

EXAMPLES OF HOW CREATIVELY, INNOVATIVELY AND EFFECTIVELY WE TAUGHT THE PRINCIPLES OF FREE ENTERPRISE

Criterion 1

Olive's producer group

Farmers were taught how to control supply by uniting their production.

Radio SIFE

It broadcasts information on globalization in free markets.

The Apprentice 2

Students understood supply and demand while running their businesses.

Artists on the Start

Young artists learned about supply, demand and price control.

Criterion 2

Students in Marketing (SiM)

Students created and managed a successful marketing campaign.

The Apprentice 2

All the participants gained business skills such as negotiation, leading, organization, team work and communication.

BEST

SIFE UT simulated job interviews with orphans.

Artists on the Start

Artists succeeded in organizing an art fair showing great organizational abilities.

Olive Oil Producers' Group (OOPG)

Farmers acquired knowledge on how to market their handmade products, manage their revenues and reinvest the money.

Criterion 3

Olive Oil Producers' Group (OOPG)

Farmers were taught how to build up a successful business.

The Apprentice 2

20 products produced to fulfil identified needs.

BEST

Children created 3 retail businesses selling toys and flowers.

Students in Marketing (SiM)

Students improved the image of Atlantik sh.a. launching a new insurance product.

Free

An opportunity was created for imprisoned women to develop their own business selling handmade products.

Criterion 4

FREE

Imprisoned women developed communication and financial skills.

The Apprentice 2

Participants acquired organizing, leading and financial skills and put them into practice.

Students in Marketing

The young entrepreneurs applied financial and budgeting concepts creating the marketing plan, financial, marketing and technology management.

Free

Imprisoned women were trained on how to market their handmade products, manage their revenues and reinvest the money.

Artists on the Start (AOS)

Artists learned how to best manage themselves to be competitive in the market.

Olive Oil Producers' Group

Farmers improved their understanding on advantages of cooperation and technology to enhance their business.

Criterion 5

Ethics Program

An Ethics Code was formulated and businesses were committed to implement it. An educational TV Program on Business Ethics was launched in TV.

Artists on the Start (AOS)

Art school students were trained on the importance of ethical behavior in a market economy and how to comply with copyright legislation.

The self-employment workshop

Young entrepreneurs were trained on Business Ethics issues.

SIFE

University of Tirana



2005-2006

Annual Report



University of Tirana

Represents the first University created in Albania. The University of is nowadays the largest university in Albania, with more than 12000 students. SIFE University of Tirana was named five times National Champion out of eight National Competitions, and also represented Albania in the SIFE world cup 2004 in Barcelona Spain, and in 2005 in Toronto, Canada where was listed as one of the five best European SIFE teams.



University Profile

- Year of Establishment: 1957
- UT Students: 22,000
- Number of Faculties: 7
- SIFE Students: 103
- Number of Projects: 10

Changing the World.

The Philosophy:
 We inspire your dreams,
 together we find opportunities,
 you make them reality!

Media Coverage

Print Media

- Shekulli Newspaper - 15 October 2005 - 25,000+ readers
- Monitor Magazine - 19 October 2005 - 2,000+ readers
- Bulevard Newspaper - 17 January 2006 - 2,000+ readers
- Shqip Newspaper - 15 April 2006 - 15,000+ readers
- Shqip Newspaper - 25 April 2006 - 15,000+ readers

Electronic Media

- News24 - 17 October 2005 - audience 250,000
- A1 - 19 December 2005 - audience 50,000
- TVSH - 9 March 2006 - audience 300,000
- A1 - 10 March 2006 - audience 50,000
- A1 - 25 April 2006 - audience 50,000
- TV Shijak - 25 April 2006 - audience
- Vizion+ - 25 April 2006 - audience

Website

http://ut.sifealbania.org

Radio

- Radio +2 - audience 250,000
- Radio Tirana - Weekly program since October 2005 - audience 500,000

Board of Advisors

- Prof. Dr. Halit Khafa** Faculty Adviser, University of Tirana
- Armando Bora** Director, Ministry of Culture, Youth and Sports
- Anita Baker** World Bank, Ethics Advisor
- Auron Pasha** Executive Director, IDRA
- Arben Biçoku** CEO, Delta Konstruction
- Jetmir Bodini** General Director, Poligraphic Printing
- Mark Nygren** University of Idaho
- Marinela Soto** Women Penitentiary Director
- Jeff Houghton** Chief of Party, SBCA (USAID)

"I am particularly impressed with the ethics program of University of Tirana SIFE team. This team is doing amazing things."

