

Institute for Sustainable Development, Environment and Tourism

| Partner Organisation Information (PIF) | |
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| PIC | 899384583 |
| Organisation ID | E10261871 |
| Full legal name (national language) | Instituti per Zhvillim te Qendrueshem, Mjedisin dhe Turizmin |
| Full legal name (Latin characters) | Institute for Sustainable Development, Environment and Tourism |
| Acronym | InSET |
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| | Information on several realized projects: | |
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| 1 | EIT BEST June 2025 – 2029 | EIT-BEST: coordinator for the EIT-BEST HORIZON-EIT-2024-NCP-IBA Topic: Horizon-EIT-2024-NCP-IBA Type of Action: HORIZON-CSA (HORIZON Coordination and Support Actions) Number: 101234240. |
| 2 | Maritime Sustainable Blue Bioeconomy (MaSBBE) | MASBBE Member of <i>Maritime Sustainable Blue Bio-Economy</i> Partnership as part of Smart Specialization Community of Practice (S3 CoP) for New Thematic Smart Specialization Partnership, Brussels DG REGIO G.1/GS. This partnership is included in Sustainable Blue Economy of S3 Thematic Platform. InSET is part of this network as Research and Innovation Organisation for Albania. https://ec.europa.eu/regional_policy/policy/communities-and-networks/s3-community-of-practice_en |

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| 3 | CEI (Central European Initiative) Know-how exchange program – KEP Start date: 1st January 2024 End date: 31st December 2025 | TRUE BLUE CEI support to Training and Research to Unlock and Enhance the potential of Sustainable BLUE Economy for regional cooperation and EU integration. InSET (Albania) with University of Sarajevo - UNSA (Bosnia and Herzegovina) and UoM (Montenegro) are Know how beneficiaries. Know-how providers: National Institute of Oceanography and Applied Geophysics - OGS (Italy) – Project leader and applicant; Euro-Mediterranean University - EMUNI (Slovenia); Institute of Oceanography and Fisheries - IOR (Croatia). |
| 4 | Erasmus+: RecyclART Project Code 2020-1-EL01- KA227-ADU-094629 2021-2023 Submission ID: 1680950 | RecyclART develop creative skills of learners by encouraging them in using waste materials by activating the learners' skills to be effective in problems solving, thinking creatively, gaining aesthetic value, self evaluating and self-recognition. RecyclArt: projectual creative recycling to payback the environment with participant: OIKIPA, PROMIMPRESA, DIEK Agriniou, AESD, InSET. Project 2021-03-01, 24 months, <i>Lead partner</i> : Ecological Movement of Patras, Greece. <i>Field</i> : Adult education; <i>Main objective of the project</i> : Innovation. This project aims to develop a transnational programme for the promotion of activities on recycling waste among ADULTS, firstly developing and secondly exploiting their creativity. InSET has undertaken the study at the national level of state of art, has trained and organized 3 national events for capacity building, organized and participated in all international events, organized national conference in Tirana with all stakeholders as part of project dissemination. |
| 5 | Expertise with GIZ, 2023 | Expertise for GIZ, Proseed and Centre for Competitiveness Skills for <i>"VET Curricula revision and training of teachers on green and digital skills in the tourism sector the integration of digital and green skills in the tourism sector"</i> ; |
| 6 | "Skills for Smart Specialization in Albania", 2024 | Expertize on Sustainable and diversified tourism for the study/project – ETF.97398 (ref number: OUMNI-WUPAY-998YB-UJ7U2 "Skills for Smart Specialisation in Albania" for priority domain Sustainable and Diversified Tourism for GREATVISORY (PPMI Consortium) in the execution European Training Foundation . |
| 7 | Talent in Business SHE LEADS | "She Leads" InSET participate in accompanying activities dedicated to empowering women entrepreneurs in Albania and aims: Creating a possible environment for the development of women's entrepreneurship; Promoting albanian women's entrepreneurship; Improving the commitments of many potential actors and financial companies. |
| 8 | Interreg IPA CBC Italy-Albania-Montenegro 2014-2020 | "WELCOME" , 1st call for standard project / code .250/ Order nr.48, Prot, nr. 642, date, 28.10.2019; Contracting Authority: National Coastline Agency AKB. |
| 9 | Interreg IPA CBC Italy – Albania - Montenegro 2014-2020 | "3C4SME" / 1st call for standard project /code. 128/ Order No. 74, date 07/11/2019; Contracting Authority: National Business Center QKB |
| 10 | Interreg IPA CBC Italy-Albania-Montenegro 2014-2020 | "REGLPORTS" , 1st call for standard project / code. 250/ Order nr. 66, Prot, nr. 688, date 25.11.2019; Contracting Authority: National Coastline Agency AKB and Ministry of Tourism & Environment. |
| 11 | IPA II Cross-border Cooperation Programme Greece-Albania 2014-2020 | BLUECOAST , order nr. 76, Prot,702, date 03.12.2019/ Order nr. 66, Prot, nr. 688, date 25.11.2019 - Contracting Authority: National Coastline Agency AKB. |
| 12 | Collaboration and co-organizer of IX International AssMed Conference "Slow and Fast Tourism: travellers, local communities, territories, experiences" 4-5.10. 2019 | Lead partner is the Mediterranean Association for the Sociology of Tourism (AssMed) & the University of Montenegro & University of Bologna (Ce.P.CI.T. - Centro Studi Sui Problemi della Città e del Territorio). The role of InSET: <i>co-organizing the conference, moderating the panels, support with reviewing process</i> , as well as <i>bringing some of the important researchers of Albania together with their international colleagues in the field of Tourism, Entrepreneurship, Finance, Geography and Sociology of Tourism</i> . |
| | Project "Jobs of the future for the EU Heritage Rejuvenation" | The twinning event was held in 16 to 18 august 2019, in Vinica, Croatia, with the participation of many other European institutions. InSET enabled the inclusion of Albania |

