



PLANI STRATEGJIK 2014-2017



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ACT for SOCIETY Center/MasterPeace Movement in Albania

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Tirana, ALBANIA



HYRJE

Plani Strategjik 2014-2017 është pasqyrim i synimit të Qendres "ACT for SOCIETY"/MasterPeace Albania për të kontribuar në *procesin demokratizues, ne mireqeverisjen, luftën ndaj korruptionit, te mbeshtese grupet vulnerable ne shoqerine shqiptare.*

Nëpërmjet këtij dokumenti strategjik, Qendra "ACT for SOCIETY"/MasterPeace Movement Club Albania garanton realizimin e sukseshëm të këtij synimi duke ofruar një model organizate me kapacitete intelektuale, program dhe ide të qarta për të ardhmen.

"*Sebashku per shoqërinë*" do të jetë vizioni i qendres për të ardhmen. Ky vizion do të shërbejë si moto për të qartësuar atë çfarë do të arrihet në tre vitet e ardhëshme si dhe përparësitë e strategjite për ndryshimet e pritshme.

Plani strategjik do të ndihmojë Qendren për të hartuar projekte në përfitim të komunitetit dhe gjetjen e partnerëve të mundshëm për realizimin e tyre. Gjithashtu, ai do të mundësojë një komunikim dhe koordinim më të mirë të aktiviteteve të përbashkëta me aktorët e tjera të qarkut të Tiranes dhe atyre në shkallë kombëtare dhe nderkombetare.

Plani strategjik është kurorëzimi i një pune intensive të stafit të qendres që përfshiu takime pune, intervista, mbledhje dhe analizë të dhënash, si dhe seminaret e vazhdueshme te organzuara nga TACSO për zhvillimin e planit strategjik.

Qendra "ACT for SOCIETY" / MasterPeace Movement Club Albania falenderon veçanërisht "TACSO" Albania që mbështeti zhvillimin e këtij plani strategjik si dhe fasilituan procesin e planifikimit strategjik.

Armela PENGILI

Drejtore Ekzekutive



PROFILI I QENDRES “ACT for SOCIETY”

Qendra “ACT for SOCIETY” është një qender jo-fitimprurese, e cila operon në Tirane që nga viti 2012. Kjo qender është regjistruar në Gjykatën e Rrethit Tirane me vendim nr.709, datë 05.01.2012. Shoqata Qendra ka gjithsej 8 punonjes, nga te cilet 2 janë me kohe te plete, 2 punonjes janë me kohe te pjesshme dhe kemi dhe 4 me intership, me ekspertizë në fusha të ndryshme politike, ekonomike dhe sociale. Te gjithe punonjesit kanë qenë dhe janë më aktive në mbarëvajtjen e aktivitetave të organizates.

Misioni i Qendres “ACT for SOCIETY” është *“të rrisi jetesen e shëndetshme, të stimulojë zhvillimin e qëndrueshëm të shoqërisë, te konsistoje në promovimin e kulturës, që avokon për demokraci dhe çështje të të drejtave të njeriut, që lidh të rinte, duke stimuluar pjesëmarrjen aktive në proceset shoqërore dhe vendimmarrëse”*.

Nëpërmjet këtij misioni qendra ka kontribuar në mbrojtjen e të drejtave të grave, te grupeve te marginalizuara, te te rinte...etj, si pjesë e të drejtave të njeriut, duke i dhene mundesine te ketyre grupeve te jene pjesë aktive e shoqerise.

Qe prej shtatorit 2013 qendra eshte perfaqesuese e MasterPeace per Shqiperine.



VIZIONI, MISIONI DHE VLERAT

Vizioni ynë është:

“Se Bashku per Shoqerine”

Misioni ynë është:

“Të rrisi jetesen e shëndetshme, të stimulojë zhvillimin e qëndrueshëm të shoqërisë, te konsistoje në promovimin e kulturës, që avokon për demokraci dhe çështje të të drejtave të njeriut, që lidh të rinjte, duke stimuluar pjesëmarrjen aktive në proceset shoqërore dhe vendimarrëse”.

