



QUADRENNIAL PERIODIC REPORT

2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

General information

Technical Information

Name of Party:

Albania

Date of ratification:

21/9/2006

Officially designed Point of Contact:

Title: Ms

First Name: Arta

Family Name: DOLLANI

Organization: Ministry of Culture

Mailing Address: Ministry of Culture, Rruga "Aleksandër Moisiu", Nr. 76, Tiranë, ALBANIA

Telephone: +355 (0) 692069232

Fax: -

E-mail: arta.dollani@kultura.gov.al

Organization(s) or entity(es) responsible for the preparation of the report:

Ministry of Culture

Describe the multi-stakeholder consultation process established for the preparation of this report:

In regard to this report, by an order of the Minister of Culture, a working group was established with representatives from all directorates of the Ministry. The finalization of this report was carried out through a process of consultation, research and data collection by members of the working group, in cooperation with central cultural institutions - partners of the Ministry of Culture, other ministries involved or related to culture, and some important civil society representatives who provided us with the required information.

Executive Summary

Please summarize in max 3500 characters the main achievements and challenges in implementing the Convention and the outlook for the future. Please note this is not an introduction to the report or an annotated table of contents.:

The Republic of Albania ratified the UNESCO Convention on Cultural Diversity on 17.11.2006 and since then, the Ministry of Culture of Albania and its public institutions has undertaken policies and plans to implement the obligations deriving from the Convention. The main objectives in broad terms has been strengthening the place and the role of culture in the policies and programmes compiled by the Ministry of Culture of Albania,

which is the main institution responsible for implementation of the Convention, strengthening the contribution of culture to sustainable development and increasing collaboration with other countries in the field of cultural industries, promoting intercultural dialogue through implementation of different projects, awareness-raising activities and exchanges of good practice. Since the entry-into force of the Convention the MoC has increased its efforts to support the flourishing of cultural expressions according the principles of Article 2 of the Convention by: establishing a yearly grant for financing of cultural activities, by introducing schemes to promote artistic creativity, by increasing the international cooperation and intensifying cultural exchanges, by creating the necessary conditions to preserve and transmit cultural expressions to future generations, by involving the civil society and especially the young in all cultural policy and legal framework debates, by intensifying interministerial cooperation, by supporting digitization of cultural expressions and their bearers, by initiating and participating in exchange programs and artists in residencies, as well as in EU related programmes, by increasing collaboration with the local government, by increasing fund raising efforts and foreign investments, etc. Emphasis is placed on the potential of intangible cultural heritage to promote cultural diversity and inclusion, and in particular the recognition of minority culture and heritage. One of the challenges of the implementation of the Convention is the gathering of qualitative as well as quantitative data as well as mapping the current situation. To this end, the Ministry of Culture of Albania is already collaborating with UNESCO for the establishment of “Culture for Development Indicators” in Albania. When this program will be implemented within year 2017, a new perspective will be set for the implementation of the present Convention. Moreover, the information and the text of the Convention has been translated, published and distributed in several workshops and conferences organized by the Ministry, thus promoting and raising awareness on the principles of the Convention. The yearly action plans of the Ministry of the Culture reflect the recommendations of the Convention in supporting the creation, distribution and enjoyment of the cultural expressions. Thus it is the basis for the preservation, protection and promotion of cultural diversity and especially, for the development of cultural industries as an important factor for contributing in economy and trade. Creating and improving the necessary conditions to help diversity of cultural expressions to flourish, will continue to be an important objective of the Ministry of Culture.

Overview of cultural policy context

Parties shall describe the key objectives and priorities of their current cultural policy and the impact the Convention has had in their formulation or reformulation. They will also report on the opportunities and challenges to promote the diversity of cultural expressions in a digital environment.:

The Ministry of Culture, in accordance with the program of the Government of the Republic of Albania, designs, plans and develops national policies of culture, cultural heritage, promotion of religious tolerance, cultural dialogue and cultural integration in the European family and wider world. This ministry is the main institution that carries out major projects in the field of arts and culture in cooperation with many actors, as central cultural institutions, as well as cultural and artistic associations, as well as independent creators of various cultural fields in the country. Priorities of Ministry of Culture, according to the Government Program "Art and Culture" 2013-2017, were:

Creation of a legal and strategic framework in support of art and culture professionals.

Updating of the legal framework and its alignment with the legal framework of the European Union and UNESCO, implementing a full legislative reform for the well-functioning and administration of new beneficiary schemes of culture, namely to mention the new Copyright Law, as well as the Law on Cultural Heritage, the amendment of the Law on Book, the drafting of the new pension law for special categories of artists, etc.

Artistic education of the younger generation and their new approach to cultural institutions through dedicated calendars.

