

# Prespa Marketing Organisation for Regional Products

Creation of a Marketing Organisation (MO) for products of selected producer groups from Prespa National Park in Albania.

## Context

The Prespa National Park is an important border area with great potential for tourism, agriculture and a wide range of natural products including honey, fish, and medicinal herbs. However, the region's producers face challenges related to marketing and selling their products. This prompted the Ministry of Environment to set up a project in cooperation with the Urban Research Institute (URI) financed by KfW for the economic development and biodiversity protection of the region.

## Goal: Better Marketing

The local population in and around the Prespa National Park would greatly benefit from increased channels of sales, identification of new markets and improved marketing of their products. The project's main goal is to improve the quality of life and provide new opportunities for economic development for producer groups and local population in Prespa region. Main outcomes expected from our intervention include:

- A fully operational Marketing Organisation (MO) that serves the needs of several Prespa producer groups
- Improved capacities of producer groups to conduct successful marketing and sales

URI is responsible for developing a business plan and the organizational set up for the MO. Marketing training, capacity building and quality standard setting will be part of URI's work package.



## Certificate of Origin

One of the main tasks of the project is to provide a new standard and branding for the members of the Marketing Organisation. After discussions with the Ministry of Environment it has been agreed that a Certificate of Origin will provide recognition and brand power to Prespa regional products. Corporate branding as well as individual product branding will include labeling and packaging. For the organizational marketing print publications, a website and participation in fairs will be part of corporate activities.

## Aiming for sustainability

The project's approach consists in signing up producer groups and individual producers into the Marketing Organisation for the purpose of creating larger volumes, higher quality and unified branding. As sales and income start increasing and become stable, members will be encouraged to pay sustainable fees for corporate staff and joint actions.

## MAIN FACTS

### PARTNERS:

- ✓ Ministry of Environment
- ✓ KfW
- ✓ Prespa National Park Administration

### DURATION:

July 2014 - June 2015

### BENEFICIARIES:

- ✓ Beekeepers
- ✓ Fishing association
- ✓ Medicinal herb producers and collectors
- ✓ Wild natural product collectors

### EXPECTED RESULTS:

- ✓ Producer groups organized for better marketing
- ✓ Capacities to conduct marketing and sales enhanced

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## About URI

Since 1999 the Urban Research Institute (URI) has been delivering big results for development projects and programmers carried out throughout Albania. Our core business focuses on community development, local government strengthening, environmental protection, decentralization, and public services. We conduct studies, lobby the government, train local government units, increase public access to information, and connect development partners. URI has worked with donors such as USAID, Swiss Cooperation, the Netherlands Embassy, UNDP, World Bank, EU, SIDA, Open Society/Soros Foundation, etc.