Vlerat tona janë:

Optimizmi në realizimin e misionit dhe vizionit të qendres

Përgjegjshmëria në realizimin e aktiviteteve të planifikuara

Diversiteti i stafit dhe përfituesve

Integriteti dhe transparenca

Partneriteti me aktorët e ndryshëm lokalë, kombëtarë dhe nderkombetare



III. ANALIZA MJEDISIT TE BRENDSHEM E TE JASHTEM TE QENDRES “ACT for SOCIETY”

Pikat e Forta	Pikat e Dobeta
<ul style="list-style-type: none">Ekspertize ne fushen e mireqeverisjes, mbrojtjes se te drejtave te njeriut, dhe te rindeve.Përkushtimi i stafitStafi i kualifikuar me ekspertiza të ndryshme profesionaleTë punuarit në grupLarmia dhe impakt aktiviteteshTransparencë me komunitetinFleksibiliteti në punëVullnetarizmiRelevanca në adresimin e nevojaveImazhi i mirë i organizatës në komunitet	<ul style="list-style-type: none">Pamundesi financiare per permisimin e kushteve te punes.Nevoja per hapsire me te medha zyrashMungese fondesh per mbarevajtjen e aktiviteteve te qendres
Mundesite	Pengesat
<ul style="list-style-type: none">Mundesite per ngritjen e granteve per mbulimin e aktiviteteve te qendres	<ul style="list-style-type: none">Mbeshtetje e Limituar nga donatoretLevizja e stafit



- Qendra është pjesë e shume Rrjeteve Kombetare dhe Ndrekombetare
- Mundësi të mira bashkëpunimi me institucione qeveritare,
- Organizatat e shoqerise civile
- Zgjerim partneriteti në rajon

ÇESHTJET KRITIKE DHE STRATEGJITE

1. Qendra “ACT for SOCIETY” ka një eksperiencë 3 vjeçare. Kjo eksperiencë do t'i shërbejë për të vazhduar punën e saj për 3 vitet e ardhëshme të planit strategjik. Disa nga strategjitë që ajo do të përdorë për të shfrytëzuar eksperiencat pozitive përfshijnë:
 - Përcjellja tek të rintjtë e eksperiencës pozitive të fituar ndër vite si dhe bashkimi dhe pasurimi i eksperiencave te tjera dhe burimeve vetjake.
 - Përgatitja e materialeve publike për përvojat e sukseshme të qendres dhe shpërndarja e tyre (buletine, fletepalosje, revista “Se Bashku”, etj.)
 - Vazhdimësia në aktivitetet e mëparshme kanë qenë të sukseshme për Qendren. Fokusi kryesor do të jetë në dhënien e shërbimeve konkrete në favor të grupeve vulnerabel. Krahas kësaj, do të të vazhdojnë aktivitetet për Qeverisjen e mire, rininen, te drejtat e njeriut, etj.



2. Qendra "ACT for SOCIETY" ka patur një vazhdimësi në zbatimin e misionit të saj falë donatorve të saj AMSHC, Fondacionit ABC, Raiffeisen Invest, MasterPeace International, Ambasada Hollandeze. Një gjë e tillë ka krijuar një vartësi të qendres përsa i përket mbështetjes financiare. Synimi i qendres eshte pasja e donatorve te perhershëm, pasi keta donatore jane vetem ne raste projektesh. Një nga çeshtjet kritike për zbatimin e planit strategjik është *mungesa e donatorëve*. Disa nga strategjite për reduktimin e vartësisë ndaj një donatori përfshijnë:

- Identifikimi i donatorëve potencial nëpërmjet formave të ndryshme si dhe regjistrimi tek programi PADOR për mundësimin e financimit të projekteve në përputhje me misionin e qendres. (Regjistrimi u bë në vitin 2012)
- Promovimi i qendres tek donatorë të mundshëm që operojnë në Shqipëri nëpërmjet organizimit të eveneve të ndryshme ku të ftuar ka edhe përfaqësues të organizatave të ndryshme donatore.
- Përgatitja e projekteve cilësore dhe aplikimi tek donatorë të ndryshëm.

3. *Largimi i anëtarëve/vullnetarëve të qendres* si rezultat i reduktimit të mbështetjes financiare ka qenë një dukuri e viteve të fundit të funksionimit të qendrës. Për mbajtjen e një numri të mjaftueshëm vullnetarësh, qendra do të ndjekë këto strategji:

- Gjetja e formave të përshtatshme për motivimin në vazhdimësi si të stafit dhe të anëtarëve të qendres.
- Përfshirja e vullnetarëve të qendres në aktivitete të ndryshme të parashikuara në Planin Strategjik.

4. *Qendra ofron shërbime të cilat janë të nevojshme për komunitetin.* Një gjë e tillë rrít garancinë e realizimit të Planit Strategjik. Por nga ana tjetër, qendra do të ndjekë këto strategji për mundësimin e tij:



Njohja e vazhdueshme e situatës përsa i përket identifikimit të nevojave të përfituesve, duke përdorur forma të ndryshme si intervistime, studime, etj.

