora, and others during various national film and documentary festivals. The total audience that attended these events (info days) is about 470 professionals of audiovisual sector in Albania and other regional guests visiting the film festivals. On the other side through e mail campaigns, websites (Media Desk and Culture Desk, Ministry of Culture and Center of Cinema) social media accounts, e newsletter, another mass of audience of about 8000 persons is reached. In addition the Media Desk has established a good relationship with the Albanian University of Arts / Film Department as well as the Private Marubbi Film School, in order to provide several info sessions with students of both educational institutions.

#### **How do you intend to increase the number of professionals?**

The same above mentioned methodology will continue to be at the core of the work of both desks with in addition this year few elements :

- Joint communication events with all national art and culture institutions that depends from the Ministry of Culture i.e : National Opera House, National Theatre, National Institute for Cultural heritage National Gallery of Arts, National Museum, National Film Archive, national Archeological Museum, Albanian Academy of Scene etc...inviting public administrators working for central artistic and cultural institutions in order to foster their knowledge about the call for proposals, criteria and application procedures.
- Participate in various events organized by the Albanian Independent Cultural Scene (AICS – SKP) in order to deliver info sessions during these vents or distribute promo materials such as leaflets and brochures.
- Continue to participate with e dedicated Creative Europe Stand ( both CDE's on the annual Book fair and the annual Contemporary Visual and Performing Art Festival in Tirana, providing info sessions and information through various communication tools.
- Continue to build on the database of the national Film Houses, Cinema networks, public and National TV's, Video Game produces and distributors, Companies of distribution and production companies, etc...in order to include them on the list of the e newsletter and approach them for further info days or info sessions.

How many new professionals have you reached and how in 2016?



<b>C) Activities undertaken in relation to dissemination and exploitation of projects results</b>	
<b>Planned</b>	<b>Achieved (for Final Report only)</b>
<p><b>How do you plan to disseminate information on supported projects?</b></p> <ul style="list-style-type: none"> <li>▪ by newsletter;</li> <li>▪ on the website;</li> <li>▪ Social networking sites/twitter.</li> <li>▪ by presenting good practices of selected projects during national events, info days, info sessions, workshops</li> <li>▪ during the dedicated call for proposals info sessions with the stakeholders that will permanently organized by both desks, including workshops by the beneficiary of a supported project</li> <li>▪ by mentioning them on various interviews provided to the Media</li> <li>▪ by insuring that the results of the creative Europe are part of the speeches of any personality from the Ministry of Culture and the National Centre for Cinematography when they meet publically on cultural or audiovisual events and tackling the issue of the creative Europe programme or talking about Albania and its relationship on the culture and audiovisual fields at the European level.</li> </ul> <p><b>Is there any pan-European initiatives directly developed by members of the CED network i.e. MEDIA Film Database, partner search database)? How do you intend to contribute to their functioning?</b></p> <p>Since 2015 both Desk are collecting data in order to built the national database for both culture and audiovisual sector in Albania. The database that will be available on the official website of the creative Europe Albania is being constructed through the help of :</p>	<p><b>How did you disseminate information on supported projects?</b> (Please indicate the tool you used and the number of projects promoted by each tool)</p> <p>by newsletter:</p> <p>on the website:</p> <p>through social networks</p> <p>by presenting good practices at of selected projects during national events ?</p> <p>in the framework of a presentation during events/workshops by the beneficiary of a supported project?</p> <p>Please specify the event and the beneficiary: Have you published the results on the website?</p> <p>Culture offices only: How many projects have you identified as Best practice examples (ref: template attached to the Final report):</p>

- An e- form published on the website which can be completed and submitted online by all representatives of art cultural, publishing houses platforms, networks and the entire audiovisual sector of the country.
- Data provided by the Albanian national Registration centre of private companies
- Data provided by the Albanian national tax Offices
- Data provided by the independent cultural scene of the country

For the Culture sector the work is being implemented by various departments of the Ministry of Culture in cooperation with the above mentioned institutions, while for the audiovisual sector the work is being implemented by a private company contracted by the Albanian National Centre of Cinematography in order to have a highly professional database of the audiovisual sector in Albania

Both databases will be online at the end of January / beginning of February 2016. At the meantime, both DEKS are using the existing data and the information received so far by both sectors in order to provide current important information.