Anita Baker
 World Bank Ethics Advisor

Project Name	Audience	Students Involved	Hours Contributed	Number Impacted	Turnover (USD)	Criteria Met
Creating Economic Opportunities						
1 Students in Marketing	Businesses, Marketing and Management majors	9	810	60	3900	1, 2, 3, 4
2 Orphans	Orphans community	16	697	92		2,3,4
3 Ethics Program	Businesses, the public	9	732	564		5
4 OOPG	Olive oil producers	20	980	241		1,2,3,4
5 Artist On the Start	Young artists, businesses	3	349	161	432	1, 2, 4, 5
6 The Apprentice	High school students	8	636	520	5100	1, 2, 3, 4
7 Free	Convicted women, businesses	13	826	77	120	2, 3, 4
SIFE teaching Programs						
8 Ukraine & World	Ukrainian and Albanian SME-s	4	72	140		1, 2
9 Self-employment Workshop	Young entrepreneurs, university students.	2	52	60	3900	2, 3, 4, 5
10 Radio SIFE	Entire Albanian territory	8	415	500000		1, 4
Total		103	5569	501915	13452	

Thank you to our sponsors!



Ish Kombinati Poligrafik



Ministria e Turizmit, Kulturës, Rinisë dhe Sporteve

Creating Economic Opportunities

Students in Marketing (SIM)



SIFE UT successfully contributed to the link-up between students and businesses encouraging new career opportunities and fostering professional and personal growth. We trained 40 on marketing environment, marketing planning, marketing research, team-working and promotional budgeting. Afterwards, the students managed to conduct a marketing campaign for an automobile insurance package launched by one of the major insurance companies in Albania (Atlantik sh.a.). The students designed and managed an excellent marketing program, developed the strategic plan, designed and distributed promotional materials on a national level, created a TV and Radio message, organized sales and a press conference. This students' enterprise has also reached an agreement with Abissnet (one of the major ISPs in Albania) for a new campaign.

Audience: business, university students
 Students involved: 23
 Hours Contributed: 805
 Number impacted: Direct impact: 40; Gross impact: 500,000
 Measuring results: Marketing Campaign, Marketing enterprise still functioning
 Met criteria: 1, 2, 3, 4

Building Entrepreneurial Skills for Tomorrow



SIFE UT worked with orphans in two specific project lines. We transmitted economic concepts and employed people. After training programs with children of Zyber Hallulli school (10-18 years old), they raised a retailing business. All the turnover provided was joined to the Zyber Hallulli. We dealt with the biggest problem that this community face: Unemployment! SIFE UT trained the adult orphans how to market themselves in front of employers. After several contacts with local businesses and the Chamber of Commerce we organized a "Job fair". Orphans signed agreements with the employers. Orphans learned about economy, raised and managed their businesses, got employed thanks to SIFE UT.

Audience: orphans community
 Students involved: 16
 Hours contributed: 697
 Number impacted: 92
 Measuring results: 3320\$ sales and 8 adult orphans employed
 Met criteria: 4

Ethics Program



Following last year's successful experience in Durres, we organized symposiums on Business Ethics in several other Albanian cities. Representatives of local businesses, and other important stakeholders were brought together by SIFE UT. The symposiums concluded successfully with the formulation of an Ethics Code, and businesses were committed to implement it. In addition, 500 questionnaires were completed by employees in more than 150 companies from different sectors of the economy. Information from the polls was broadcasted on TV, and people were invited to give feedback. The initiative proved to be very successful, so we decided to turn the TV program into a weekly educational event.