Investments in the buildings and facilities with cultural functions, construction of several theaters and cultural centers, etc.

A sustainable institutional reform, through a new managerial approach to art-culture institutions, to increase the degree of artist independence, on the basis of revenue generation from third sources, as well as improvement by 50% in management of the art sector.

The books sector within Culture area has received a special attention. Through reviewing the book's law and consultation forums with interest groups, MoC's policies in this field, compared to an earlier phase, are become reader-oriented. Priority has been given to support creators (authors / translators), though publishers have indirectly benefited from these policies.

The National Library is working in the process of digitization, as well as in a more proactive approach to readers, promoting reading habits. Other libraries are in the ongoing strengthening of their educational role, promoting reading to children and young people.

To promote Albanian literature in the European market, the participation and presentation of Albanian writers and translators, in several prestigious international book fairs was funded.

Agreements have been signed with major cultural networks, enabling the circulation of these values in the European area and beyond.

The cultural policy in Albania has to be seen in the framework of the efforts of the Albanian government towards the European integration of Albania. In this framework, the Ministry of Culture is involved in drafting the Cultural Strategy, which is related to its own policy areas such as culture and heritage. The recommendations of the Council of Europe are seen as a priority, especially in the main fields of culture: arts, literature, education and cultural heritage. The Directorate of the Intangible Cultural Heritage aims inter alia to create the necessary institutional and promotional spaces for the development of cultural expressions, enhancement of intercultural dialogue, protection of the cultural rights of minorities and marginalized groups and promotion of linguistic diversity.

Convention integrated:

a) It is (or has been) the basis for changing one or more policies?: Yes

How:

Several times in policy formulation, the principles and objectives of the 2005 Convention have been taken into account. This convention is integrated in the process of developing or reshaping cultural policies, in the spirit of its guiding objectives and principles, as well as being a reference point in the policies and measures taken by the Ministry of Culture, in relation to the protection and promotion of diversity of cultural expressions.

b) It is (or has been) a tool to promote policy discussion?: Yes

How:

In this framework, in the period 2013-2016, policies and measures have been developed and implemented, which have direct effects on the intensification and diversity of cultural expressions of individuals, groups and associations, in various stages and aspects of the value chain such as creation, production, distribution and access to cultural activities, goods and services. These measures are also in line with the Culture Strategy, which is in the final stages of drafting.

c) It is (or has been) a reference for ongoing policy development?: Yes

How:

The "Education through Culture" programme, the "Show Your Culture" initiative and the Artistic Competition "The storytelling of legends through graphic novels" have been explicitly referred to the Convention, and are a direct expression of policy design, based on the spirit of the Convention, as they have increased the diversity of social groups involved, as well as the promotion of new artistic genres.

MEASURES TO IMPLEMENT THE CONVENTION

CULTURAL POLICIES AND MEASURES

Name of the measure	Scope of the measure	Nature
Reforming the legal framework in the field of Copyright.	National	legislative
The " Education Through Culture " programme	National	institutional
The establishment of "Literary Translation Fund"	International	financial
"See you for a book" – The Albanian National Campaign of Reading	National	institutional
Contest "The storytelling of legends through graphic novels"	National	institutional

INTERNATIONAL CULTURAL COOPERATION

Name of the measure	Scope of the measure	Nature
Participation in programme "Creative Europe 2014 - 2020"	International	financial

PREFERENTIAL TREATMENT

Name of the measure	Scope of the measure	Nature
Cooperation Agreement between the Ministry of Culture and the network "TRADUKI"	International	financial

YOUTH

Name of the measure	Scope of the measure	Nature
Support for the project "International Film Festival for Children and Young Audience"	International	regulatory, financial

Reforming the legal framework in the field of Copyright.

b. Key objectives of the measures:

The purpose of preparing a new "Copyright Law and Other Related Rights" is to ensure a better level of protection for authors, artists, and copyright holders in general, as well as guaranteeing a favorable environment for guaranteeing respect for these rights, fully guaranteeing the balance between the rights of private rights holders and the public interest as well as the appropriate business climate.

This law aims to improve the following areas:

- Better protection of Copyright and Other Related Rights;
- Harmonization of copyright and related rights legislation, with the EU acquis in this area, in order to guarantee the protection and respect of copyright and other related rights in The same level as that of the European Union countries, an obligation deriving from Article 73 of the Stabilization and Association Agreement.
- Strengthening and intensifying punitive, controlling and monitoring measures and setting up "filters" for more effective measures for importers, exporters, producers, users, or users of cultural, artistic and scientific works;

c.1. the scope of the measure:

National

c.2. the nature of the measure:

legislative

c.3. the main feature of the measure:

The 2012 bill was prepared by the Technical Assistance for Strengthening the Implementation Capacities of the Albanian Copyright Office, EuropeAid / 129309 / C / SER / A, by experts Mr. Mihaly Fiscor, Mr. Vittorio Ragonezi and Mr. Andreas Lukas. In 2014, it has been elaborated by a working group with officials of the Ministry of Culture and the Albanian Copyright Office.