- Trajnimi i vazhdueshëm i stafit të qendres për të siguruar shërbimet e duhura si në llojshmëri edhe në cilësi.
- Vlerësimi i vazhdueshëm i ndikimit të shërbimeve në komunitet nëpërmjet krijimit të një baze të dhënash për projekte të ndryshme.

5. *Bashkëpunimi me aktorët lokal* duke përfshirë pushtetin vendor, gjykatën, policinë, drejtorinë arsimore dhe të shëndetit publik, Ministritë e linjës, ka qenë një nga pikat e forta të qendres. Mbajtja e një bashkëpunimi efektiv midis qendres dhe aktorëve lokalë është një nga priorititetet e qendres gjatë zbatimit të Planit Strategjik. Disa nga strategjitë përmundësimin e një gjëje të tillë përfshijnë:

- Hartimi i projekteve dhe aplikimi në rrjetin përfshirë fuqizimin e grupeve vulnerabel përfshirë sigurimin e fondeve përfshirë projekte të caktuara.
- Bashkëpunimi me shoqatat/qendra, lokale dhe rajonale.
- Bashkëpunimi me organet e pushtetit lokal, rendit dhe institucionet e tjera shtetore, nënshkrimi i kontratave të bashkëpunimit, si dhe shkëmbimi i përvojave me organizatat partnere.



QELLIMET DHE OBJEKTIVAT

Qëllimi:

Advokimi dhe permiresimi i ceshtjeve si: rinia; te drejtat e grupeve vulnerabel; mireqeverisja; demokratizimi; etj.

Objektivat:

- Te simuloje mireqeverisjen, te luftoje korruptionin dhe te beje transparence
- Te promovoje te Rinjte te jene pjese e qeverisjes,
- Te promovoje te drejtat e njeriut, perfshirjen e grupeve te marxhinalizuara duke patur ne fokus problemet e gjinise, komunitetin Rom dhe grupet vulnerabile.
- Te kontribuoje ne procesin e integrimit
- Te mbeshtese ideologjine think-tank e te simuloje kerkimin.
- Te promovoje Decentralizimin dhe bashkepunimin pertej



-
- kufinjve.
 - Te kontribuoje ne paqen

Projektet e Qendres

Programet kryesore të Qendres kanë qenë informimi, ndërgjegjësimi dhe sensibilizimi i grupeve vulnerabel, si pjesë e te drejtave të njeriut të garantuara me ligj. Këto programe janë realizuar nëpërmjet zbatimit të projekteve të mbështetura nga donatorë të ndryshëm. Disa prej tyre përfshijnë:

- « Nje Dite Ndryshe me te Moshuarit ne Shtepine e te Moshuarve ». Projekti kishte si qellim permiresimin e statusit social te te Moshuarve duke mbështetur nevojat e tyre, gjithashtu duke koordinuar faktoret shteterore ne menyre qe te rrisin vëmendjen ndaj ketij target grupi.
- « Grate Rurale ne Shqiperi ». Ky ishte nje projekt kerkimi per te bere me te dukshme nevojat dhe problemet e jetesës dhe punës ne zonat rurale ne Shqiperi.



- « Monitorimi i Shtypit Ditor ne Luften kunder Korruptionit ». projekti kishte si qellim te monitoronte rastet e korruptionit te trajtuar ne Shtypin e Dites ne Shqiperi ne menyre qe te promovoje luften ndaj korruptionit dhe mireqeverisjen.
- « Dita Nderkombetare e Paqes ». Projekti kishte si qellim te rriste vemendjen e qytetareve ndaj paqes dhe te simuloje ata te ndalojne konfliktet e cdo natyre ne shoqerite e tyre.
- « Kushtet e Edukimit te te Miturve ne Burgjet Shqiptare ». Ky projekt kishte si qellim te monitoronte metodat edukative te perdonura nga specialistet ne burgjet Shqiptare ne menyre qe ti pergatisim ata te jene te pranuar e te integruar ne shoqeri.
- « Suporti i Grave Kryefamiljare ». Ky projekt kishte si qellim te mbeshteste grata, kryetare te familjes me rastin e Krishtlindjeve duke iu ofruar produkte sanitare e ushqimore.
- « 8 Marsi Nje Dite Ndryshe me Grate Invalide ne Njesine Bashkiake Nr.2». Projekti kishte si qellim te mbeshteste grata invalide me rastin e 8 Marsit duke iu ofruar produkte sanitare e ushqimore. Projekti kishte si qellim te terhiqte vemendjen e aktoreve te ndryshem ndaj nevojave te ketij grupi vulnerabel.



