



Bulevardi Mjedisor i Beratit Berati Environment Boulevard

Implemented by SEDA

As Support to Albanian Civil Society Organisations'

engagement with environment protection and environmental education

Reference:EuropeAid/128265/L/ACT/AL

The **Overall Objective** is to ensure long term sustainable environmental protection in Albania focusing on human health and nature preservation

The **Specific Objectives and Targets** are the following:

- Increase the public awareness toward environmental protection as the main tool to secure human health and nature preservation in a long term
- Transfer of Know-How on Environmental protection at local level of governance and communities
- Increase participation of local Local Governments Units (LGUs) in environmental policy making
- Foster and forge the local ownership in environmental protection projects
- Build capacities at local level related to organization of other Public Awareness Campaign related either to environment or other sustainable development issues

Relevance of the Action

The project **Berati Environment Boulevard (BEB)** is being proposed while Environmental Protection in Albania has been and it is subject of many projects funded by EU, donor community and Government of Albania. The recent major EU funded project "**Strengthening of the Environmental Monitoring System**" -StEMA has achieved to establish basis of a modern integrated Environment monitoring system is followed by the other current also EU funded project "**Implementation of the National Plan for the Approximation of the Environmental Legislation in Albania**" which will harmonize Albanian Environmental legislation with EU ones. Although it seems that at national levels things are maturing, the main challenge remains the environment protection at local level and at the very site where it is being polluted. The presence of a Ministry of Environmental Protection, Forest and Water Administration (MoEFWA) together with a row of state owned institutions and 12 Regional Environmental Agencies have still done a little to protect environment in Albania. This is because of either the lack of proper capacities at institutional level or for the low level of public awareness toward environment protection. In general the public is not informed on the damages caused by day to day polluters; people in the street are not aware of the risk of PM10 particle that can damage the lungs and that this particle is three times over the norms in Albania compared to EU allowable norms.....

The analysis and research of **Sustainable Economic Development Agency (SEDA)** carried out for many years to now shows that the level of environmental education is lacking, i.e. the staff of Local Government Units (LGUs) are not prepared to face environmental challenges and the Regional Environmental Agencies (dependent from MoEFWA) are one of the weakest institutions Albania ever had to link local level with central government related to environmental issues. Basic environmental management issues like urban (domestic) waste collection and management, sewerage systems, etc are very often in poor conditions even in Tirana the capital of Albania. This environmental situation prevails even in Berati city which is world known for being qualified as UNESCO world heritage patrimony. The project BEB proposed by (SEDA) addresses clearly the need of environmental education and increase of knowledge of public, stakeholders and local leaders through public awareness campaign (PAC) activities at local level. This can rapidly but at least gradually pave the way to build in capacities at local level to address properly environmental issues.

The target groups of BEB project can be listed below

-General public-all citizens of Berati

-Civil Servant Community targeted group, which includes:

Civil servants of Berati Municipality

Local civil servants of central government institutions such as prefecture,

Civil servants of Berati Regional Environmental Agency

-Civil Society Community targeted group, which includes:

Members of several local NGOs, CBOs, NPO, CSOs and their network

Individuals and curricula with special capabilities in fields of expertise, (such as engineers,

environmentalists, agriculture experts, water experts, researchers, teachers

Traditional community leaders (not political wing vocations), etc

The final beneficiaries of BEB project can be listed below

-General public-all citizens of Berati

-Of special benefit the project will provide to Berati municipal and REA's staff related to ownership of project results and the PAC know-how what can help them to replicate some of the project products in similar actions or to fund some of the activities of the project by the municipal budget.

BEB project is very relevant to the constraints and need of the Albania, Berati and targeted groups. That is well known Environmental Protection (EPr) is important to human health and preservation of nature but the public and local stakeholders in general are not aware of the real dangers and risk that can come/happen if all of them does not address this issue today and now. There are millions of lessons learned worldwide and hundreds nationwide on the damage caused by lack of EPr measures. But still people does not address this issue and they are likely to repeat the same mistakes.

Description of the action and its effectiveness

Taking into consideration that education and transfer of know how is a process, the action will be implemented in a period of 18 months

The main and final Project Result is the **Increase /Arise of Berati Public Awareness toward Environmental Protection**. The project Products that will contribute to this expected are grouped like the following:

A- Environment Public Awareness Campaign (E-PAC) products

The proposed list of E-PAC products are the following

A-0. Creation of a Brand of E-PAC (incl. logo of Berati BEB, etc) BEB Brand Logo
A.1.30 seconds TV klip to be aired 30 times in the local TV station-also in the national TV
A.2.production of 10000 leaflets Leaflets that will be distributed constantly and more intensively in the special occasions like Environmental Day, Berati Env. Marathon, etc
A.3.publication of Brochures on Env. Issues (1.Env. To Health- 2.Energy saving to Env; 3.etc.)
A.4.production and billposting of at least 500 Posters
A.5.prepare Multimedia presentation of same topics like Env. To Health- Energy saving to Env;
A.6.TV Round table on local (Berati) environmental protection
A.7.Berati Environment Marathon
A.8.Production of 400 shirts and caps with BEB Brand Logo and their usage in visibility events
A.9. organise E-PAC rock -pop-song and /or folk music nights for Environment PAC in this BEB segment road.

B-Creation of Berati Environment Boulevard (BEB) will consist of the following

B.1.Planting with decorative trees one segment of about 300 m of the city entry street (alongside the Osumi river and by the side of the castle,.

B.2. design and construction of a classified waste bins (one for plastic – one for glass — one for aluminium-one for steelwaste- one for –to be decided)

B.3.-Promote CDM (renewable energy) projects alongside the BEB

B.4.install screens with multimedia presentation on Environmental Protection alongside the BEB

BEB description of the proposed activities and their effectiveness are summarized below

A-The Environment Public Awareness Campaign E-PAC in Berati city will be focused in raising the citizen's awareness on environmental issues, promoting the best environmental practices and emphasising the central role of the citizen in decision making process related to environment.

