

Topic 3 workshop

Social and Economical Valorization of the territory as rural development, sustainable tourism or marketing

Name of the Partner: REGIONAL COUNCIL OF SHKODRA

Name of the speaker: ETLEVA PAPLEKAJ





RETROSPECTIVE VIEWS

7 OF THE 8 PARTNERS

PRESPECTIVE VIEWS

1 OF THE 8 PARTNERS





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Territory

Social and Economical Valorization

Rural development

Sustainable tourism

Marketing







WHO IS RIGHT???

It is really confusing!!! No Three Four







SOCIAL AND ECONOMIC VALORIZATION



WE ALL ARE FAMOUS ©









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WHAT IS MEANT BY **ECONOMIC VALORISATION?**

Economic valorization means that a RESEARCH finding can be COMMERCIALIZED.















RESEARCH Knowledge Creation Technology Development

Technology transfer

EDUCATION
Knowledge
Dissemination
Technology
Training

ECONOMIC
DEVELOPMENT
Knowledge
Application
Technology
Valorization





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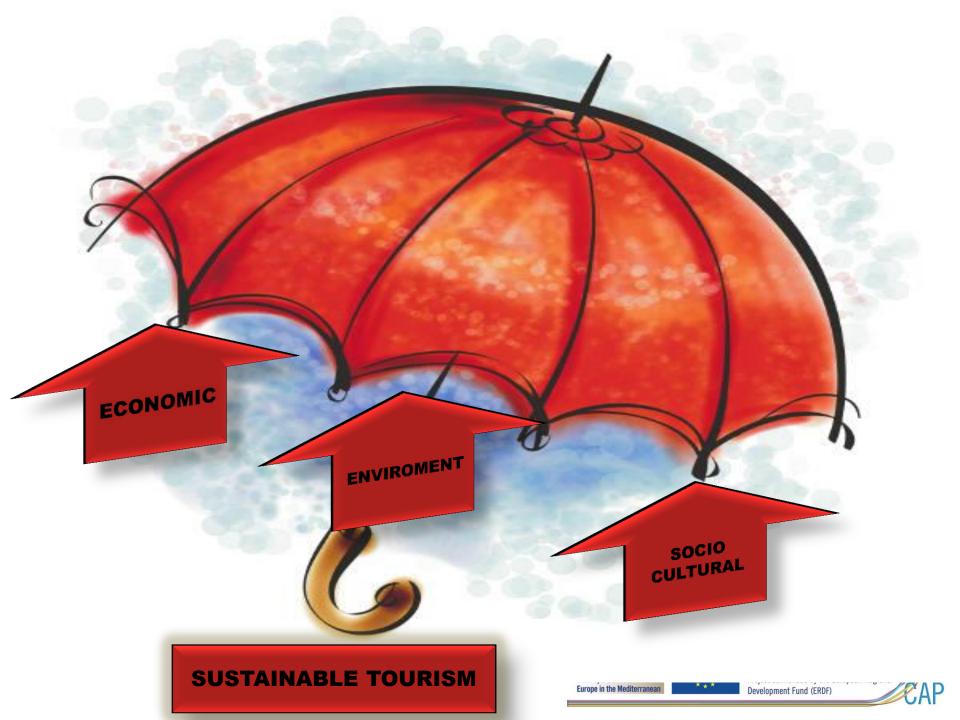








RURAL DEVELOPMENT Human **Dimension** Science & **Economic Technology Dimension RURAL DEVELOPMENT Recourses & Political Environment Dimension** Projet cofinancé par le Fonds Européen de Développement Régional (FEDER) Project cofinanced by the European Regional Development Fund (ERDF)



medland MARKETING

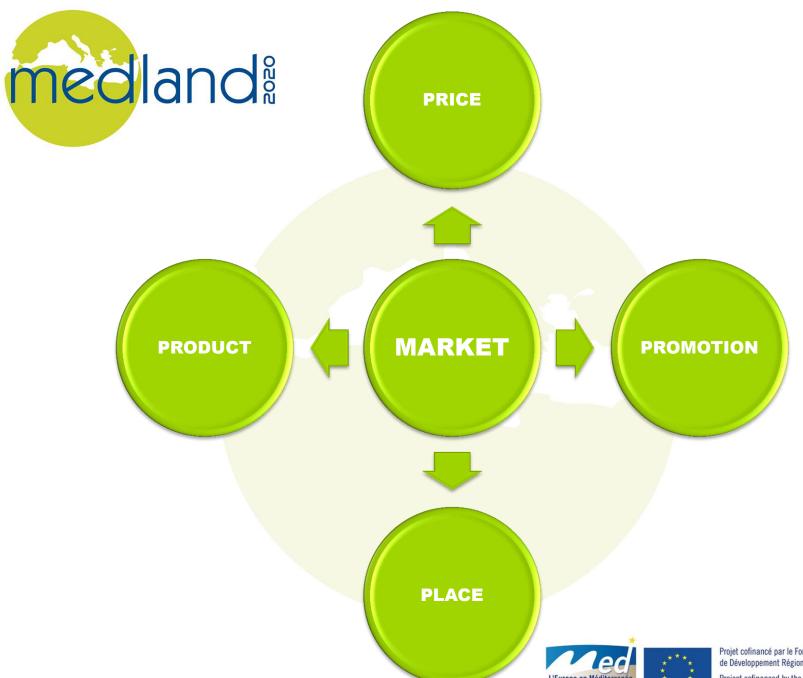


& Historically, the worst marketing strategy ever has been ... no marketing strategy at all.





Even the fish jumps at THE **OCCASION** THE GOOD **MARKETING IT EFFECTS** EVEN THE FISH!!!!!!!!!!!!!!



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MEDLAND2020

Rural development

Sustainable tourism

Marketing

SOCIAL AND ECONOMICAL VALORIZATION OF THE TERRITORY





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HVALA HVALA

GRACIAS

GRÀCIES

FALEMINDERIT

ΕΥΧΑΡΙΣΤΙΕΣ

THANK YOU

EUCHARISTIES





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