- « Dita Anti-Racizmit ne Gjimnazin Ismail Qemali Tirane ». Projekti kishte si qellim te inkurajonte nxenesit e shkolles se mesme « Ismail Qemali » ne Tirane te luftojne racismin dhe cdo forme tjeter diskriminimi ndermjet grupeve te ndryshme.
- « Dita kunder Diskriminimit ne Bashkine Rubik ». Projekti kishte si qellim informimin e stafit te Bashkise se Rubikut per mjete te ndryshme per te promovuar anti-racizmin te qytetaret e saj.



Implementimi i këtyre projekteve ka ndikuar në përmirësimin e jetës dhe statusit të ketyre grupeve vulnerabel dhe ka bërë që të njihet qendra në komunitet. Aktualisht, qendra e ka shtrirë veprimtarinë e saj në Bashkinë e Tiranes, Bashkine e Shkodres. Në të ardhmen, ajo synon të forcojë kapacitetin e saj duke afruar më shumë aktiviste, të zgjerojë numrin e punonjesve të saj dhe të zgjerojë veprimtarinë edhe në zonat e tjera rurale të rrëthit Tiranes si dhe te kete një shtrirje ne te gjithe Shqiperine, ku aktivitetet informuese janë më të pakta dhe ndjehet nevoja për mbështetje.

Qendra ka bashkëpunim të mirë me organet e pushtetit lokal, Organizata Jo qevritare qe punojne ne Tirane dhe ne rrethe, me organizata te tjera ne rajon e me gjere, etj., gjë që është mundësuar nëpërmjet hartimit të marrëveshjeve të bashkëpunimit projekt pas projekti.

Raiffeisen Bank ka qenë një nga partnerët kryesor të Qendres "ACT for SOCIETY". Ajo ka kontribuar ne menyre te vazhdueshme per projekte te ndryshme ne lidhje me forcimin e rolit te gruas ne shoqeri. Donatore te tjere te qendres janë Agjensia per Mbrojtjen e Shoqerise Civile, Fondacioni ABC, UNITED, MasterPeace Movement.

MENAXHIMI

STAFI Qëllimi:

Të kemi një staf në rritje të qendres dhe ekspertiza të ndryshme profesionale për të mundësuar përbushjen me sukses dhe efikasitet të qëllimeve të qendres.

Objektivat:

1. Deri në fund të vitit 2017, të rrisim stafin e qendres.
2. Të sigurojmë një staf me ekspertizën e nevojshme për të adresuar aspekte të caktuara të mbrojtjes së të drejtave grupeve vulnerabel (psiko-sociale, ligjore, etj.).
3. Të rrisim kapacitetet e qendres në aspekte të



BORDI Qëllimi:

Të mbajmë një bord aktiv në realizimin e vizionit dhe misionit të qendres.

PLANIFIKIMI Qëllimi:

Të rrisim ndikimin e aktiviteteve të qendres tek përfituesit.

Objektivat:

1. Të rishikojmë përbërjen e bordit dhe rregulloren e funksionimit te tij.
2. Të motivojmë anëtarët e bordit nëpërmjet aktivitetetve të ndryshme të qendres.
3. Të rrisim rolin e bordit në promovimin e qendres.

Objektivat:

1. Të promovojme planin strategjik tek partnerë e aktorë të ndryshëm të qendres
2. Të sigurojmë një sistem të planifikimit afat-gjatë dhe operacional të planifikimit, monitorimit, dhe vlerësimit.
3. Të sigurojmë një bazë të dhënash për

ndryshme të avokimit/lobimit për të drejtat e njeriut.

4. Të rrisim motivimin e vullnetarëve dhe stafit të qendres nëpërmjet formave të ndryshme.



ZHVILLIMI I BURIMEVE Qëllimi:

Të përmirësojmë situatën financiare të qendres

përfituesit dhe ndikimin e aktiviteteve të organizatës tek ata.

Objektivat:

- Brenda periudhës 3-vjeçare, të shkruajmë e të paraqesim projekte për mbështetjen financiare të planit strategjik.
- Të krijojmë një bazë të dhënash për donatorët potencialë vendas dhe të huaj.

INFRASTRUKTURA Qëllimi:

Te rrisim eficiencën dhe efektivitetin e operimit të qendres.

