PROJECT FACTSHEET

Funded by the European Union

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



Duration: 15.01.2025 - 16.01.2028

Countries:
Albania

EU contribution: € 1 500 000

Total budget: € 1 500 000

Implementer:
A consortium led by GDSI Limited

Social media:
eeas.europa.eu/delegations/albania, www.mbronatyren.al

Website(s): mbronatyren.europeishere.al/

Project description:

The project IPA III/2024/462-148 "EU for Biodiversity and Circular Economy Communication Services in Albania (EU4GreenGen)" is a service project within the IPA 2021 framework, implemented by the GDSI Consortium. It started on 16 January 2025, with a 36-month timeframe for implementation from the start date.

EU4GreenGen is a major EU-funded communication initiative helping Albania go greener—by putting environmental awareness and action at the heart of everyday life. Through 5 public campaigns, national- and regional-level surveys, and media engagement, the project aims to make topics like waste reduction, circular economy, and biodiversity protection more visible, relatable, and actionable for citizens and businesses alike.

Expected results:

• Raise public awareness of recycling, waste management, and why an integrated waste system matters.
• Encourage the private sector to take up circular economy and green growth practices.
• Build understanding and pride around Albania’s nature and biodiversity, including protected areas and future Natura 2000 sites.
• Make EU support for Albania’s environmental journey more visible and better understood by the public.