## Facilitate participation in the CREATIVE EUROPE Programme for professionals through technical assistance measures

### A) Organisation of seminars/workshops/meetings presenting procedures and conditions of participation in the CREATIVE EUROPE programme calls for proposals (focused on potential applicants)

Planned	Achieved (for Final Report only)
<p>Workshop(s)/ Seminars/ Info days <b>organised by the CREATIVE EUROPE DESK:</b> Please insert the estimated number of workshops/seminars/ Info days:</p> <p>20 Info Days ( Culture Desk) 30 Info Days ( Media Desk) 10 Workshops ( Media Desk)</p> <p><i>Nota bene :</i> some of the info sessions / info days will be joint activities of both desks in order to exchange the experts, and because various cultural entities might also be potential applicants on the sub culture programme and vice versa. In addition some info days related to training or to practical information about the programmes can also be joint organized.</p>	<p>Workshop(s)/ Seminars/ Infodays<b>organised by the CREATIVE EUROPE DESK:</b> Insert the number of realised workshops/seminars/ Infodays:</p>



**Please describe the needs and strategy behind the implementation of the foreseen workshop/seminar/ Info day (choice of location and dates; choice of target groups, choice of content) and expected impact**

The info days, the info sessions and the dedicated workshops with the target groups (the interested applicants) of both sectors: culture and audio visual, will be at the core of the work of both Culture and Media Desk. The distinction between info sessions, info days and workshops is based on the needs of each single call for proposals. For certain of them it is adequate a more small group rather than inviting to participate more than 80 potential applicants. The info days and the info sessions with the potential applicant represent the key word of the work for both DESKS. For the entire year 2016 both desks has already envisaged to run until 31 December 2016 the following working schedule :

**1. Culture Desk** will develop 20 info days / info days with the representatives of :

- Albanian cultural institutions and public entities;
- Albanian independent cultural organizations;
- Albanian publishing houses;
- Albanian platforms and networks in the field of cultural cooperation;
- Freelance artists that cooperates with various public or private cultural institutions and organisations;

**2. Media Desk** will develop 30 info sessions / info days and 10 dedicated specific workshops with the representatives of the Albanian audiovisual sector stakeholders that includes:

- film and audiovisual production and distribution houses;
- TV's and digital platforms
- Cinemas and network of cinemas,
- Producers,
- Distributors
- Formal and non-formal education centres / institutions that focuses on trainings on cultural and audiovisual sectors,
- Audiovisual sells companies,
- Organizers of Film Festivals and Film Weeks
- Other relevant public and private entities as well as organisations that works in the field of creative industry.

**A. The content of the info days / info sessions and workshops**

**Did you make a self-evaluation of the workshops (Difficulties met? Improvements to be made? Use of Feedback questionnaire?) What have been the overall reach out and the impact?**

- Each info session info days and workshops will have a clear communication strategy to invite the expected target groups. A formal application form will be constructed and published online until the number of participants is reached. In addition such communication strategy to call for participation will be followed via personal e mail for the database, website information, and social media. When considered appropriate also the print and electronic media will be used.
- Each info session will start with an overall view of the Creative Europe Programme, its policies and main objectives, rules and methodologies as well as a general explication of the call for proposal published for which they are participating and interested.
- The second step is the detailed explication of the guidelines, the application form, the budget and all related documents needed (annexes). After this session a Q&A will follow with all the applicants.
- The last info sessions will be dedicated to the technical aspect of the application / participant portal and other related issues including the orientation on various websites where the potential applicants can look / search for partners.
- It is expected that the info days and info sessions runs between 4 to 7 hours hours in order to deliver to the potential applicants all the necessary information about that specific call for proposal.
- At the end of each meeting / info session or info days the participants will be invited to fill in an anonymous evaluation form that will contain questions in order for the Culture and Media Desk to understand the effectiveness of the information provided and the methodology used, the clearness of the technical information provided and the facility to understand the participant portal as well as a section of free opinion to be given.
- The info days, info sessions as well as the workshop are considered to be only the starting point of the continuing discussion and consultation with the potential applicant. All these events will be followed up by personal contact with the potential applicants by phones, e mails and mostly in person at the respective desks. Such follow up will serve to assist them for technical issues related to : the participant portal, provide more detailed information about the application forms and annexes, provide clear information about



technical and conceptual questions, provide assistance in identifying European partners for their proposals etc...