Objektivat:

- Të vëmë në funksion të qendres një zyrë të pajisur me orënditë e nevojshme për operimin normal të saj.
- Të sigurojmë një mjeshtë brenda zyrës së qendres për takime dhe këshillime të përfituesve.



MARREDHENIET PUBLIKE Qellimi:

Të rrisim imazhin pozitiv të qendres në komunitetin e Tiranes dhe atë të donatorëve.

RRJETI I BASHKEPUNIMIT Qëllimi:

Të rrisim bashkëpunimin me organizatat partnere brenda dhe jashtë vendit.

Objektivat:

- Të promovojmë në mënyrë të vazhdueshme programet tona duke përdorur materialet e botuara dhe botimin e materialeve të tjera të marrëdhënieve me publikun.
- Të rrisim kontaktet me mediat lokale dhe qëndrore.

Objektivat:

- Të organizojmë dhe realizojmë aktivitete të përbashkëta me organizata të ngjashme.
- Të rrisim pjesëmarrjen e qendres në aktivitetet e rrjeteve ku ne befje pjesë
- Të mbajmë kontakte të vazhdueshme me organizatat e tjera qeveritare dhe jo-qeveritare.



Ky Plan Strategjik i Qendrës "ACT for SOCIETY Center/MasterPeace Club in Albania" është produkt i punës së vazhdueshme të stafit dhe mbështetjes së donatorëve dhe botohet në kuadër të transparencës së plotë të qendrës ndaj publikut.

Të drejtat e autorësisë mbi materialin e prezantuar në këtë Plan Strategjik i përkasin qendrës "ACT for SOCIETY"/MasterPeace Movement Club Albania.

Qendra "ACT for SOCIETY" / MasterPeace Albania.



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Tirana, ALBANIA



INTRODUCTION

Strategic Plan 2014-2017 clearly shows the aspiration of “ACT for SOCIETY Center”/MasterPeace Albania, to contribute *to the democratization process, to well-governance, to the fight against corruption, and to support the vulnerable groups of Albanian society* as well.

Through this strategical document, “ACT for SOCIETY Center”/MasterPeace Movement Club Albania, guarantees the successful accomplishment of this goal, by offering the model of an Organisation with intellectual capacities, clear ideas and a defined program for the future. *“Together for the society”* is the vision we have for the future. This vision will also be our moto and will help us keep in track about what we will achieve in the next three years and about what priorities and strategies we need to choose in order to make the change. The strategic plan will help our center to create projects for the community and also to find potential partner to realise them. Also, it will make it easier to communicate and coordinate our actions with other youth workers of Tirana, or elsewhere. This strategic plan celebrates the intensive work of our staff, including their work meetings, interviews, data analysis, and also seminars and conferences organised by TACSO on the creation of a strategic plan.

“ACT for SOCIETY Center ”/MasterPeace Movement Club Albania would like to thank particularly TACSO Albania for supporting and facilitating the creation of a strategic plan.

Armela PENGILI

Executive Director



THE PROFILE OF "ACT for SOCIETY" Center

"ACT for SOCIETY" Center is a NGO, which operates in Tirana since 2012. This center is registered in the Court decision of Tirana District, no.709, dated 05.01.2012. This Center has a total of 8 employees, of whom 2 are full-time, 2 are part-time and 4 others work as Interns with expertise in various fields of politics, economics and social sciences. All employees have been and are very active in the organization's activity.

The mission of "ACT for SOCIETY" Center is "to increase healthy living, to stimulate the sustainable development of society, to emphasize the promotion of culture, by advocating democracy and issues of human rights, by connecting the young people and by stimulating active participation in social and decision-making processes. "

Through this mission, the center has contributed to the protection of the rights of women, marginalized groups, youth ... etc., as part of all human rights, giving these groups the opportunity to be an active part of our society.

Since September 2013, this center is also representative of MasterPeace Center for Albania.



VISION, MISSION AND VALUES

Our Vision is:

"Together for Society"

Our Mission is:

"To stimulate healthy living, to help the sustainable development of society, to emphasize the promotion of culture, by advocating democracy and issues of human rights, by connecting the young people, by encouraging active participation in social and decision-making processes".

