



## **The Faculty of Economics at the University of Tirana starts the implementation of the project: Sustainable Living Labs for Regional Entrepreneurial Cooperation (Green WB).**

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University of Tirana, Faculty of Economics starts the implementation of the project: "Sustainable Living Labs for Regional Entrepreneurial Cooperation (Green WB)". On 10<sup>th</sup> of January 2024, the Faculty of Economics organized the Kick Off meeting of Green WB project. The meeting was attended by project partners from the Western Balkans and Europe universities, professors, research and implementation staff. The meeting started with the greetings of the vice Rector of the University of Tirana Prof. Asoc. Dr. Bernard Dosti, greetings of the vice Dean of the Faculty of Economics Prof. Dr. Fatmir Memaj and vice Dean and simultaneously project coordinator Prof. Asoc. Dr. Etleva Bajrami. They pointed out the importance of economic and technological development to support green innovation, as well as the need for universities to be an active part of business development as well as to enhance the entrepreneurial skills of students in higher education. The project aims to support the education of young students in higher education institutions that are part of the project, by equipping them with the necessary knowledge for the labor market in a climate-neutral society. The project is funded by the European Union, under the Erasmus+ programme. The project is implemented in line with EU objectives and the Green Agenda for the Western Balkans 2050 for a future of climate neutrality and environmental sustainability.

The project, in which University of Tirana, Faculty of Economics is the leader, will be implemented in partnership with other universities of Western Balkans as well as universities in developed EU countries and in cooperation with non-academic partners, such as business associations.

Academic partners in the project are:

- University of Tirana
- Epoka University
- European University of Tirana
- Haxhi Zeka University, Peja
- Kadri Zeka University, Gjilan
- FH Joanneum Gesellschaft mbH, Graz, Austria
- Vassa University, Finland
- SS.Cyril and Methodius University, North Macedonia

Non-academic partners in Albania and Kosovo are:

1. Chamber of Commerce and Industry of Durrës



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## 1. Chamber of Commerce and Industry of Kosovo

The main objective of the project is to support green innovation and entrepreneurial skills of students in higher education, by developing the entrepreneurial and innovative capacities of universities through Living Labs, as well as increasing their cooperation with businesses, giving them the central role in the regional innovation ecosystem.

The project will help to analyze and understand knowledge transfer, innovation and infrastructure of green entrepreneurship as well as activities in the five western Balkans universities. This will be realized through the establishment of 5 Living Labs, which will serve as a bridge of cooperation between universities and businesses as well as support for students and academic staff for generating green entrepreneurial ideas.

The project will also focus on capacity building through practical trainings oriented towards green entrepreneurship of students. Also, the staff of the Western Balkan Partner Universities and members of the Chambers of Commerce will have the opportunity to attend trainings at EU Universities on Green Entrepreneurship, prompting them to implement these innovative practices in their teaching curricula.

Cooperation with the private sector and especially small and medium-sized businesses is another important objective of the project, as a way to promote innovation and entrepreneurship. Some other objectives of the project are to increase the sense of student's initiative and entrepreneurship, to align the academic world with the labor market by increasing student employment, and to increase the level of digital competence for students and staff.

The project started in November 2024 and will be implemented for a period of 3 years.



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