- The role of each desk will be to assist every single applicant on building their project proposal, clarify them for several technical and conceptual aspects but not writing the project proposals for them.

### ***B. Methodology used***

The classical methodology to be used will be the one with PPP for every document and open link directly to EACEA website in order to visit each document and explain it in detail to the audience during each public presentation. Every session will have a large Q& A section in which the potential applicants can ask all their questions related to that specific call for proposals, annexes or participant portal issues. In specific cases both desks will ensure also the presence of projects managers from successful projects from Albania or from other European Countries. In such cases the Albanian potential applicants can gain more international inside into the application process.

Due to the lack of a formal institutional school / faculty branch and non-formal training education on "how to write a project", Both Desks are envisaging the realization of various info sessions with international experts travelling to Albania that will deliver know how on project writing and bringing the experiences of European successful This initiative which is considered to be vital for the project cycle management of the Albanian applicants is a key element for them since not disposing the adequate necessary skills ( due to as explain from a total lack of such courses or academia departments in Albania) the qualitative level of the Albanian potential applicants remains very low.

#### **Please specify for each workshop/seminar/ Info day (add more if needed):**

The info sessions will be set when a call for proposal will be published online and available. But general info days will follow during all the period until 31<sup>st</sup> of December 2016. By organising the info days just after the call has been published we consider to give to the applicants the right information in due time providing to them the necessary time to write their proposals and contact constantly both Desks if needs be.

Both desks will ensure that for every call for proposals under the culture and media

#### **Please specify for each completed workshop/seminar/ Infoday:**

1. Office (if applicable):  
Date and Location of event:  
Sub-programme:  
Title of activity/event:  
Purpose of the activity:  
Number of participants:  
Impact:



sub programme at least 2 info sessions / info days and workshops are conducted with potential applicants from Albania not only in Tirana (the capital) but also outside of if on the main big cities of the country.

As expressed Albania Culture and Media Desks are envisaging to conducts in total 50 info sessions / info days and 10 workshops. this means an average of 2 info sessions per month for each respective Desk and about 1 workshop per month for the Media Desk. As expressed some of these info days will be implemented jointly.

2. Office (if applicable):  
Date and Location of event:  
Sub-programme:  
Title of activity/event:  
Purpose of the activity:  
Number of participants:  
Impact:

3. Office (if applicable):  
Date and Location of event:  
Title of activity/event:  
Sub-programme:  
Purpose of the activity:  
Number of participants:  
Impact:

4. Office (if applicable):  
Date and Location of event:  
Sub-programme:  
Title of activity/event:  
Purpose of the activity:  
Number of participants:  
Impact:

**Please specify the synergy events you are planning to organise jointly – Culture and MEDIA office:**

In terms of common events and synergies both Albanian CED's has proven to have excellent outputs during the 2016.

The following is a list of the main important events that are foreseen to be implemented jointly by both Albanian CED's :

- Common info Session for the Audience Development Call for proposal
- Common info Session for the Film Festival Call for proposal
- Exchange of Experts of the Call for proposals : Cooperation projects and literary translation
- Implementing jointly the workshops foreseen : Capacity building for cultural and audio-visual institutions and entities.
- Implementing jointly public events

