***Concept - Paper***

**Activity Topic:** *“Values development and empowerment of Albanian women through*

*microbusiness promotion and development”*

**Context: “**Women Alb World” International Association, is a non-profit organization based in the Canton of Geneva that aims to network women in leadership positions and those with varying levels of integration in order to implement policies and support programs that ensure women are economically active, financially independent, and contribute to the countries in which they live.

WAW in cooperation with public and private institutions in Kosovo and Albania, as well as institutions for integration in Switzerland, will organize the activity with the theme *“Values development and empowerment of Albanian women through**microbusiness promotion and development”.*

# The activity purpose is :

Presenting the values ​​of culture/crafts and promoting Albanian women's enterprises, through the realization of a fair and an intercultural forum that will be attached to the event.

This event's goals are as follows::

1. Networking among the various businesses represented at the fair. Exchange of best practices and experiences between countries Kosovo-Albania-Switzerland;
2. Identifying opportunities for the development of a market for the sale of these works, as well as promoting Albanian values and tradition.
3. Establishment, maintenance, and expansion of a database of these individual micro-businesses;
4. Institutional support as well as insurance to carry out this activity on a regular basis and to expand it to other countries (once a year).

**Format**:

1. The event will be realized by setting up different stands for the presentation of various works by each participant;
2. Hosting a forum with representatives from relevant public and private institutions to discuss current and future policies to support this venture.
3. Organizing a festive dinner with the participation of fair and forum attendees;

# Means of achieving the goal and objectives :

1. Provision of facilities to enable the aforementioned multi-dimensional activity (the environment for the fair, the environment for the forum, and the environment for the dinner).
2. Provision of women and stands for displaying their various works;
3. Ensuring participation in the forum of representatives from public and private institutions in Albania/Kosovo and Switzerland involved in diaspora, migration, and business.
4. Collaboration and support from written/visual media; social media; and the community in Switzerland, the location of the activity;
5. Printing of promotional materials, such as leaflets; etc.

# Expected results:

1. Successful completion of a number of work sales by participating women;
2. Institutional structures' commitment to realize and make this an annual activity;
3. The potential for this practice to spread to other countries;
4. Conceptualization and development of an online sales market

**Participants:** The forum is expected to include representatives from civil society, businesses, and women from Albania, Kosovo, and Switzerland.

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