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| 13 | (#YouEU)", Twinning of four municipalities. | in this network, through the Municipality of Vlora, and participated in the whole organization of the event, thereby enabling the internationalization of local institutions as well as the development and preservation of heritage all over the Region. |
| 14 | Round tables of international partners with stakeholders - March - April 2019 | This action contributed to sustainable cultural tourism by strengthening the Western Balkan cultural identity and touristic. On behalf of the international partner Sarajevo Culture Meeting, InSET has been the focal point in Albania, in gathering the stakeholders and organizing three round tables with focus to cultural tourism, with Ministry of Culture, Ministry of Tourism and Municipality of Tirana. |
| 15 | Networking and coordination for EU projects | InSET has served as a enabler of networks for project development in different EU programs, with the aim of creating opportunities for actors interested with sustainable development, environment and tourism. The database of actors and stakeholders is raising and also the partnerships between the organizations are various including other NGO-s, Universities, Institutes and Municipalities or important Commercial Associations. |
| 16 | "Study on Tourism Development and Tourism Alternative Products" | The contract is done by DEA Studio, for October December 2018, and this study has served for the further preparation of the tourism development strategy for the tender organized by the Ministry of Infrastructure and Energy, with the purpose of: Drafting Local General Plans for the Municipalities Libohova, Delvina, Finiq. |
| 17 | "Study on Economic Benefits of Tap in Albania", Trans Adriatic Pipeline Ag Albania | Socio-Economic assessment of TAP impact in the light of the actual construction operations underway and improved understanding of economic situation. Delivering timely inception report, draft report and final report, according to contract. InSET realized the following: <ul style="list-style-type: none"> ⇒ Production of a long-term macroeconomic framework for the Albania economy, the baseline scenario that does not take in consideration the construction of TAP, showing the main macroeconomic indicators, and private sector development ⇒ Development of the framework, including TAP, to see its main impact to the long-term macroeconomic situations as the difference between the baseline and TAP framework. ⇒ Development and implementation of different methodologies and forecasting tools, but mostly based on an Input-Output macroeconomic model (functional and behavioral relationship between different economic variables). ⇒ Estimation in detail of the benefits that link local development that TAP affects directly, applying different approaches—micro-simulation exercises—on estimating different impacts. |
| 18 | Entrepreneurial Women | 3 workshops , between January and July 2018: - project which provides women with capacity building for: (a) different levels of involvement in socio-political life, business, economy, community, youth education, etc., (b) some sustainable models for increasing engagement in small and medium enterprises such as fostering the creation of startups, joint ventures, enhancing cooperation for new businesses, affecting local economic growth, employment, income and output. The projects fulfilled the need for approaching the relationship between women problems/issues in the society and entrepreneurship, which comes from international criterion - National attention - Local necessity. <ul style="list-style-type: none"> ⇒ 17.02.2018 Entrepreneurial women ⇒ 03.03.2018 Gender Issues of women inclusion in economic and social lives ⇒ 22.04.2018 Agritourism and women inclusion. |
| 19 | First Conference on Sustainable Development on Albania, in partnership with UNWTO - InSET, 24th November 2017 | UNWTO certified InSET, as a CSO operating in National and Regional level, with a focus both in sustainable development proposes to organize, for the International Year of Sustainable Tourism. The Conference brought together the various stakeholders/actors of the southern region of Albania in the tourism sector especially for the purpose of sustainable tourism development: policymakers, universities, tour operators and private business in Tourism and International NGOs. Aim of the conference "Building Public Private Partnership for Sustainable Tourism Development" was to approach the emergent need of starting a sustainable and long-term partnership of public-private actors in Albania, to be in the same line with the international institutions' goal for achieving sustainability in the global economy. Its specific aim is to introduce the opportunities and best practices of the Southern Region, Albania to implement sustainable tourism, as an example in the country and beyond, in the Balkan region, in the achievement of SDG. |