**Please specify the synergy events you implemented jointly – Culture and MEDIA office)**

1. Office (if applicable):  
Topic of the event  
Typology of event  
Date and location of events (if already known):

2. Office (if applicable):  
Topic of the event  
Typology of event  
Date and location of events (if already known):

<ul style="list-style-type: none"> <li>- Joint presence on various TV thematic debates.</li> </ul>	
<p><b>Supporting material (what kind of material do you plan to provide to the participants of the workshop)?</b></p> <ul style="list-style-type: none"> <li>- A general guide on the Creative Europe programme.</li> <li>- The PowerPoint presentation for the specific call for proposal.</li> <li>- It is our tradition during 2015 that every guideline for each specific call for proposals is being translated in Albanian language, thus the applicants have a first impact and knowledge in their own language. The power point presentation also includes an Albanian version of how to register on the participant portal. All these documents will be provided also in hard copy and for sure via e mail addresses. They will also be available on the official website of creative Europe desks Albania and those of both institutions Ministry of Culture and national Film Centre.</li> <li>- Flyers and Brochures when they can also find the contact details of the programme and those of both Desks.</li> <li>- Any other promo materials i.e. agendas of 2016, branded notebooks and posters foreseen to be produced during the 2016.</li> </ul>	<p>Supporting material (what kind of material have you provided to the participants of the workshop: ex Hand-outs of the presentations, brochures, flyers, factsheets, etc)?</p>

<b>B) Individual assistance on preparation of projects applications</b>	
Planned	Achieved (for Final Report only)
<p>Please describe how you carry out the meetings/phone calls with potential applicants and how do you keep records of the meetings/phone calls? (Have you developed a specific methodology?)</p> <p>In order to better answer to the needs and questions of all the potential applicants both desks follows the following procedures :</p> <ul style="list-style-type: none"> <li>- Personal meeting with individual applicants at the respective desks are set up when the head of the desks, the respective project coordinator or help desks and or one specialist of the field will be able to assist and address all the questions of the applicants.</li> </ul>	<p>Number of meetings /phone calls with professionals, requesting CED assistance, please precise:</p> <p>Number of consultancy meetings in the CED premises:</p> <p>Number of consultancy meetings hold in the framework of an event / festival, etc?</p> <p>Event/Festival:</p>



- by phone calls
- by e mails
- Phone calls and e mails are divided in: when a potential applicant is asking for an issue that the teams of DESKS dispose the right information and knowledge, the answer is provided instantly. While where their question requires a deeper and sophisticated answer, then the applicant question is placed on the NING system. After having the opinion of the EACEA project managers and staff, than the answer is provided to the applicants.
- Personal meetings in the offices are set up before with each potential applicant, At least we require to them to establish an appointment. But in cases when no appointments are set before, it is the obligation of both teams (Culture and Media) to receive the applicant and try to find the best answers for him / her.
- Both offices are available from Monday to Friday from 9 AM to 17 PM and ready to answer instantly by phones or e mails.

Usually both desks keep records on the typology of the questions and the answers provided. (This includes questions and answers issued during personal meetings, info sessions, phone calls or e mails). Such records are kept by both teams and a database of question and answers is created in order to easily answer to the next applicant with the same question.

For the 2016, both Desks are envisaging that such database of questions and answers is placed in a specific rubric of the official website [www.evropakrijuese.al](http://www.evropakrijuese.al) while the most important questions are placed in a common document that both DESKS will present during CED's meetings.

**Please give a brief overview on the main types of questions received by the applicants in 2015 précisising the scheme, nature of the questions (content related, eligibility, financial, technical issues (e-forms, PIC registration, etc)**

Here are listed some of the main important questions received during 2015

- *How to find a partner?* ( cooperation project, online distribution, slate funding, TV programming)
- *Does the financial report require the original invoices of the other financial donor that covers the rest of the total budget? This because the other donor of the project need the original invoices for himself (*

Nr of meetings:

Event/Festival:

Nr of meetings:

Event/Festival:

Nr of meetings:

Number of concrete coaching by phone

Number of concrete coaching by email:

Number of applications prepared with CED assistance (please specify the scheme and at which state of the project the applicant have requested assistance?)