E-PAC will be carried out by using the most effective and direct channels of communication tools with the public such as TV, radio and printed materials. The content of the E-PAC products will be defined through consultation between the SEDA experts and Berati city community and stakeholders in order to better contribute and get consensus for PAC products with regard to the messages on environmental issues.

The distribution and airing of these products will enhance the public awareness through their professionalism of showing the root causes of Environmental Pollution and they will clearly show why the society needs organise Environmental Protection toward human health improvement and nature preservation

These E-PAC products will provide also data on Environmental maps of the region to include monitoring data and stations like PM 10, current polluters, how much does a car pollute, as well as list of measures of how to decrease those pollutions, etc

Berati Marathon and pop-rock/folk music concerts to be organized in the BEB area are E-PAC activities that target to unite people to work together for Environmental Protection as one of the major challenges in our times not only at local level but at global one.

B-Creation of Berati Environment Boulevard (BEB) involves image building activities to pave the way to the change of attitude of citizen to environment.

Planting with decorative trees one segment of about 300 m of the city entry street, alongside the Osumi river and by the side of the castle, will create the premises of a vivid expo to allow SEDA team in cooperation with Berati stakeholders to show how and what everybody can do to improve

the environment . The term “boulevard “ targets to create a brand and a new vision that the environmental protection is an action that needs the participation of all of us.

The installation, construction and operation of the classified waste bins (one for plastic – one for glass – one for compost – one for aluminium-one for to be decided) along side the BEB will work as a practical measure of how to involve directly all citizens in Environmental. Waste collection, management and recycling is the so far the biggest challenge in Albania and in Berati city. **The simple activity of weighing(measuring) the quantity of a classified waste from each bin serve also as an indicator to show what is the effect of BEB project and E-PAC.** This is the core issue the community and government at all levels need environmental education

The creation of open spaces Demonstrative CDM (**renewable energy) projects** (Photo Voltaic applications , biomass applications, windmill, solar heating, small hydropower plants, etc.) along side the BEB will work as a education and promotional tool to show and to make visible by examples to the stakeholders that there are ways to produce energy without causing pollution and without damaging human health and nature

The installation of screens and posters along side the BEB with multimedia presentation on Environmental Protection will work as an environment education tool to all targeted groups.

SEDA will carry out the project with its staff to hire several temporary experts from Berati community and curricula

The cooperation with Berati Municipality and the staff is crucial to organize and coordinate the BEB and E-PAC activities. SEDA team will involve the participation of the Mayor and his staff from the design phase in order to ensure the ownership of the project products not only during project life but also for sustain the project achievements after. The mayor or some senior community leader will be asked also to lead the consultation and consensus building with business and NGO community of Berati city

3. Sustainability of the action

The involvement of local human resources curricula and institutions at local (municipality) and central level (REA. MoEFWA) is crucial to make BEB project a success story in order to ensure the ownership of the project even after the end of the project. However SEDA team has long experience with different cases of project risks and solutions to sustainability. Based on the previous experiences in Albania, following the table anticipate some risks and provides the mitigation measures:

Risk analysis and possible mitigation measures

Risk	Mitigation measures
Insufficient commitment by the beneficiaries on all levels	The project intends to involve the municipal staff from the very beginning to the end of the project in the consultation and consensus building process with all stakeholders to ensure the ownership of the project products.
High political pressure resulting in preference of quick results rather than quality outcomes	The project has considered carefully the current situation in Berati and will try to avoid political usage of the action by involving in consultations curricula and stakeholders from all political wings in close cooperation with NGO community. SEDA team will clearly state and act that the Action target to build the future and it is not only for the “today show”
Tensions between	This risk will be addressed through the open meetings and

Risk	Mitigation measures
local and central government	workshops where there will be invited representatives of central government of MoEFWA from REA. Similar official notices and invitations will be sent to central and local government institutions focusing on the problem to be solved and cooperation needed.
Insufficient funds made available on domestic level to ensure sustainability	It is common that once the project is over the project products risk to fade away in a short time. This risk will be dealt with and efforts will be made toward (i) convince Berate municipality to fund itself the preservation of BEB area in continuation as an environmental education area/and or tourist attraction ; or (ii) consult the Mayor and/ or local NGO/private business how to apply to follow –up the BEB success story.

The main assumption is that Berati municipality and Berati communities (business, NGO, CBOs, etc) are keen to cooperate with the project and will support the project activities either with participation or with consultation process in order to achieve to organize consensual activities and sustain innovative products. However SEDA team is prepared to provide solutions and face other situations as listed in above mentioned table

Berati Environment Boulevard (BEB) proposal is an innovative idea but *it is proposed in the right time (because of the stage of Albania in the EU integration and because the stage of local government decentralization)* : now the environmental national policies can be broken and implemented at local level. This is one major factor of sustainability.

The project approach of involving Berati municipality (Mayor himself) and other local stakeholders to include national ones (like REA) works for **forging the local ownership of the project.**

Prior to presenting any messages to the public and other targeted audiences a series of Open Days/Staff Workshops should be organized for Berati Municipality key staff. They should be encouraged to disseminate this information to all of their colleagues via meetings back at their own local offices.

The project activities include also assistance **to convince Berati municipality to fund itself the preservation of BEB area in continuation as an environmental education area/and or tourist attraction ;**

Other direction/ measure will be to **consult the Mayor and/ or local NGO/private business how to apply to follow –up the BEB success story**

Project started on September 2009 to continue for a period of 18 months