This law considers and provides solutions in meeting these priorities:

- Implementation of new fair pay schemes (works created under the terms of the labor contract, fees or tariffs of special equipment / equipment which serve for the reproduction of artistic, scientific or literary works, the right of public lending, the use of phonograms, videograms etc.).
- Consider technological developments and diversity of forms of use of literary, artistic or scientific works in the digital era and guarantee regulatory mechanisms to prevent violations of rights holders on the one hand, and on the other hand the right of the public to be informed.
- Guarantee and provision of legal certainty, which any artist, author or other holder of related rights will be rewarded for their works, to be used in the territory of the republic of Albania.
- Application of the voluntary copyright system by guaranteeing in this form the general principle of the Bern Convention - non-formal protection.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

The implementation of this measure aims to protect the rights of creators, Interpreters, performers and users of literary, artistic and scientific creations.

The adoption of this law is of particular importance also in the light of Article 73 of the Stabilisation and Association Agreement, between the European Communities and their Member States, and the Republic of Albania, which specifically requires the protection of copyright in accordance with EU standards and announces a war on piracy in an effort to make it simpler and more practical to determine the responsibilities of copyright protection institutions.

This law provides mechanisms that establish a fair balance between the public interest to protect creators, and facilitate the procedures for users of works, to act on legal terms. It brings achievements such as: reorganization of the Copyright Office and the creation of the National Copyright Council .

The law foresees the establishment of a unique desk, which provides speed, transparency and good management of revenue from the use of copyright works. Meanwhile, the public awareness campaign on the importance and respect of copyright in Albania continues.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture, The Albanian Office for Copyright. Inspection bodies.

f.2 Financial resources allocated to implement the measure:

No data available

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Agency of Collective Management of Interpreters and Performers'
Rights

Type of Entity:

NGO

Type of Involvement:

By law, this agency collects and distributes income for its members - artists.

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

The " Education Through Culture " programme

b. Key objectives of the measures:

- Creating the conditions for recognition, education and training of children, pupils and students through the arts, to establish an effective, comprehensive and sustainable cultural education in Albania.
- Artistic upbringing of the younger generation and their new approach to cultural institutions through dedicated artistic calendars.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

The programme "Education through Culture" aims that cultural and education institutions to encourage the interest of the young generation to participate in cultural life, by ensuring the provision of appropriate and equal treatment in cultural, artistic life, while creating spaces and creative activities along leisure.

Target group for this programme is the new generation - pre-school children, primary and secondary schools, high school and university students.

The Memorandum of Understanding, signed between the Ministry of Culture and the Ministry of Education and Sport on 25.01.2016, expresses the will to promote cultural awareness, expression, creativity and diversity, particularly to the young generation. Conducted by MoC, the programme "Education through culture" realizes the cultural education for the young generation, in order for them to contribute in a general and sustainable growth of the country,

This agreement is in full compliance with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions and in full harmony with the Declaration of the Council of Ministers of Culture of South East Europe, a document that highlights the important role of culture and art in the field of education, as education through culture "promotes cultural awareness and expression, creativity and diversity as well as contributes to human development, social and cultural welfare and social cohesion".

Cooperation on cultural activities and reshaping of the curriculum enhancing cultural education, is still ongoing.

This programme has also the component "Friend of the Monument" in the field of Heritage, that aims to put in the spotlight both the monuments and the new generation. It was launched and implemented in the Amphitheater of Durres on April 18, on the occasion of the International Day of Monuments.

Through this initiative students have the opportunity to familiarize with the monuments, learn about their history, take care of them, and at the same time organize cultural activities.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Expected results were the improvement of people's education and the development of audiences.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

No data available

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Progressive Research Center

Type of Entity:

NGO

Type of Involvement:

Among the others, "Progressive Research Center" applied the "Silver Ribbon" project, with a focus on "Education Through Culture", a project that has contributed to lowering high drop-out lessons' rates, especially from children of different communities such as Roma; children with disabilities, etc. During the years 2014, 2015 the amount granted to

this NGO was 2.500.000 Albanian Leks.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

Regional

i.2 What were the main conclusions?:

Based on this program, the number of artistic programs and cultural projects for children are significantly increased. About 40% of winning projects have focused on education through culture. During the years 2014-2016, at the Ministry of Culture and the central institutions of arts and culture, specific calendars of Education through Culture, were compiled.