MEDIA:

Scheme:

Scheme:

Scheme:

Culture:

Scheme:

Scheme:

Scheme:

**Please give a brief overview on the main types of questions received by the applicants in 2016 precisising the scheme, nature of the questions (content related, eligibility, financial,, technical issues (e-forms, PIC registration, etc)**

Please describe briefly if the professionals raised issues on new trends/ topics / developments they would like to see treated in the framework of the Creative Europe Programme?



cooperation projects, online distribution, automatic distribution, slate funding, training, audience development)

- *Does EACEA accept invoices with VAT since VAT is not reimbursed in Albania for cultural organisations* ( cooperation projects)
- *Are Ministry of Culture and Albanian national Centre of Cinematography eligible to apply under various call for proposals since they are administering both Albanian CED's?* ( cooperation projects, access to markets, audience development, training)
- *Why the participant portal is changing so often in various forms?* ( cooperation project, film festival, development of single projects)
- *Is in kind contribution considered as co-financing?* ( Cooperation projects, access to markets)
- *It seems that the criteria used for the TV programming are penalizing small countries with low audio-visual production level* ( TV programming)

**Please describe briefly if the professionals raised issues on new trends/ topics / developments they would like to see treated in the framework of the Creative Europe Programme?**

In the following some of the issues raised by various Albanian professionals

- Some Albanian professionals in the field of culture and audio-visual are still waiting for Kosovo to be part of the Creative Europe since they dispose excellent contact with project partners in this country, and because Kosovo is also an Albanian speaking country they will have more audience and markets for their projects.
- Albanian professionals are unclear about the scheme of the financial bank facilities, if this will work also for Albanian applicants.
- Albanian professionals think that 2 years of eligibility for cultural organisations applying under cooperation project scheme is something that is penalising the new established organisation looking the context of cultural organisations in Albania.

<p><b>Ensure complementarities between funding from the CREATIVE EUROPE Programme and trans-national, national, regional and local sources of funding and/or other alternative EU-Programmes</b></p>	
<p><b>A) Participation and/or organisation of events, seminars, meetings, conferences, etc (at local/regional/national level)</b></p>	
<p>Planned:</p> <p>Activities in cooperation with others (<u>other CEDs, other (audiovisual/ cultural) institutions and/or other relays for other EU programmes &amp; official and informal CEDs meetings</u>)</p> <p>Estimated number of joint* events per year (*with other CEDs / with other (audiovisual/ cultural) institutions and/or with other relays for other EU Programmes):</p> <p>An important role of both Albanian DESKS is also to serve as a contact point for the other CDE's of Creative Europe across countries participating in the Programme, when it comes to publish various information provided by them on different search for partners issues or when funded creative Europe projects of their respective countries looks for Albanian applicants.</p> <p>For the 2016, both Albanian Desks will continue to cooperate with other CED's of the Creative Europe as it was the case during 2015 when both Albanian CED's participated in some events of other CED's countries.</p>	<p>Achieved (for Final Report)</p> <p>Activities in cooperation with others (<u>other CEDs, other (audiovisual/cultural) institutions and/or other relays for other EU programmes &amp; official and informal CEDs meetings</u>)</p> <p>Number of <b>realised</b> joint* events per year (*with other CEDs with other (audiovisual/ cultural) institutions and/or with other relays for other EU Programmes): reach out and impact</p>
<p>Please specify for each event (add more if needed)</p> <p>Events planned in cooperation with other CED having a cross border dimension</p>	<p>Please specify for each event (add more if needed)</p> <p>Events realised in cooperation with other CED having a cross border dimension</p>
<p>Some of the events in which other CED' will be invited in Albania</p>	<p>1. Office (if applicable):</p> <p>Title of activity/event:</p> <p>Sub-programme:</p> <p>Purpose of the activity:</p> <p>Cooperation with other CEDs:</p>



