

EU for Biodiversity and Circular Economy Communication Services in Albania (EU4GreenGen)

Duration: 01.01.2025 - 01.01.2028

Countries:
Albania

EU contribution: € 1 500 000

Total budget: € 1 500 000

Implementer:

European Union Delegation to Albania, Albanian Ministry of Tourism and Environment, Civil Society Organisations (CSOs), Private Sector Stakeholders, A consortium led



Project description:

'EU for Biodiversity and Circular Economy Communication Services in Albania (EU4GreenGen)' supports awareness-raising, communication and stakeholder engagement in the areas of circular economy, waste management and biodiversity protection. With national coverage and a regional focus on the Gjirokastrë – South Vlora and Kukës waste zones, the project strengthens public understanding and behavioural change in support of Albania's alignment with EU environmental standards.

Implemented by a consortium led by GDSI Limited, the action provides technical assistance to the EU Delegation to Albania and national stakeholders by designing and implementing national and regional communication campaigns, conducting surveys and focus groups, and engaging communities, civil society and the private sector. The project complements infrastructure and regulatory reforms under the broader EU Green Agenda in Albania by ensuring that citizens and businesses are informed, engaged and motivated to contribute to circular economy, waste reduction and biodiversity protection efforts.

Expected results:

- Increased willingness of the private sector to adopt circular economy and green growth practices.
- Improved public awareness on recycling, waste management and environmental responsibility.
- Enhanced understanding of biodiversity protection and the importance of protected areas and Natura 2000 sites.
- Greater visibility and recognition of EU support in environmental reforms and green transition.