In particular, at the National Art Gallery was inaugurated the "Children's Education Atelier" project with the support of the Foundation for Albanian Visual Arts Across Borders (FAVA). This program consists in creating educational and creative spaces for children of different ages. In the National Experimental Theatre, artistic events for children are being organized every weekend.

At the National Theater of Opera and Ballet were realized special platforms focusing on the development of audiences, through open performance for the public, with the target group new generation. Under the auspices of internationally famous albanian soprano Ermonela Jaho, at this institution a workshop for young lyrical singers was held.

"Friend of Monument" was launched in 2014 at the initiative of the Ministry of Culture and implemented for the first time in Durres on April 18 on the occasion of the International Day of Monuments.

Young pupils and students were involved in this ongoing initiative and encouraged to create and maintain a closer interaction with the history, culture and heritage of their region. They were encouraged through raising awareness on their country's cultural monuments, develop ideas and cultural activities, projects and other initiatives closely linked not only with tangible cultural heritage, but also the with the intangible one.

The number of schools and students involved in the initiative has been progressively raised over time. The same can be said, also with regards to the number of activities developed in the framework of this initiative.

Participants at "Friend of Monuments" initiative during the years 2014-2016 were 12.900 pupils and 167 schools al over the country.

i.3 Which indicators were used to determine impact?:

Number of activities, institutions involved, and participants.

The establishment of "Literary Translation Fund"

b. Key objectives of the measures:

The main objective of this measure is promotion and enhancing cultural exchanges between cultures through translation from foreign language literature into Albanian and vice versa.

Furthermore, its aim is to promote Albanian authors and Albanian literature in foreign countries.

The establishment of this fund aims to come to the assistance of foreign translators with an interest in translating from the Albanian language, as well as to reduce publication costs for foreign publishers who seek to bring Albanian literature to foreign readers.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

One of the pilot projects of the Ministry of Culture since 2014 is "Literary Fund of Translation". Translation support has been one of the main objectives of the Ministry of Culture in terms of promoting and motivating the protagonists and transferring the most important literary values from foreign languages to Albanian. In 2016 the initiative was expanded with an additional fund for translation of important works of Albanian literature into foreign languages. This measure also aimed to promote Albanian authors and Albanian literature abroad. The establishment of this fund aims to come to the assistance of foreign translators with an interest in translating from the Albanian language, as well as to reduce publication costs for foreign publishers who seek to bring Albanian literature to foreign readers.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Translators, publishers

e. What are the results expected through the implementation of the measure?:

Increasing the flow of translations from Albanian to foreign languages and vice versa.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

In 2014 2.500.000 Albanian Leks

in 2015 3,480,000 Albanian Leks

in 2016 2.507.000 Albanian Leks for the translations from foreign languages to Albanian and 1.208.560 Albanian Leks for the translations from the Albanian language to several foreign languages.

In total, financial amounts allocated to translations during three years were 9.695.560 Albanian Leks

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

Translation Fund has encouraged and assisted with the addition of translations of successful and important artistic works of European and world literature in Albanian and vice versa. The adoption of such a measure further persuaded the work done by the Ministry of Culture for the preparation of the portal of Albanian authors in English (www.albanianbooks.al/) where the interested persons can find the necessary information for Albanian literature and authors.

i.3 Which indicators were used to determine impact?:

Number of published titles and funds allocated.

"See you for a book" – The Albanian National Campaign of Reading

b. Key objectives of the measures:

To promote reading skills and to emphasize the value of books and reading, the Ministry of Culture of Albania organised a reading campaign, including various activities with various literary characters.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

This campaign took place during October 2016 throughout Albania, in cooperation with Ministry of Education and Sport, Tirana Municipality, other cultural institutions, the foreign embassies, as well as University of Tirana, Department of Literary. Various activities included:

"Open readings"- Selected literary pieces, read by actors dressed up as popular literary characters.

Famous people, politicians, ambassadors, writers, and translators read passages from their preferred novels.

#AlbFotobook - An activity that has in focus the promotion of reading to the new generation. Readers simply took photos of their books and posted them in different social media with hashtag #Fotobook and #Takohemipërnjëlibër (See you for a book)

"I read"- all schools of pre-university education system in Albania organised a reading hour with the participation of well known writers and translators from their area.

"Funds of Tirana libraries"- Ministry of Culture in cooperation with Municipality of Tirana helped to enrich the book funds of the libraries of Tirana, purchasing many titles that result in absence.

Youth Literary Festival "Tirana 2016"- literary festival that supported the creativity of young poets and writers. Selected poems, prose fiction and essays were been recreated as book trailers, photos, or as a graphic art work.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Increasing awareness of book value and promoting reading habits.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture and many partners

f.2 Financial resources allocated to implement the measure:

No data available

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Luljeta Lleshanaku

Type of Involvement:

The organising of **"SABBAT"** - a series of workshops on the writing skills in prose and poetry, by well-known poet Luljeta Lleshanaku.