Audience: businesses, the public
 Students involved: 9
 Hours contributed: 732
 Number impacted: 564
 Measuring results: Implementation of an Ethics Code
 Met criteria: 5

OOPG (Olive Oil Producers' Group)



Many Albanian villages have inherited the wonderful tradition of olive cultivation and oil production. However this potential is inefficiently exploited and olive oil production is ineffective. SIFE UT decided to give a new impulse to the situation. We introduced farmers in 4 villages to the concept of Producers group. Farmers were trained on financial, marketing and technology management. Working with USAID & Opportunity International, SIFE UT turned the joint efforts of framers into real economic opportunities. An arrangement was reached between the producers of three of the villages and an exporting business.

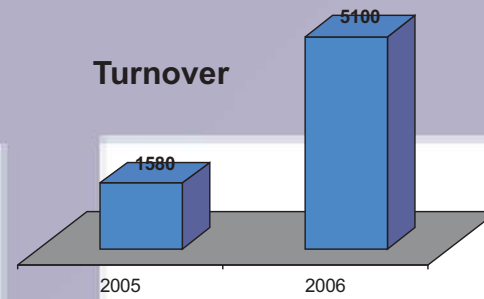
Audience: olive oil producers
 Students involved: 20
 Hours contributed: 980
 Number impacted: 241 farmers
 Measuring result: OOPG created, arrangement reached with an exporter
 Met criteria: 1,2,3,4

Artists on the start

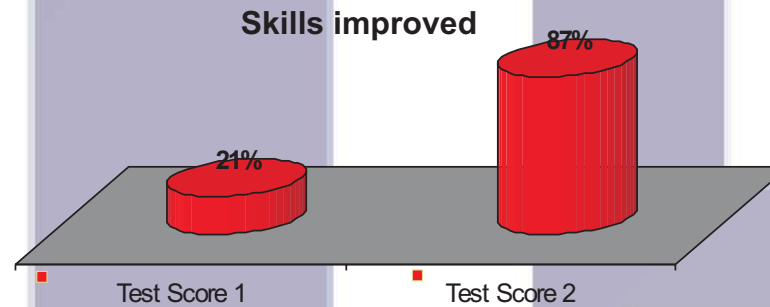


After examining the results of 120 questionnaires, filled out from art students from 17 to 19 years old. SIFE UT provided education to 45 art high school students on Tirana. The students were trained on how to succeed in the market economy and how to best market and manage their own products (music performances and paintings) and how to comply with copyright legislation. Simultaneously the students succeeded in organizing an art fair, where they met potential buyers and raised funds for their future shows and exhibitions. Communication.

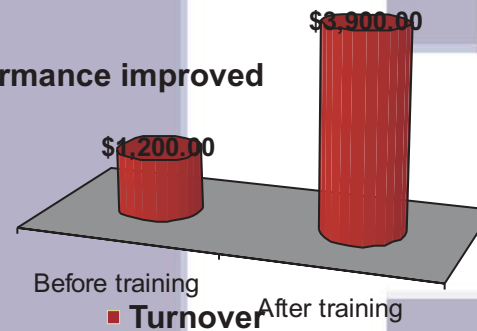
Audience: young artists, businesses
 Students involved: 3
 Hours contributed: 349
 Measuring results: 4 paintings sold
 Number impacted: 161
 Turnover: \$432 generated from
 Met criteria: 1, 2, 3, 4, 5



