



Bio: Elkjana Gjipali has completed her academic studies for 'Film and Television Directing' at the Academy of Arts, Tirana. Over the last 10 years, Elkjana Gjipali has worked as a producer of several short films as well as 4 feature films. Elkjana is active in various educational activities through cinema. In 2017, she was selected by the 'Lead Albania' program and appointed to the position of advisor at the Ministry of Culture.

In 2018, she started working as a lecturer at the University of Durrës, Aleksandër Moisiu, at the Department of Multimedia for the subject Film and Video Production, where she has also organized various workshops with the students, while since 2021 she is also workshop leader for filmmaking at TUMO Tirana. Lately she is appointed chairman of Tirana Film Commission. She is part of Salzburg Global for Young Cultural Innovators and also an activist for women right in Albania.

Creative Industry, based on the 2013 UNDP report, contributes to the economy by:

- create employment opportunities and income,
- generate revenue for the fiscal system at local and national level,
- attract qualified experts,
- support tourism and cultural heritage,
- increase the value of the property,
- increase socialization within the urban area of the city and
- promote tolerance and support of different ideas.

However, this industry shows globally many problems related especially to the gap that exists between public institutions and businesses in this sector, which appears mainly in terms of supporting new and existing initiatives.

Other problematic aspects highlighted by the report remain:

- access to finance,
- taxation same with other more profiting industries, so it makes it difficult for sector to grow
- lack of professional schools on a managerial level for the sector,(we have artists and creators but not art managers/agents)
- Not supporting of networking events between the creative sector and other industries
- Bureaucracies, (when registering a business, address of the business, taxation is subject to change every 2 years)
- Lack of incentives in creating partnerships,
- Lack of capacity to receive EU support funds (the government needs to invest more in capacity building to apply for EU funds, to help the partnerships with other countries and also project implementation.) (with and exception for the publishing houses that are a success story all the other industries haven't succeeded in accessing EU funds

One of the main problems faced by the subjects of the creative industry, we can emphasize that is the lack of spaces with reasonable prices and appropriate technology, which will inspire and support them in every way in their creative ideas. The government should help enable creators to gather in a place where there is equipment and workspaces, from where they can develop ideas by collaborating.

Creative industry in Albania remains a new notion for the country. There are no genuine studies that give an overview of this category, the contribution it makes to the economy, such as the contribution to GDP, employment, promoting innovation, etc. Since 2019 Ministry of Culture is in the process of building indicators that measure the contribution culture in development, but that have not yet come up with findings and results, and that information is still not published... so negligence in drafting studies that in the end will could help build development policies.

British Council Albania conducted in 2007 a study on the identification and categorization of the creative industry that exists in the country, identifying its capacities, needs and problems and the impact on the economic and social development of the country (British Council Albania, 2007).

The study highlights the large presence of this industry in the country's capital, taking into account the greater opportunities offered by the market. Despite the not easily passable problems, in some special sectors of the creative industry, such as the film industry, theaters, etc., generally in the hands of the private sector, there has been a quantitative and (in some cases) qualitative increase, creating trends new opportunities for the involvement of new experts in sectors such as Architecture and design, IT, Marketing, Fashion Design, etc.

According to this study and referring to the data of the tax system for 2006, the number of businesses focused on sectors part of the creative industry is 515, representing about 0.57% of the total businesses nationwide. Of these businesses 38.2% (197 businesses) are headquartered in the metropolitan area of Tirana-Durres, while in Tirana alone are registered 154 businesses of the creative industry

Creative industry businesses have (based on the study) a small number of employees per entity (34% of businesses have 1-4 employees), 43% of whom are aged 18-29, with a high self-employment rate (17 %) in different sectors of this industry.

Over the years there has been an increase in the number of these businesses and the income they generate, seen by industry entrepreneurs as a good opportunity to increase investment in businesses by about 74% of them.

On a policy level the creative industries stay in a grey area there is not a recognition yet on how to categorize them. Development policies are generally based on the individual impressions of political leaders and not based on studies.

Priorities given on a local level are opening training centers for technology for age 13-18 years old like TUMO Tirana; Creation of a new agency for Creative Industries in the city of Tirana that will create a closer communication between the sector and the local

government in assisting the sector for their needs but also for the fact that they can bring visibility to the city and recognition of success.

On a national level, the film industry has a dedicated fund that is managed by National Film Center but still is not evolving in introducing new incentive law, or helping with the film distribution within the country which still remains a challenge. Also, platforms like Culturalyst provides a shared digital infrastructure to empower and connect cultural communities.

Lack of data or indicators how to collect this data and find a way or forum to start a dialog between the government and the sector of creative industries makes it difficult for this sector to develop new policy and create new incentives for the sector. I don't believe that just adapting foreign models it is enough, the most important thing is to listen to the main actors of the industries to find solution and new ways to develop the sector because each city and each industry has its own different challenges.

To conclude, the state has planned to start investing in creative industries, but that the pandemic had given another direction to planning, but in a way the subsidization of creative projects continues, which has existed for a long time, but which in principle is not a way to support industry in general, but more with a focus on individual projects.