Name:

IDMC – Institute for Democracy, Media & Culture

Type of Entity:

NGO

Type of Involvement:

background:white;vertical-align:baseline">"**Tirana Reads 2016!**" - a reading marathon, in the frame of TLF (Tirana Literature Festival)

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

In addition to numerous activities in Tirana, various activities that encourage reading for all ages were organized during this month by Regional Directorates of National Culture, Libraries and Municipalities of various cities as:

- activities focused on reading on orphanage,
- on asylums for the elderly,
- on different institutions of pre-university education,
- promotion of literary publications,
- creative writing competitions among young ages.

Also, the activities continued with open readings and other similar activities on monumental and architectural sites throughout the whole country.

i.3 Which indicators were used to determine impact?:

The number of participants:

In n total about 7200 participants were involved in this campaign.

Contest "The storytelling of legends through graphic novels"

b. Key objectives of the measures:

To promote the artistic and language education of the young generation, through the values of material (as context) and immaterial (as expression) cultural heritage, applied in the genre of graphic novels.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

institutional

c.3. the main feature of the measure:

In 2014, the Directorate of Intangible Heritage and Albanian Language Revitalization held for the first time the activity "The storytelling of legends through graphic novels". This event was organized in the form of a competition featuring high school and art school students, professional and amateur painters and graphic artists. The art works of the participants were selected by a jury of foreign experts and were presented at an exhibition, opened at the Ministry of Culture on November 14. The event ended with the award of prizes to three winners, the distribution of catalogs with the works of competitors and a discussion among experts and public, on the issues related to genre of graphic novels.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Promoting the participation of artists in artistic activities that combine art with intangible heritage.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

In total 3.500.000 Albanian Leks

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

The activity was attended by a lot of interest from the public, for the fact that this genre is not very developed in Albania. This project has become tradition and continues for 3 years, increasing the number of participants and the range of topics and techniques used.

i.3 Which indicators were used to determine impact?:

Number of participants

Participation in programme "Creative Europe 2014 - 2020"

b. Key objectives of the measures:

- Participation in community programs that foster cooperation, promote the mobility of artists and creators, as well as the production and distribution of their works.
- "Creative Europe 2014 - 2020" is the European Commission's framework programme for support to the culture and audiovisual sectors.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

Under the EU - Albania Agreement on Albania 's participation in the EU "Creative Europe" Programme, ratified by Law No.91 / 2014, which entered into force on 31 July 2014, Albania participates in the subprogramme "CULTURE". In October 2014, European Commission services decide that Albania can participate and benefit from the subprogramme "MEDIA" of "Creative Europe", as it has aligned the relevant EU directives in the audiovisual field.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

Benefit of financial support for artists, cultural and audiovisual professionals as well as organizations operating in the field of performing arts, visual arts, publishing, film, TV, music, interdisciplinary arts, video game industries, etc.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

The Ministry of Culture has enabled membership in this programme, specifically, in its two sub-branches (Media and Culture) with the payment of a membership fee of 150,000 euros a year (95,000 Euros for "Media" and 55,000 Euros for "Culture"). This amount has been fully paid for the first year (2015) and in other years until 2020, the EU has and will reimburse this amount by 80%, to ensure a better and more comprehensive access for applicants to these programmes.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

Publishing House "Fan Noli"

Type of Entity:

Private company

Type of Involvement:

Publishing houses "Fan Noli", "Dituria", and "Pegi Publications sh.p.k" are some of the beneficial companies from this programme.

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

International

i.2 What were the main conclusions?:

Albania has achieved good results for two Actions of the Sub-Program Culture and has benefited concretely:

-In the Call for "Literary Translation", from 2014 until now have applied 25 publishing houses, and have won 12 of them, for a total funding of about 660.000 Euros;

- In the Call for "European Cooperation Projects" we have had the first leading winner of a project worth 200,000 Euros, while three other associations have been declared winners, as partners of various projects with a funding value of about 80,000 Euros.

In total, so far, Albania has benefited from the Sub-Program Culture a funding value of about 940,000 Euros.

In the subprogramme "Media", since Albania's membership in January 2015, out of 14 calls for projects under this program, applicants from Albania, with the assistance of the Open Desk at the Ministry of Culture, have accessed and won 4 calls for 2015 and 2016 .

Benefits are direct and indirect.

Directly: -In the First Call for Film Development, a project with an Albanian applicant as a leader, has won the amount of 30.000 Euros;

-In the Second Call for Distribution of Film, the Albanian applicant again in the role of the leader, was declared winner with the project in the value of 10.000 Euros;

- In the Third Call for the Development of the Audience, in the role of collaborator in the project, the Albanian applicant has benefited an amount of 15,000 Euros;

- In the Fourth Call for the Online Distribution of European Film, in the role of a co-worker, our applicant has benefited the amount of 15,000 Euros.