<p>1) Office : Culture and Media  Foreseen activity: Capacity Building for local cultural organisations and creative industry entities in Albania  Sub-programme: Culture and Media  Date &amp; Location: Likely May 2016. Tirana</p> <p>A part of this event which is foreseen to be happening on 2016, both Albanian CED's are planning to invite other CED's in other events / occasions in Albania.</p> <p>In addition to the events produced in Albania, the representatives of both Albanian CED's will be travelling to the events of other CED's as they did during 2016. Because there is no any event established yet by the the other CED's it is impossible for the time being clearly set a working schedule with exact venues and dates. During the 2015, both Albanian CED's had excellent relationships with :</p> <ul style="list-style-type: none"> <li>- Media and Culture Desks – Italy</li> <li>- Culture Desk Poland</li> <li>- Culture Desk Serbia</li> <li>- Media Desk Bulgaria</li> <li>- Media Desk Macedonia</li> <li>- Culture Desk Bosnia</li> <li>- Media Desks of Slovenia, Germany, Bulgaria, Croatia, B&amp;H, when participating at the Film Festival of Sarajevo with a common info day event.</li> </ul> <p>We think that we will continue to build on this experience during the 2016 with the eisiting and additional Desks.</p>	<p>Number of participants (if available):  Impact  Target group:</p> <p>2) Office (if applicable):  Title of activity/event:  Date and Location of event:  Sub-programme:  Purpose of the activity:  Cooperation with other CEDs:  Number of participants (if available):  Impact:  Target group:</p> <p>3) Office (if applicable):  Title of activity/event:  Date and Location of event:  Sub-programme:  Purpose of the activity:  Cooperation with other CEDs:  Number of participants (if available):  Impact:  Target group:</p>
<p><i>Events planned with other funding programmes/ initiatives than Creative Europe</i></p>	<p>Events realised with other funding programmes/ initiatives than Creative Europe</p>
<p>Albania is benefiting from IPA II technical assistance which will be managed by the Ministry of Integration, the EC and the joint technical secretariats. In additional Albania benefits from a variety of IPA Cross Borders programme, EuropeAid, and other community programmes such as Erasmus Plus, Cosme Horizon 2020 etc.. In this regards both desks teams will assist on technical workshops that will be delivered in such purpose by the respective desks in the country in order to receive the necessary instruction on how to liaise the potential applicants under the Creative Europe programme with the above mentioned EU technical assistance and EU development Funds.</p>	<p>1. Office (if applicable):  Title of activity/event:  Sub-programme:  Purpose of the activity:  Cooperation with other funding programme:  Number of participants (if available):  Impact  Target group:</p> <p>2) Office (if applicable):  Title of activity/event:</p>



<p>In addition, both desks are planning a strong relationship with the TACSO office in Albania (which offers technical assistance to civil society organizations in Albania on how to access IPA and P2P funds). Such relationship means that with the support from experts of this Office both desks will organize various info sessions with the potential applicants from the culture and audio-visual sector, in order to get them familiar with the accessing procedures to those funds, guidelines, rules, applicant procedures etc... The same methodology will be used with the Erasmus Plus national Office in Albania or other alternative EU programmes that has a contact point in Albania. A strong point of reference in this working methodology will be the cooperation with the European Union Information Centres that disposes large information on financial possibilities on alternative EU programmes.</p> <p>For the time being is impossible to establish a preliminary working schedule with these offices managing IPA and other community programmes, since every cooperation and synergy events will depend on the call for proposals and the availability of those offices to cooperate with the CED's Albania.</p>	<p>Date and Location of event:  Sub-programme:  Purpose of the activity:  Cooperation with other funding programme:  Number of participants (if available):  Impact:  Target group:</p> <p>3) Office (if applicable):  Title of activity/event:  Date and Location of event:  Sub-programme:  Purpose of the activity:  Cooperation with other funding programme:  Number of participants (if available):  Impact:  Target group:</p>
<p><b>B) Answering professionals and cultural operators information requests related to other EU programmes than Creative Europe (email/ phone, etc)</b></p>	
<p><b>Planned</b></p> <p>As explained, the culture Desk and Media Desk has already done it and are continuing to do it on a daily bases when a need is present by every single stakeholder in Albania</p> <p>During 2015, both Desks oriented 10 potential applicants to apply under IPA CBC locally EU funds and the Horizon 2020.</p> <p>This will continue to be done during 2016 through also strengthening the cooperation of various Help Desks and Contact Points in the country.</p>	<p><b>Achieved (For Final Report only)</b></p> <p>Number of stakeholders oriented to other EU programmes than the CREATIVE EUROPE programme within 2016?</p>
<p><b>Self-assessment (for final report only) &amp; Differences compared to the planned programme</b></p>	
<p>N / A</p>	

**Annex II**

**Estimated budget of the action**

A handwritten signature in blue ink, appearing to read 'S. J. J. J.', with a small 'K' or checkmark symbol above it.