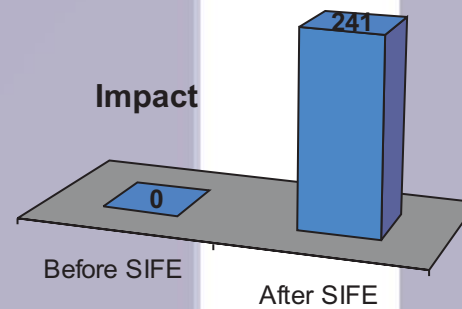
Revenues



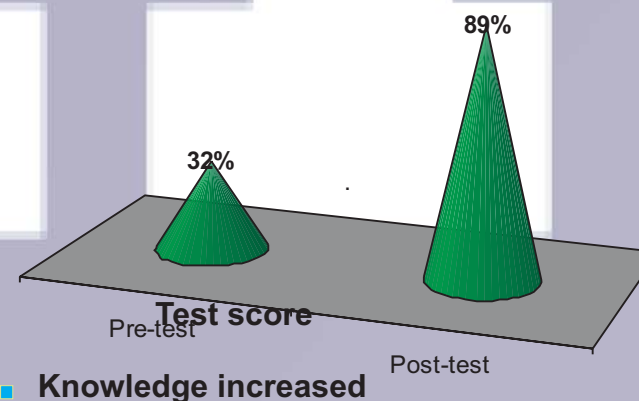
Performance improved



Impact



Farmers united in PG



Knowledge increased

The Apprentice II



Given the effectiveness of "The Apprentice 1", SIFE UT re-proposed the program providing education to high school's students on how to start and run a successful business venture. Students were trained to identify a market need and set up their business via initial share offering, created a profitable venture, developed a business plan, manufactured a product, collected revenues and submitted accounts for independent audit by Sife UT. All the participants gained business skills such as negotiation, leading, organization, team work and communication. SIFE UT has managed to establish permanent co-operation with 13 high schools in Tirana and Durres. One of the trained teams donated the money earned from their enterprise to charity.

Audience: high school students
 Students involved: 8
 Hours contributed: 636
 Number impacted: 520
 Measuring Results: 3 businesses
 Turnover: 4250 €
 Met Criteria: 1, 2, 3, 4, 5

FREE



Albanian convicted women were trained by SIFE UT on how to market their handmade products, manage their revenues and reinvest the money. A marketing campaign was organized by SIFE UT outside of the prison to sell products. A fair took place in women prison, where customers and businesses were allowed in and the handmade products where sold. The turnover generated (\$120) was donated to the families of the women. An economic opportunity was created for the imprisoned women to develop their own business and to ensure their future reintegration in the society. Thanks to an agreement reached by our team with the Professional Women Association (PWA) the women will be employed to produce more products, which will be sold by PWA outside of the prison.

Audience: convicted women, businesses
 Students involved: 13
 Hours contributed: 826
 Number impacted: 77
 Turnover: \$120
 Measuring results: sales agreement reached

SIFE Teaching Programs

Ukraine and world



This project was the result of a successful cooperation between SIFE UT and SIFE OSEU, Ukraine. We exchanged information from the respective countries and presented it to audiences in Albania and Ukraine. SIFE UT, prepared a multimedia presentation on Albania, emphasizing the country's economic profile and especially its tourism potentials. A Ukrainian audience, including potential investors, and other business people was introduced to the Albanian economy, geography and culture. SIFE UT presented the Ukrainian video to Albanian businessmen and students. SME-s and exporters from both countries were introduced to new international business opportunities. We provided them with the necessary information to get advantage of business opportunities in a global market.

Criteria met: 1, 2
 Nr. impacted: 140
 Students involved: 4
 Hours contributed: 72

The self-employment training



This is a training organized by SIFE UT in cooperation with Proff. Marc Nygren. We taught students and young entrepreneurs on developing a preliminary business plan, identifying customer needs, defining business goals, identifying potential resources and customers, developing a strategic marketing plan, business ethics, on how to finance their business venture and finally set up their own business. During training the 60 participants developed a business and marketing plan for their potential businesses. Representatives from Albanian Banks and other financial institutions (PSHM, BESA Foundation and "Mjaft") attended the training. They provided information on how to finance their business in the long run and offered loans. Two of the participants created their own businesses (internet café and wall painting and decoration) and are still operating.

Audience: young entrepreneurs, university students
 Students involved: 2
 Hours Contributed: 52 hours
 Number impacted: 60
 Measuring results: 2 businesses created
 Turnover: \$3900
 Met criteria: 2, 3, 4

Radio SIFE



Here is radio SIFE speaking! Since last year, every Wednesday morning this sentence puts on air the SIFE program at Radio Tirana, covering all Albanian territory, with an audience of 500,000 people including Kosovo. On a 10 minute radio broadcast SIFE students present topics such as globalization effects on small countries, ethical issues, etc. The audience is very active through mail and e-mail in our address radiosife@sifealbania.org.

Audience:
 Students Involved: 8
 Hours contributed: 415
 Number Impacted: 500,000
 Measuring results: interviews, mail received.
 Met Criteria 1, 4