In total, there were 25 applications and 4 winners, with a value of 70,000 euros, in just 1 year and 10 months since joining this subprogram.

Indirectly, from this program, so far have benefited 13 professionals from the field of cinema, including young people among them, who have received vocational training in the best cinema schools in Europe.

For less than two years, membership in the subprogramme "Media" is considered a success story, compared to the countries in the region.

i.3 Which indicators were used to determine impact?:

Number of winning projects, the amount of funds received.

Cooperation Agreement between the Ministry of Culture and the network "TRADUKI"

b. Key objectives of the measures:

To enable the participation and benefit of applicants from Albania for funding cultural projects such as translations, publications, writers' residences, etc.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The relationship with TRADUKI, as one of the active and influential networks of European literature, was institutionalized on 23.01.2014, through the signing of the framework agreement by the Minister of Culture, Mirela Kumbaro Furxhi and Director of TRADUKI Ms. Antje Contius. With the signing of this agreement, the Ministry of Culture pays an annual fee of € 10,000, but the benefit received by applicants from Albania for translations, residences and projects in three years of membership exceeds € 35,000 per year.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

No

e. What are the results expected through the implementation of the measure?:

To receive as much funding as possible for the benefit of Albanian authors, translators and publishers.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

30.000 Euros by Albanian Government

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

No

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

International

i.2 What were the main conclusions?:

By "Traduki" network are supported dozens of translations from Balkan or German language in Albanian language, residency expenses for authors and translators as well as support for their mobility.

During three years 2014-2016 financial support from "Traduki" was:

- Number of funded translations: 10
- Total funding amount for translations: 31.400 Euros
- Number of other funded projects: 2
- Total funding amount for projects: 7.000 Euros
- Funding amount for the residences of Albanian authors: 27.000 Euros
- Funding amount for the residences of foreign authors in Albania 30.000 Euros

Total amount 95.400 Euros

i.3 Which indicators were used to determine impact?:

Number of winning projects, the amount of funds received.

Support for the project "International Film Festival for Children and Young Audience"

b. Key objectives of the measures:

The main objective of this measure is to nurture and promote artistic creativity in the field of animated and artistic films for children and adolescents. Also, another target of this festival is the close contact of the new generation with the animated film, and in general with cinema and culture.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory

financial

c.3. the main feature of the measure:

The purpose of organisator of this festival, "AniFestROZAFa" association, is to attract best films, addressed to children and adolescents. In the first phase of the 2014 competition for example, took part about 500 short, fiction and animated films, from 55 countries around the world. About 132 of these are selected, which met the festival criteria and are suitable for a 3-15 year old audience.

Over the years, this festival educates the public, using various slogans, such as in 2016, "I am one", used for the category of films dealing with the rights of children and adolescents against violence, discrimination and racism. In this regard, awareness messages were conceived, that children have their rights and parents and adults should respect them. Other elements that enrich the editions are workshops held by local and foreign directors, students of the Academy of Arts, city of Shkodra branch, participating children, parents and pedagogical staff.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Young people, artists, actors, directors, etc.

e. What are the results expected through the implementation of the measure?:

Promotion of creativity in the field of animated and fiction films for children and adolescents. Enhancing of the number and artistic quality of the participating films, as well as audience development.

f.1 Name of agency responsible for the implementation of the measure:

MoC through AniFest

f.2 Financial resources allocated to implement the measure:

1.280.000 Albanian Leks for three years

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

AniFest ROZAFa Association

Type of Entity:

NGO

Type of Involvement:

Organizing and developing all stages of project and the Festival.

h.1. Implement the provisions of the Convention?:

No

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

The International Film Festival has attracted approximately 4500 spectators every year, of whom 4300 children and teenagers (3 to 15 years old) and 200 adults, parents and teachers.
In accordance with the principle of encouraging the participation of youth in cultural life as creators, producers and beneficiaries of cultural activities, goods and services, this activity, now transformed into tradition, is contributing to the promotion of creativity in the specific field of these films as well as to the cultural and social education of viewers.

i.3 Which indicators were used to determine impact?:

Number of spectators.

CIVIL SOCIETY

Have you taken or supported initiatives involving civil society in activities::

Promote the objectives of the convention through awareness raising and other activities: Yes

Please explain how:

The Convention is published and distributed in several workshops and conferences organized by the Ministry, thus promoting and raising awareness on its principles and provisions.

Collect data and share and exchange information on measures adopted at local and international level:

No

Please explain how:

Provide spaces where ideas of civil societies can be heard and discussed while developing policies:

Yes

Please explain how:

In the preparation of laws, strategic documents and drafting of work plans, consultation with stakeholders and civil society is a priority, giving them all the space and opportunities to present their opinions and protect their interests.