# ESTIMATED BUDGET FINANCING PLAN - revenues

Name of coordinating body:  
**Albanian Ministry of Culture**

Title of the Work Programme:  
**CED Culture and Media (Albania)**

1 EURO =   Check the rate following this link:  
<http://ec.europa.eu/budget/infocentre/index.cfm?fuseaction=home&Language=en>  
Please insert the exchange rate The monthly accounting rate in which the application is submitted must be used, to five decimal places.

A. SOURCE OF INCOME	National currency		EUROS (automatic conversion)
	amount	ALL	
<b>1. Contributions from private sources</b>			
Coordinating body:	0.00	ALL	0.00 €
Office 1: Media Desk Albania		ALL	0.00 €
Office 2: 0		ALL	0.00 €
Office 3: 0		ALL	0.00 €
Office 4: 0		ALL	0.00 €
Office 5: 0		ALL	0.00 €
<b>Sub total</b>	<b>0.00</b>	<b>ALL</b>	<b>0.00 €</b>
<b>2. Contributions from public sources</b>			
Coordinating body: Albanian Ministry of Culture	1,629,182.50	ALL	11,700.54 €
Office 1: Media Desk Albania	5,055,814.62	ALL	36,310.07 €
Office 2: 0		ALL	0.00 €
Office 3: 0		ALL	0.00 €
Office 4: 0		ALL	0.00 €
Office 5: 0		ALL	0.00 €
<b>Sub total</b>	<b>6,684,997.12</b>	<b>ALL</b>	<b>48,010.61 €</b>
<b>3. EU grant requested for the Creative Europe Desk(s)</b>			
Coordinating body: Albanian Ministry of Culture	1,629,182.50	ALL	11,700.54 €
Office 1: Media Desk Albania	5,055,814.62	ALL	36,310.07 €
Office 2: 0		ALL	0.00 €
Office 3: 0		ALL	0.00 €
Office 4: 0		ALL	0.00 €
Office 5: 0		ALL	0.00 €
<b>Total Requested amount</b>	<b>6,684,997.12</b>	<b>ALL</b>	<b>48,010.61 €</b>
Max. 50% of the total eligible costs	50.00%		50.00%
<b>TOTAL INCOME</b>	<b>13,369,994.24</b>	<b>ALL</b>	<b>96,021.22 €</b>

Date:

16/11/2015

Name of the Legal representative of the coordinating body: Elira Kokona

Signature (and stamp):



Signature



# ESTIMATED BUDGET CONSOLIDATED BUDGET - expenditure

IMPORTANT:

You need to detail below the categories of costs that you wish to select.  
All costs must be broken down (on the following sheet and in the separate note to the budget if necessary).  
Some cells are blocked because they contain formulas. Do not attempt to change the format.  
Please check consistency between figures of the present expenditure part of budget and financing part of budget.

Name of the coordinating body:

Albanian Ministry of Culture

Title of the action plan:

CED Culture and Media (Albania)

1 EURO = type rate type currency Check the rate following this link:  
139.24 EUR <http://ec.europa.eu/budget/infoeuro/index.cfm?fuseaction=home&Language=en>  
The rate of the month of the deadline must be used