Our Values are:

Optimism in the process of accomplishing the mission and vision of our center

Accountability in implementation of planned activities

The diversity of staff and beneficiaries

Integrity and Transparency

Partnership with various local actors, as well as national and international actors



III. "SWOT" ANALYSIS OF "ACT for SOCIETY" CENTER

Strengths	Weaknesses
<ul style="list-style-type: none">• Expertise in the field of good governance, protection of human rights, and youth.• The commitment of staff• Qualified staff with various professional expertise• Working groups• Diversity and impact of activities• Transparency in the community• Flexibility at work• Volunteering• Relevance in addressing the needs• Good image of the organization inside the community	<ul style="list-style-type: none">• Financial difficulties to improve the working conditions• The need for more space in the office• Lack of funds for the progress of activities of the center
Opportunities	Threats
<ul style="list-style-type: none">• Possibilities to gain grants to cover the activities of the center• The center is part of many national and international networks	<ul style="list-style-type: none">• Limited support of the donors• Frequent mobility of staff



- Good opportunities to cooperate with governmental institutions
- Opportunities to work with other civil society organizations
- Expanding partnerships in the region

CRITICAL CASES AND STRATEGIES

1. Center "for SOCIETY ACT" has an experience of 3 years. This experience will serve to the continuance of its work for the next 3 years. Some of the strategies planned for the future include:
 - The transmission to the youth of the positive experience gained over the years, as well as of other enriching experiences and personal resources.
 - Preparation of some materials about our the successful experiences and their distribution (bulletins, leaflets, the magazine "Together", etc.)
 - Continuity of the previous activities that have been successful for the Centre. The main focus will be on delivering specific services in favor of vulnerable groups. In addition, the Center will continue activities regarding the good governance, youth, human rights, and so on.
2. Center "ACT for SOCIETY" has been supported to continue the implementation of its mission thanks its donors: CSSA, ABC Foundation, Raiffeisen Invest, MasterPeace International, the Dutch Embassy. Thus, this has created a dependency of the center in terms of financial



support. The aim of the center is permanent availability of donors, because these donors are only in cases of projects. One of the critical issues for the implementation of the strategic plan is the lack of donors. Some of the strategies to reduce dependence on a donor include:

- Identification of potential donors through various forms and registration to PADOR program to facilitate the financing of projects which are consistent with the mission of the center. (Registration took place in 2012)
- Promotion of the center to potential donors operating in Albania through the organization of various events where representatives of various donor organizations are invited.
- Preparation of quality projects and application to donors.

3. Reduction of members / volunteers of the center as a result of reduced financial support has been a phenomenon of the last years of operation of the center. For maintaining a sufficient number of volunteers, the center will follow these strategies:

- *Finding suitable forms for the ongoing motivation of staff and members of the center.*
- *Involvement of volunteers in various activities envisaged in the Strategic Plan.*

4. The center offers services that are needed for the community. That guarantees the implementation of the Strategic Plan. On the other hand, the center will follow its strategy for providing a continued recognition of the situation concerning the needs or beneficiaries of the community, using various forms of interviews, surveys, etc.

- *Continuous training of the center staff to provide appropriate services, as various and qualitative.*
- *Continuous assessment of the impact of community services through the creation of a database for various projects.*



5. Cooperation with local stakeholders including: local government, court, police, educational and health departments, ministries; this has been one of the strengths of the center. Maintaining an effective cooperation between the center and local actors is one of the priorities of the center during the implementation of the Strategic Plan. Some of the strategies to facilitate doing so include:

- *Development of projects and application to be part of the network for the empowerment of vulnerable groups to ensure funding for certain related projects.*
- *Collaboration with organizations / centers, both local and regional.*
- *Cooperation with local authorities, law enforcement and other state institutions, the signing of cooperation contracts and exchange of experiences with partner organizations.*

GOALS AND AIMS

GOAL:

Advocacy and improvement of issues such as youth; the rights of vulnerable groups; governance; democratization; etc.

AIMS

- To simulate good governance, to fight corruption and promote transparency
- To encourage the young people to be part of the government,
- To promote human rights, inclusion of



marginalized groups with a focus on gender issues, Roma and vulnerable groups.

- To contribute to the process of integration
- To support the think-tank ideology and to simulate research.
- To promote decentralization and cooperation across borders.
- To contribute to peace-making

Projects of the Center

The main programs of the Center have been: spreading information and raising awareness regarding the vulnerable groups, as part of human rights, guaranteed by law. These programs are carried out through implementation of projects supported by various donors.

