



Innovation for Development

Following the post-2015 consultations and follow up work, UNDP CO in Albania has embarked on an innovation agenda that is slowly expanding. It captures a wide range of prototyping activities that have the potential for scaling up. Based on the methodology of FutureGov – the successful UK innovation outfit presented in Albania by its leader Dominic Campbell a few initiatives are already underway and have raised the interest of government institutions at the central and local level.

1. An interactive web portal to link together the tourist operators and service providers and holiday makers has started to be constructed for the town of Pogradec – on the Ohrid Lake. It is an initiative very well received by the local authorities and that has caught the interest of the Minister of Urban Development and Tourism that sees its replication and scaling up very useful for the tourism in the country. The design process is constantly enriched by an established feedback mechanism through focus groups with operators and potential users of the instrument.

Budget: \$ 100,000

2. Another initiative relates to the field of employment. Albania's national employment services are limited to the urban areas. A pledge has been made by the government to extend this service to the rural areas – yet with little knowledge how to go about it. UNDP is using the client oriented approach tested by FutureGov to inform the decision makers about what realistically can work. A group of students is being used to research a comprehensive pool of people following a profiling exercise that has taken place in a southern locality. Students and UNDP staff will follow and document their daily activity through user persona forms with the intention to inform the design of a service that could be prototyped in the near future. This approach has raised the interest of the National Employment Service and could be very well replicated in other localities with different economic and social development characteristics. The scalability of this approach will assist the government of Albania into logging in application to the EU EASI Programme (Employment and Social Innovation) following the country's candidate status with the EU.

Budget: \$50,000

3. In another angle related to employment, the post-2015 innovation work in the field of entrepreneurship promotion through the HAPIDE campaign with Yunus Social Business and with the Albanian Investment Development Agency (AIDA) for the Have the Courage and Innovate campaign –

the seed funding would take the innovation work to another level aiming at organizing innovation start-up camps in the field of tourism, agriculture and ICT.

Budget: \$30,000

4. Another element of the use of innovation is the crowdsourcing of NHDR on the theme of state functionality. Following the successful use of social media outreach for the Future We Want campaign, platforms like Facebook will be used to feed and enrich the report writing process with views of citizens captured through the application of mini-surveys and campaigns.

Budget \$: 20,000