		National currency		EUROS (automatic conversion)
		amount	ALL	
1.STAFF COSTS				
1.1 Salaries (incl. labour costs and social security charges) of Personnel and fees for Project Management		5,037,985.00	ALL	38,182.02 €
1.1.1 Head of Creative Europe Desk		1,759,800.00	ALL	12,638.91 €
1.1.2 Project Manager/Officer		1,123,635.00	ALL	8,069.77 €
1.1.3 Assistant/Secretary		0.00	ALL	0.00 €
1.1.4 Other (specify)		2,154,550.00	ALL	15,473.54 €
1.2 External Professional services (lawyers, accountant, auditor, IT maintenance/Helpdesk, etc.)		832,580.00	ALL	6,979.46 €
1.2.1 Lawyers (legal costs)		204,540.00	ALL	1,468.97 €
1.2.2 Accountant		248,150.00	ALL	1,782.17 €
1.2.3 Audit		0.00	ALL	0.00 €
1.2.4 IT maintenance/Helpdesk		186,410.00	ALL	1,338.77 €
1.2.5 Other		193,480.00	ALL	1,389.54 €
Sub total 1.		5,870,565.00	ALL	42,181.48 €
2. OFFICE RENTAL & EQUIPMENT				
2.1 Rental of office		0.00	ALL	0.00 €
2.1.1 Rental of offices		0.00	ALL	0.00 €
2.2 Equipment (only depreciation)		1,030,000.00	ALL	7,387.30 €
2.2.1 Equipment		790,000.00	ALL	5,873.66 €
2.2.2 Software, hardware		240,000.00	ALL	1,728.54 €
Sub total 2.		1,030,000.00	ALL	7,387.30 €
3. PROMOTIONAL COSTS				
3.1 Participation in events and meetings		0.00	ALL	0.00 €
3.1.1 Registration/Accreditation fees		0.00	ALL	0.00 €
3.1.2 Other (specify)		0.00	ALL	0.00 €
3.2 Organisation of events and meetings		605,000.00	ALL	4,345.02 €
3.2.1 Rental of surface area		0.00	ALL	0.00 €
3.2.2 Catering		175,000.00	ALL	1,258.82 €
3.2.3 Equipment costs		150,000.00	ALL	1,077.28 €
3.2.4 Other (specify)		280,000.00	ALL	2,010.92 €
3.3 Publication costs		1,996,950.00	ALL	14,341.78 €
3.3.1 Design & Layout		71,000.00	ALL	509.91 €
3.3.2 Translation costs		340,950.00	ALL	2,448.66 €
3.3.3 Printing costs		1,585,000.00	ALL	11,383.22 €
3.3.4 Other (specify)		0.00	ALL	0.00 €

*Signature*

	National currency		EUROS (automatic conversion)
	amount	ALL	
3.4 Advertising costs	165,000.00	ALL	1,185.00 €
3.4.1 Design & Layout	45,000.00	ALL	323.18 €
3.4.2 Advertising space	120,000.00	ALL	861.82 €
3.4.3 Other (specify)	0.00	ALL	0.00 €
3.5 Web costs	120,400.00	ALL	864.89 €
3.5.1 Costs for the up-date of the web site	120,400.00	ALL	864.89 €
3.5.2 Other (specify)	0.00	ALL	0.00 €
3.6 Documentation costs	0.00	ALL	0.00 €
3.6.1 Professional magazines, newspaper, books etc.	0.00	ALL	0.00 €
Sub total 3.	2,887,350.00	ALL	20,736.50 €

#### 4. TRAVEL & SUBSISTENCE COSTS

4 Transport and accomodation costs	3,383,812.00	ALL	24,302.01 €
4.1 Transport	1,536,420.00	ALL	11,034.33 €
4.2 Accomodation and subsistence costs	1,847,392.00	ALL	13,267.68 €
Sub total 4.	3,383,812.00	ALL	24,302.01 €

#### 5. INDIRECT COSTS (MAX. 7% OF TOTAL DIRECT COSTS)

161,257.24	ALL	1,423.92 €
Max. amount for indirect costs:		6,621.81 €

TOTAL COSTS	13,389,984.24	ALL	96,021.22 €
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Date: 16/11/2015

Name of the Legal representative of the coordinating body: Elira Kokona

Signature (and stamp):



*Elira Kokona*