Some of them include:



- "A day spent differently, in the retirement home." The project was aimed at improving the social status of the elderly by supporting their needs, also coordinating governmental factors in order to raise attention to this target group.
- "Rural Women in Albania". This was a research project, aiming to make visible the needs and problems of women who live and work in rural areas in Albania.
- "Monitoring of daily press in fighting corruption." The project intended to monitor corruption cases treated in the daily newspapers in Albania in order to promote the fight against corruption and good governance.
- "International Day of Peace." The project intended to increase the attention of citizens to peace and to simulate them to stop conflicts of any nature in their societies.
- "Education of minors in Albanian prisons." This project intended to monitor the educational methods used by specialists in Albanian prisons in order to prepare them to be accepted and integrated into society in a nearby future.
- "The support of women, heads of households." This project intended to support women who were head of their family. This activity happened during Christmas, by offering sanitary and food products.



- "March 8th, a day spent differently with the Disabled Women of Municipal Unit No. 2". The project intended to support handicapped women on the occasion of March 8 by providing sanitary and food products. The project intended to get the attention of various actors to the needs of this vulnerable group.

- "Day against Racism, at Ismail Qemali High School, Tirana." The project intended to encourage high school students of "Ismail Qemali" high school in Tirana to fight racism and any other form of discrimination between different groups.

- "Anti-Discrimination Day in the Municipality of Rubik". The project intended to inform the staff of the Municipality of Rubik about different tools on how to promote anti-racism among its citizens.



The implementation of these projects has improved the lives and statuses of these vulnerable groups and has made them visible in the community center. Currently, the center has extended its activity in the Municipality of Tirana and Municipality of Shkodra. In the future, it aims to strengthen its capacity by closer activists, to expand the number of its employees and to expand activities in other rural areas of the district of Tirana and also to have a stretch throughout Albania, where activities are scarce and there is an urgent need for support.

The center has good cooperation with local authorities, non-governmental organizations working in Tirana and surrounding districts, with other organizations in the region and beyond, etc., a collaboration which has been enabled through the development of cooperation agreements, project after project.

Raiffeisen Bank has been one of the main partners of the Centre "ACT for SOCIETY". It has contributed consistently to various projects related to strengthening the role of women in society. Other donors include the Agency for Protection of Civil Society, the ABC Foundation, UNITED MasterPeace Movement.

MENAGEMENT

Staff Goal:

To have a growing number of staff members and various professional expertise to ensure the successful fulfillment of goals and efficiency of the center.

Aims:

1. By the end of 2017, to increase the staff members of the center.
2. To provide staff with the necessary expertise to address certain aspects of the protection of the rights of vulnerable groups (psycho-social, legal, etc.).
3. To increase the capacity of the center in various aspects of advocacy / lobbying for human rights.
4. To increase the motivation of volunteers and

**BOARD Goal:**

Maintain an active board regarding the realization of the vision and mission of the center.

PLANNING Goal:

To increase the impact of the activities of the center to the beneficiaries.

center staff through various forms.

Aims:

1. The review board composition and rules of operation.
2. To motivate members of the board through the various activities of the center.
3. To increase the role of the Board in promoting the center.

Aims:

1. To promote the strategic plan to various partners and stakeholders
2. To provide a system of long-term planning and operational planning, monitoring and evaluation.
3. To provide a database for beneficiaries and the impact of the organization's activities to them.



FINANCIAL RESOURCES Goal:

To improve the financial situation of the center

Aims:

1. Within a period of 3 years, to write and present projects for financial support of the strategic plan.
2. To create a database of potential donors, both domestic and foreign.

INFRASTRUCTURE Goal:

To increase the efficiency and effectiveness of the center operation.

Aims:

1. To equip the office with the necessary supplies to its normal operation, in order for the center to work more efficiently.
2. To provide an environment within the office of the center for meetings and advice to beneficiaries.

PUBLIC RELATIONS Goal:

To increase the positive image of the center in Tirana and also to the donors.

Aims:

1. To promote programs on an ongoing basis, by using our printed materials and other materials regarding public relations.
2. To increase contacts with local and national media.



COOPERATION NETWORK Goal:

To increase cooperation with partner organizations in Albania and abroad.

Aims:

1. To organize and implement joint activities with similar organizations.
2. To increase the participation of the center in networking activities in which we already adhere to.
3. Maintain contacts with other organizations, both governmental and non-governmental.



This Strategic Plan of the "ACT for SOCIETY Center / MasterPeace Club in Albania" is a product of the ongoing work of the staff and the support of donors, as published in full transparency to the public.

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Center "for SOCIETY ACT" / MasterPeace Club Albania.