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| 20 | Market study and Report for the project: “Creating Culinary Tourism Tours” in Gjirokastra: “Gjirokastra CulTour” | The purpose of the study was to identify the possible problems of tour operators during their involvement in Culinary Tourism activities and opportunities for continuous cooperation between operators to increase the value chain capacities in this type of tourism. The study conducted and realized by InSET presents a panorama of the culinary tourism activities undertaken in Gjirokastra. During this market study, InSET: Designed two questionnaires directed to operators in Culinary Tourism and international tourists; Used electronic platforms to gather and manage data; Trained interviewers to administrate the field work and gather data; Analysed data and delivered final report. |
| 21 | Market Study and Report: “Creative Industries: Artisans – Innovative Products Development Challenges” | This study was conducted in the framework of “Exhibition of Artisans and Traditions Gjirokastra 2017”, and “ArgjiroFest 2017”. The report was presented in the Round Table organized by Gjirokastra Foundation and Municipality of Gjirokastra: “Gjirokastra and Ecotourism – Potential and Challenges”. |
| 22 | Vocational Training Tour | Vocational Training Tour for improving tourist service quality has focused on “ <i>Improving the Quality of Tourist Services to increase consumer satisfaction through increased professional skills of staff</i> ”. A vocational training tour accompanied by a certified process was conducted in the hottest regions of maritime tourism: Vlora, Himara, Saranda. The activities carried out under this project, which also included some of the key local actors, such as Municipalities, Chamber of Commerce, Labor Offices, Professional High Schools, Regional Development Agency, and some accommodation structures, trained and certified about 50 people. The targeted audience was: <ul style="list-style-type: none"> a. The staff of main hotels and restaurants, b. Students of tourism profiles in the University of Vlora, Gjirokastra and Saranda, who aim to work in this industry, c. Pupils of professional schools of hotelery, commercial and tourism in Saranda and Vlora, d. Applicants in Labor Offices. |

| InSET: Participation of InSET in international Forum, Webinar, Networking, Memberships. | |
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| 12. 09. 2024 | Certification of <i>Tourism 4.0 Partnership</i> , International Partner and co-creator of Tourism 4.0, a growing community that accelerates the development of smart tourism around the globe, that is joining forces in order to put the human in the forefront of technological revolution in the tourism sector. As part of the pool of companies and organizations, InSET is taking actions in research endeavors at all levels and in all phases of implementation of the Tourism 4.0 paradigm. |
| 22. 03. 2021 | International Post Covid Tech Forum, 22 March 2021, organized by Business and Technology University, Georgia, with discussion from InSET: “ <i>Towards a close approach post covid within tourism and digitalization in Higher Education</i> ” |
| 1.06. 2021 | Interreg IPA CBC, Italy – Albania – Montenegro Open Tourism, 1st Workshop "Prioritization of the Blue Economy for the coastal countries of the region: “ <i>Prioritization of Blue economy for Nautical Tourism Development</i> ” |
| 28. 09.2022 | AI-NURECC PLUS Side-Event “The Blue Economy in the Adriatic-Ionian Region: the value and development of Nautical Tourism” guest speaking related “ <i>Coastal tourism: the added value and the development of nautical tourism</i> ” |
| August 2022 | Member of WECA Women’s Economic Chamber of Albania |
| Sept. 2022 | Member of Coalition for Advancing Research Assessment (CoARA) and signatory of the International Agreement on Reforming Research Assessment. https://coara.eu/agreement/signatories/ |
| Sept. 2023 | Member of Advisory Table for Chapter 27 "Environment and Climate Change" of the European Integration process organized by Ministry of Tourism and Environment |

