FROM INSPIRATION TO ACTION:
TURNING YOUNG PEOPLE'S IDEAS INTO RURAL AND AGRIBUSINESS STARTUPS IN ALBANIA

Empowering youth. Strengthening rural communities.
Building the future of agriculture.

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> "Rural Albania is rich in talent, but sustainable enterprises require structured capacity building. Training transforms entrepreneurial potential into resilient, market driven businesses. Rural areas have talent, our role is to inspire, equip, and connect it to opportunities.

CATEGORY 4
Rural revitalisation and community impact

Real stories from the field on how young people are transforming agriculture and rural life in Albania.

THE CHALLENGE

Negative perception of agriculture
Seen as hard work, low income and low prestige.

Rural depopulation & migration
Young people leave due to limited opportunities and unclear prospects.

Limited access to finance & mentoring
Good ideas often struggle to become real businesses.

Gap between education and market
Students need practical skills, exposure and real life experience.

MY ROLE: A BRIDGE BUILDER



Through training, mentoring, coaching and exposure to real life experiences,I help young people transform ideas into impactful rural businesses.

YOUTH RURAL BUSINESS MENTORING PATHWAY

1. **INSPIRATION** — Success stories & role models
2. **EXPOSURE** — Farm visits, agrotourism and business experiences
3. **IDEATION** — Brainstorming ideas and identifying opportunities
4. **TRAINING** — Business, agribusiness and entrepreneurial skills
5. **COACHING** — 1 to 1 and group coaching, mentoring and business development support
6. **MARKET ENTRY & SCALING** — Linking to markets, partners,finance and networks

A practical, low-cost and replicable model for youth empowerment and rural revitalisation.

SUCCESS STORIES: FROM TRAINING TO MARKET IMPACT

IMMORTELLE TIRANA

Innovative agribusiness from aromatic plants

- Development of value added natural products
- Strong branding and market positioning
- Expansion and online sales
- Inspiration for many young people

https://immortelletirane.wixsite.com/immortelle



> "WITH THE RIGHT SUPPORT AND STRUCTURED TRAINING, OUR IDEA BECAME A REAL BUSINESS.

BUTTERFLY CAMPING

Rural tourism and eco-entrepreneurship

- Nature based tourism experience
- Community engagement and local partnerships
- New income opportunities in rural area
- A model for sustainable rural development

https://agrotourism.gov.al/butterfly-camping/



> "THROUGH PRACTICAL, HANDS-ON TRAINING, WE TURNED OUR PASSION FOR NATURE INTO A SUSTAINABLE BUSINESS.

LEARNING BY DOING: ENGAGING YOUTH



• Online sessions with students from the Agricultural University of Tirana, sharing real success stories and inspiring the next generation.



• Interactive event at UKA Farm (Tirana) with Migena from Immortelle Tirana, brainstorming challenges, opportunities and future perspectives.

KEY LESSONS LEARNED

- Young people are more motivatedwhen they see real examples.
- Coaching has the strongest impactwhen combined with networkingand market exposure.
- Rural businesses need flexiblemodels adapted to local realities.
- Collaboration between universities, entrepreneurs and rural businesses creates innovation ecosystems.
- EU good practices work best when contextually adapted and co-created.

IMPACT ON YOUTH AND RURAL COMMUNITIES

- More young people believe in agriculture and rural entrepreneurship.
- New rural businesses are being created and are active in the market.
- Local communities benefit from new jobs, services and economic activity.
- Rural areas become more attractive places to live, work and invest.
- A stronger ecosystem for innovation and sustainable rural development.



CONNECTING EUROPE TO ALBANIA

Through participation in EIT Food, EFARD, COCOREADO, international conferences (GFFA, Tropentag, etc.), various trainings and study visits in:

Germany · Belgium · Denmark · Austria · Hungary · Spain · Sweden

I bring international knowledge, innovations, and professional networks back to Albania, adapting them to the local rural context to empower youth and foster sustainable rural development.

> *Rural transformation starts when young people are given the inspiration, skills and opportunities to act.*
> *My mission is to walk beside them on that journey.*

LET'S BUILD THE FUTURE TOGETHER

Empower Youth · Support Innovation · Strengthen Communities · Revitalize Rural Areas

Let's empower young people to grow ideas, businesses and a better future for our rural communities.

SCAN ME to connect