Implement Operational Guidelines: No

Please explain how:

Other: No

Please explain how:

Is Civil Society contributing to this report?:

No

Name of the Organization(s):

Contribution from Civil Society

This section is to be completed with information provided by civil society:

Has the civil society taken initiatives to::

Promote the principle and the objectives of the Convention locally and internationally: No

Please explain how:

Promote ratification of the Convention and its implementation by governments: No

Please explain how:

Bring the concerns of citizens, associations and enterprises to public authorities, including vulnerable groups:

No

Please explain how:

Contribute to the achievement of greater transparency and accountability and accountability in the cultural governance:

No

Please explain how:

Monitor policy and programme implementation on measures to protect and promote diversity of cultural expression:

No

Please explain how:

Build capacities in domains linked to the Convention and carrying out data collection: No

Please explain how:

Create innovative partnerships with the public and private sectors and with civil society of other regions of the worlds:

No

Please explain how:

Challenges encountered or foreseen to implement the Convention:

Solutions found or envisaged:

Activities planned for next 4 years to implement the Convention:

Supporting attachment provided by the Civil Society:

Achievements, challenges, solutions and next steps

Describe main results achieved in implementing the Convention:

The Ministry of Culture supports domains of culture including: cultural and arts institutions of creative and performing arts, books domain, cultural heritage, arts education and international cultural co-operation, as well as cultural and linguistic diversity. The cultural policy in Albania has to be seen in the framework of the efforts of the Albanian government towards the European integration of Albania. In this framework, the Ministry of Culture is involved in drafting the Cultural Strategy, which will support the flourishing of cultural expressions.

To achieve the institutional objectives, in accordance with the principles of Article 2 of the Convention, MoC launches annual public open calls for projects-applications from entities, organizations, or cultural associations, in function of improving the creative climate in Albania and strengthening the civil society in the field of culture, supporting artists and writers, especially young and beginning authors, via assistance in publication, attendance at international events, book fairs, etc. In three years, 300 young artists projects have been supported, especially those focused in the development of theater, music festivals, art education, heritage through technology, while at the same time increasing and developing the audiences.

The protection of minority cultural rights and the improvement of the preservation of their identity were supported by several cultural projects, and above all with the Draft Law on Protection of Minorities in the Republic of Albania, art. 10 and 11, expected to pass soon through Parliament. Cultural diversity was encouraged through the celebration of May 21st-Day of Cultural Diversity, "Show Your Culture", and other projects.

As regards to gender equality, many beneficiaries from the MoC funds, were women's associations as: "The Zadrime Artisans", "The Association of Women with Social Problems", the "Folk Traditions" Foundation (consisting of women and young girls, whose employment contributes to sustainable development.)

Challenges encountered or foreseen to implement the Convention :

While the Ministry of Culture in Albania has begun with the "Education through Culture" initiative to establish an effective, inclusive and sustainable system for arts and cultural education in Albania, involving both formal and non-formal education dimensions, there are still several challenges. In particular with regard to the development of a new strategy for arts and cultural education in an inclusive and cross sectorial manner including all relevant government institutions, as well as in cooperation with cultural institutions and schools. Equally important remains the development of a comprehensive nationwide arts and cultural education curricula for the development of a national platform for arts education.

Other challenges are:

- Informality and piracy in the domains of music, cinema, etc.
- Fund insufficiency on preservation of cultural heritage both tangible and intangible in a digitized environment.
- Lack of appropriate legislation in the fields of art, books, cultural heritage and retirement of artists.
- Low awareness on the Convention and its principles and provisions by culture professionals and civil society.

Solutions found or envisaged to overcome those challenges:

- Increased cooperation with the Ministry of Education and Sport to design more studied curricula, where cultural education is best involved.
- Greater support to artistic creativity and the implementation of Copyright legislation through licensed agencies, against piracy and informality, for the further development of audio visual sector, both in production and distribution.
- Preparing of new laws' drafts in the fields of art, books, cultural heritage and retirement of artists.
- Applying for international funds related to mobility of artists, translations and other cultural projects, as well as preservation of cultural heritage through digitalization.

An increased awareness raising and involvement of civil society, on the visibility of the Convention, through meetings and workshops with culture professionals, (still envisaged)

Steps planned for the next 4 years:

One of the goals for the coming years is the best distribution of the artistic calendar throughout the country, including all ages, but especially the young and marginalized groups.

Also, the support in the field of the book will continue, both in the translation of works of foreign authors and in the translation of Albanian authors abroad. It will support Municipalities to enrich local libraries.