| InSET: Other Information | |
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| Other | <p>Institute for Sustainable Development, Environment and Tourism" - InSET is an independent, non-governmental, scientific Institute of professionals in the field of tourism, marketing, environment, entrepreneurship, innovation, sustainable development, green and blue economy, investment and finance as well as higher education and social education.</p> <p>InSET sustains the private sector and entrepreneurship, public and educational institutions in social education, tourism, marketing, handicrafts, agriculture, food and organic products, environmental friendly businesses, ecobusinesses, green-economy, financial services and real estate issues.</p> <p>The specific fields of expertise of InSET are sustainable development, tourism, entrepreneurship, green and blue economy, circular economy, digitalization, innovation and technology, marketing, environment, investment and financial services and HEIs.</p> |
| Technical board | <ul style="list-style-type: none"> • Tatjana Pivac, Professor, Faculty of Sciences, Department of Geography, Tourism, and Hotel Management, University of Novi Sad • Florian Marcel Nuta, Vice-rector for scientific affairs, Danubius University of Galati • Craig Webster, Assistant Professor, Family and Consumer Sciences, Ball State University, Muncie • Brian T. Mullis, Career CEO and Social Entrepreneur, World Economic Forum Springfield, College, Portland, Oregon • Federico Brunelli, Project Management / Nature Conservation, Sustainable Development professional • Simak G. Shahneshin, Director and Founder Architect, City Planning, Landscape Architect ETH / SIA Professorship for Ecological Sustainability, Living Architecture. |
| International Partners | <ul style="list-style-type: none"> • UNWTO • UNESCO CHAIR • International Tourism Institute • World Heritage Catalysis • Millennium Destination |
| Mission | Mission of InSET is to support sustainable development in Albania and Region, through independent research and scientific studies, which will serve InSET to inform and affect the policymaking and implementation process, as well as private actors that operate in all economic sectors. |
| Aims | <ol style="list-style-type: none"> 1. Growth of employment; 2. Growth of production and local products usage; 3. Growth of income in local and regional level; 4. Youth and women involvement in decisionmaking and social welfare; 5. Growth and diversification of professions and professional capabilities; 6. Capacity building in tourism professions; 7. Growth of new innovative technology uses; 8. Growth of start-ups and entrepreneurship; 9. Boost social education and social inclusiveness; 10. Environment and heritage protection and preservation. |
| Short Description of Company's Main Activity | <ul style="list-style-type: none"> • Spreading sustainable development initiatives as a civil society organization and research organisation; • Creating and managing national, regional and European networking; • Organisation of forum, web and online research events, bringing quadruple model helix for different fields as blue economy, tourism, culture and digitalisation, etc. • Data collection and statistics (surveys, market testing; marketing, business and marketing plans, etc); • Conducting extensive research, engaging in international projects, and building capabilities within and beyond Albania and Region; • Active involvement in impactful projects: Erasmus+, Interreg IPA CBC, UNWTO, and more. • Realising market studies, business plans and strategies, VET and training skills studies; • Tailor made curricula for tourism, marketing (digital marketing social media etc) and entrepreneurship dedicated to specific target; • Development and consultancy in training and professional courses in the field of tourism, entrepreneurship, marketing, sales and so on software development and Information Technology. • Vocational training tours, cultural tourism development initiatives. |

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| | <ul style="list-style-type: none"> Engaging in EU project networking and coordination for sustainable development. |
| Fields of expertise | <ul style="list-style-type: none"> Sustainable development; Tourism; Environment; Blue economy; Innovation and technology; Marketing; Entrepreneurship; Financial services and instruments as well as strategic investment; Social education and HEIs; Organisation of Social, Community and Scientific event in international, national and local level. |
| Targets served | <ul style="list-style-type: none"> Businesses of all categories; Local and Central Administration; Youth; Start up; SME; Women with an aim to entrepreneurship; Young entrepreneurs; HEIs and public educational institutions; Domestic and foreign NGO's; |
| Why to collaborate with InSET? | <ul style="list-style-type: none"> InSET provide knowledge, support and capacity to apply in practice Sustainable Development Models; InSET provides high quality research; InSET has the capacity to build a functional relationship between the needs for education on one hand and sustainable development in the economy and especially in tourism; InSET provides networking at different levels: local, national, regional and international level; as well as opportunities for interaction and coordination of efforts of all relevant actors; InSET has created a wide partnership with international institutions, associations, individuals, who are well known in related fields in Balkan, Europe and USA. This collaboration started 15 years ago thanks to one of the founders of InSET; InSET consults, discusses and collaborates with an International Advisory Scientific-Professional Board, which is composed by international professionals in Tourism Industry, Directors in International Institutions and Academics; InSET promotes social dialogue, co-operation and coordination between different social groups; InSET organize events even for scientific purposes or thematic and community based, in local, national, or international approach. |