



CBTB: Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy

Chamber of Commerce and Industry of Vloora Region

Albania

Final Event, Grevena, 28 July 2021



- **Chamber of Commerce and Industry of Vlora Region, PB3 in the partnership**
- **Vlora Region coverage: 7 municipalities**
- **Vlora Region Priority: Sustainable Tourism**

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BFS								
Albania	Deliverable Title	Staff Costs	Office and Administration	Travel and Accommodation	External Expertise and Services	Equipment	Infrastructure and Works	TOTALS
WP 1	Project Management & Coordination	1.890,00 €	60,00 €	2.968,80 €	4.934,00 €	0,00 €	0,00 €	9.852,80 €
Deliverable 1.3.1	Preparation Activities							0,00 €
Deliverable 1.3.2	Project Meetings	910,00 €		2.968,80 €	1.490,00 €			5.368,80 €
Deliverable 1.3.3	Project Beneficiary Reporting	980,00 €	60,00 €		3.444,00 €			4.484,00 €
Deliverable 1.3.4	Project Reporting							0,00 €
Deliverable 1.3.5								0,00 €
WP 2	Communication & Dissemination	7.980,00 €	0,00 €	2.028,00 €	22.500,00 €	0,00 €	0,00 €	32.508,00 €
Deliverable 2.3.1	Project website	1.820,00 €						1.820,00 €
Deliverable 2.3.2	Info-days				3.000,00 €			3.000,00 €
Deliverable 2.3.3	International Closing Conference & Annual Gastronomy Festival	6.160,00 €		2.028,00 €	19.500,00 €			27.688,00 €
Deliverable 2.3.4								0,00 €
Deliverable 2.3.5								0,00 €
WP 3	CBTB Branding Scheme	1.540,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	1.540,00 €
Deliverable 3.3.1	Identification of common traditional products							0,00 €
Deliverable 3.3.2	Definition of CBTB							0,00 €
Deliverable 3.3.3	Design & development of CBTB Brand	1.540,00 €						1.540,00 €
Deliverable 3.3.4								0,00 €
Deliverable 3.3.5								0,00 €
WP 4	Pilot application of CBTB Brand	3.738,00 €	0,00 €	940,80 €	42.200,00 €	0,00 €	0,00 €	46.878,80 €
Deliverable 4.3.1	Workshops				8.700,00 €			8.700,00 €
Deliverable 4.3.2	Application of CBTB Brand	3.738,00 €			30.000,00 €			33.738,00 €
Deliverable 4.3.3	B2B event			940,80 €	3.500,00 €			4.440,80 €
Deliverable 4.3.4								0,00 €
Deliverable 4.3.5								0,00 €
WP 5	Mobile Application	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Deliverable 5.3.1	Collection of data for the mobile app							0,00 €
Deliverable 5.3.2	Development of mobile app							0,00 €
Deliverable 5.3.3								0,00 €
Deliverable 5.3.4								0,00 €
Deliverable 5.3.5								0,00 €
WP 6	Project Evaluation and Sustainability	3.640,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	3.640,00 €
Deliverable 6.3.1	Collection of evaluation grids	3.640,00 €						3.640,00 €
Deliverable 6.3.2								0,00 €
Deliverable 6.3.3								0,00 €
Deliverable 6.3.4								0,00 €
Deliverable 6.3.5								0,00 €
TOTALS		18.788,00 €	60,00 €	5.937,60 €	69.634,00 €	0,00 €	0,00 €	94.419,60 €

11/09/18

Participation in the project meetings and organization of 2 other ones in Vlore: June and July 2021
Reporting and administrative procedures





WP2: Organization of the Info day in Vlore on 2020

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WP2: Organization of the Festival Gastronomy Festival in Vlore on July 2021

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WP2:

Participation in the relevant events organized from the partners
Contribution on the website and other promotional events and materials



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WP4 Pilot Application of CBTB Brand

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Organization of the workshops with the stakeholders in Saranda and Vlore



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WP4 Pilot Application of CBTB Brand

Application of the CBTB Brand with the work of the experts in collaboration of the rest of partnership



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WP4 Pilot Application of CBTB Brand

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B2B event participation and organization of the stakeholders from Vlore



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Results&Impact

- **New approach of tourism development through preservation of the traditional gastronomy**
- **Promotion of the traditional products, recipes and breakfast menu in Vlore**
- **Promotion of the tourism enterprises and local producers in Vlore area**
- **A well coordinated network among of tourism enterprises and local producers**
- **30 tourism enterprises involved in the CBTB brand**
- **An innovative tool as CBTB application**
- **An established cross border partnership through AL and GR partners**
- ***A sensitizAlso, the Annual Gastronomy Festival in Vlore has been a very promotional tool/event among of the tourists (UK, USA, Brazil, Poland, Kosovo, North Macedonia, Russia, Ukraine, etc) and through National Media***
- **ing community of touristic operators in Vlore for the tourism development based on tradition**



Results&Impact

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Thank you!
Faleminderit!
Ευχαριστώ

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