The activity of cultural diplomacy will continue, where for the year 2017 several important activities are scheduled:

- Albanian Pavilion at Venice Biennale, with a total expenditure of 20 million Albanian Leks.
- The "Mediterranea 18" Biennale, with an estimated fund of about 30 million ALL, which will gather in Tirana 230 young artists from the Mediterranean.
- "Tirana In Between" - The Residence's Programme for Writers and Literary Translators in Tirana (a yearly programme)
- Participation at international fairs, as "Leipzig Book Fair" (where The Association of Albanian Publishers regularly participates every year), etc.

Continuing investments in the buildings and facilities with cultural functions, like theaters, museums, cultural centers, etc.

SOURCES AND STATISTICS ANNEXES

1. Economy and Finance

When reporting data in this section, it is important to define the "cultural sector" for statistical purposes and apply that definition consistently. For guidelines, please refer to the [2009 UNESCO Framework for Cultural Statistics \(FCS\)](#)

1.1. Total Flows of Cultural Goods and Services

1.1.a Cultural Goods

(a) Exports in cultural goods	0.00		N/A
(b) Imports in cultural goods	0.00		N/A

1.1.b Cultural Services

(a) Exports in cultural services	0.00		N/A
(b) Imports in cultural services	0.00		N/A

1.2. Contribution of cultural activities to Gross Domestic Product (GDP)

(a) Total GDP	12343991935.00	2016	Ministry of Finance
(b) Share of cultural activities in GDP	13723300.00	2016	Idem

Which methodology was used to calculate the share of culture in total GDP?

<p>13,723,300 \$ is the share of the State budget, allocated to the Ministry of Culture and its subordinate institutions.</p>

[? More information about text formats](#)

1.3. Government expenditure on culture (If not available, please use government expenditure on Recreation and Culture)

(a) Total government expenditure	0.00		N/A
(b) Share of culture in government expenditure	0.0		N/A

2. Books

	Num	Year	Source
(a) Number of published titles	2715	2016	National ISBN Agency
(b) Number of publishing companies			
Total all companies	120	2016	National ISBN Agency
Small Size Companies			N/A

Medium Size

N/A

Large Size

N/A

(c) Bookshops and sales

Bookstore chains

Ministry of Culture

Independent Book stores

N/A

Book stores in other retail

N/A

Online Retailers

Ministry of Culture

d) Translation flows

Number of published translations

National ISBN Agency

3. Music**(a) Production / Number of albums produced:**

	Num	Year	Source
Physical Format	<input type="text"/>	<input type="text"/>	<input type="text"/>
Digital format	<input type="text"/>	<input type="text"/>	<input type="text"/>
Independent	<input type="text"/>	<input type="text"/>	<input type="text"/>
Majors	<input type="text"/>	<input type="text"/>	<input type="text"/>

(b) Sales / Total number of recorded music sales:

Physical format

Digital format

4. Media**(a) Broadcasting audience and share**

Year

Source

Programme type	Audience share	Type of ownership	Type of access	Remove
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

(b) Broadcasting media organizations

Year**Source**

2016

The Audiovisual Media Authority

Number of domestic media organizations providing

Ownership:	Radio channels	Television channels	Both radio & television channels	Total
Public	6	2	1	9
Private	56	75	3	134
Community			0	
Not specified			0	
Total	62	77	4	143

(c) Newspapers (excluding online newspapers only)**Year****Source**

2016

National Library

<i>Publishing format</i> PRINTED	Daily newspapers	Non-daily newspapers	Total
Free Only	0	1	1
Paid Only	20	37	57
Both Free and Paid			0

BOTH PRINTED & ONLINE

Free Only		0	0
Paid Only			0
Both Free and Paid			0
Total	20	38	58

5. Connectivity, infrastructure, access

Num

Year

Source

(a) Number of mobile phone subscribers per 1000 inhabitants

1890

2016

(b) Number of households with Internet access at home

266000

2016

(c) NUMBER OF INDIVIDUALS USING THE INTERNET

1966000

2016

Percentage of people participating in cultural activities at least one time during the last 12 months

6. Cultural Participation

Activity (in %)	Female	Male	Total
Cinema			
Theatre			
Dance (including ballet)			
Live concert/musical performance			
Exhibition			
All activities			

Is there any available data on the reasons for the non participation in cultural events?

No Yes

Main reasons for non participation (in %)	Female	Male	Total
Too Expensive			
Lack of Interest			
Lack of time			
Lack of information			
Too far away			
Other			

7. Additional clarifications:

Additional Annexes:

SUBMISSION

Title:

Mr

First Name:

ZEF

Family Name:

ÇUNI

Organization:

MINISTRY OF CULTURE, ALBANIA

Position:

DEPUTY MINISTER

DATE OF SUBMISSION: 29/4/2017