STRATEGIC PLAN 2014-2017



Supported by:

Technical Assistance for
Civil Society Organisations
Albania Office



ACT for SOCIETY Center/MasterPeace Movement in Albania

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Tirana, ALBANIA



INTRODUCTION

Strategic Plan 2014-2017 clearly shows the aspiration of “ACT for SOCIETY Center”/MasterPeace Albania, to contribute *to the democratization process, to well-governance, to the fight against corruption, and to support the vulnerable groups of Albanian society* as well.

Through this strategical document, “ACT for SOCIETY Center”/MasterPeace Movement Club Albania, guarantees the successful accomplishment of this goal, by offering the model of an Organisation with intellectual capacities, clear ideas and a defined program for the future. *“Together for the society”* is the vision we have for the future. This vision will also be our moto and will help us keep in track about what we will achieve in the next three years and about what priorities and strategies we need to choose in order to make the change. The strategic plan will help our center to create projects for the community and also to find potential partner to realise them. Also, it will make it easier to communicate and coordinate our actions with other youth workers of Tirana, or elsewhere. This strategic plan celebrates the intensive work of our staff, including their work meetings, interviews, data analysis, and also seminars and conferences organised by TACSO on the creation of a strategic plan.

“ACT for SOCIETY Center ”/MasterPeace Movement Club Albania would like to thank particularly TACSO Albania for supporting and facilitating the creation of a strategic plan.

Armela PENGILI
Executive Director



THE PROFILE OF "ACT for SOCIETY" Center

"ACT for SOCIETY" Center is a NGO, which operates in Tirana since 2012. This center is registered in the Court decision of Tirana District, no.709, dated 05.01.2012. This Center has a total of 8 employees, of whom 2 are full-time, 2 are part-time and 4 others work as Interns with expertise in various fields of politics, economics and social sciences. All employees have been and are very active in the organization's activity.

The mission of "ACT for SOCIETY" Center is "to increase healthy living, to stimulate the sustainable development of society, to emphasize the promotion of culture, by advocating democracy and issues of human rights, by connecting the young people and by stimulating active participation in social and decision-making processes. "

Through this mission, the center has contributed to the protection of the rights of women, marginalized groups, youth ... etc., as part of all human rights, giving these groups the opportunity to be an active part of our society.

Since September 2013, this center is also representative of MasterPeace Center for Albania.



VISION, MISSION AND VALUES

Our Vision is:

“Together for Society”

Our Mission is:

“To stimulate healthy living, to help the sustainable development of society, to emphasize the promotion of culture, by advocating democracy and issues of human rights, by connecting the young people, by encouraging active participation in social and decision-making processes”.

Our Values are:

Optimism in the process of accomplishing the mission and vision of our center

Accountability in implementation of planned activities

The diversity of staff and beneficiaries

Integrity and Transparency



Partnership with various local actors, as well as national and international actors

III. "SWOT" ANALYSIS OF "ACT for SOCIETY" CENTER

Strengths	Weaknesses
<ul style="list-style-type: none">• Expertise in the field of good governance, protection of human rights, and youth.• The commitment of staff• Qualified staff with various professional expertise• Working groups• Diversity and impact of activities• Transparency in the community• Flexibility at work• Volunteering• Relevance in addressing the needs• Good image of the organization inside the community	<ul style="list-style-type: none">• Financial difficulties to improve the working conditions• The need for more space in the office• Lack of funds for the progress of activities of the center



Opportunities	Threats
<ul style="list-style-type: none">• Possibilities to gain grants to cover the activities of the center• The center is part of many national and international networks• Good opportunities to cooperate with governmental institutions• Opportunities to work with other civil society organizations• Expanding partnerships in the region	<ul style="list-style-type: none">• Limited support of the donors• Frequent mobility of staff

CRITICAL CASES AND STRATEGIES

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4. The center offers services that are needed for the community. That guarantees the implementation of the Strategic Plan. On the other hand, the center will follow its strategy for providing a continued recognition of the situation concerning the needs or beneficiaries of the community, using various forms of interviews, surveys, etc.

- *Continuous training of the center staff to provide appropriate services, as various and qualitative.*



- *Continuous assessment of the impact of community services through the creation of a database for various projects.*
- 5. Cooperation with local stakeholders including: local government, court, police, educational and health departments, ministries; this has been one of the strengths of the center. Maintaining an effective cooperation between the center and local actors is one of the priorities of the center during the implementation of the Strategic Plan. Some of the strategies to facilitate doing so include:
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- government,
 - To promote human rights, inclusion of marginalized groups with a focus on gender issues, Roma and vulnerable groups.
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Center "for SOCIETY ACT" / MasterPeace Albania.



Together for SOCIETY