

For Office Use
Application Number: <u>4</u>
Date Received: _____

Grant Application Small Grants Program

Tirana Country Office, WORLD BANK

Executive Summary (Please type using no more than one page)

1. Date: April 21, 2006
2. Name of organization: ASET – Albanian Socio Economic Think Tank
3. Contact person and title: Klodjan Seferaj Executive Director
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7. Mission statement of the applicant organization:
Elaboration, promotion and implementation of projects in the fields of banking, financial, fiscal, legal, social, economic and cultural development through stimulation of people engagement.

8. Purpose of funding request and how this activity relates to civic engagement and social accountability:
Design and distribution of a poster, design and distribution of a leaflet in public and organization of a round table with special focus to fiscal education as one of the most important components which can sustain the reform initiated by the Government and for the reduction of corruption.

9. Target population and number benefiting from the proposed activity:
(i) Business community will increase the awareness level regarding the importance of fiscal education and negative phenomena of corruption etc.; *(ii) Society* in general, will benefit from the intensification of awareness of all the community and business community regarding the fiscal education which will lead to the improvement of the services that they benefit; *(iii) State institutions especially tax and customs administration* will be supported from this project in their propaganda campaign to combat corruption and particularly the decrease of fiscal evasion in the campaign undertaken for the increase of use of fiscal invoices in every sell-buy operation.

10. Expected outcomes from the activity:
The awareness of interested actors to combat corruption, fiscal evasion and the use of fiscal invoices in every sell-buy operation; The stimulation of debate and the awareness of society regarding the importance of fiscal education and the use of fiscal invoices; The increase of support to civil society in the important reforms undertaken by the Government in the frame of reduction of evasion and improvement of business – consumer rapport.

11. Plans for learning and knowledge sharing:

The organization of a round table in the presence of business community presence, other NPOs, administration, central and local government, is the direct way to promote this initiative. The poster and the leaflet will serve also to this aim. The poster, leaflet and other publication that may result from this project will be distributed to central and local government institutions, different associations, NPOs, business unions, and other institutions that may be related to the aim of the project.

12. Period this funding request will cover: 8 weeks

13. Amount of request (Details under Activity Income): \$3.350

14. If your organization has received previous support from the World Bank, please list the year, amount, and describe for what purpose:

Our organization has received previous support in 2003 of \$5.000 for the project: "The production of television documentaries, part of the Tunel serial" with the goal to increase the capacities of in risk groups in order to influence the public opinion and to negotiate with central and local government for resolving their problems.

15. Authorizing signature of the applicant organization's executive director or board chair:

Signature:

Name (print): Klodjan Seferaj

Title: Executive Director

Purpose of the Grant

16. Describe briefly the need or issue you will address. Include a description of the constituency served (including number participating) and how they will participate/benefit?

This project goal is to stimulate the fiscal education of business community in particular and all the community in general with the aim to decrease the corruption and fiscal evasion, through the stimulation of using fiscal invoices and other necessary methods. This initiative is to support the efforts of Albanian Government in order to combat corruption and to decrease the level of fiscal evasion through public awareness especially for the use of fiscal invoices.

The categories of beneficiaries will be:

(i) *Business community* This project will influence this community to participate more in anticorruption initiatives and so to play a bigger role in such important process. It is understandable that all this will serve to the business community itself because will influence the relationships with administration which can lead to the development of business in general making it more efficient and successful. This project will stimulate the collaboration and partnership with state administration.

(ii) *Society in general*, will benefit from the intensification of the awareness of community and business itself regarding the fiscal education which will lead to the improvement of services that they benefit;

(iii) *State institutions especially tax and customs administration* will be supported from this project in their propaganda campaign to combat corruption and particularly the decrease of fiscal evasion in the campaign undertaken for the increase of use of fiscal invoices in every sell-buy operation. This project will stimulate the collaboration and partnership of this administration with legal and interested businesses in combating corruptive practices.

17. How will the proposed activity promote civic engagement and social accountability?

Through their awareness and debate regarding this special subject such fiscal education, absence of what can lead to negative consequences in business procedures and over all the community. The used methods to attract the attention and to increase the civic engagement will be:

- (i) *Business community* – will increase the awareness and will be stimulated through the organization of consultation of the round table with business community representants as with businessmen groups as also with different associations in which they are organized. In these meetings will discuss the problems presented in project objectives, will analyze the cases of positive experiences and will be elaborate a clear database of all the problems, possibilities to collaborate and combating corruption.
- (ii) *All the community* – will increase the awareness and will be stimulated through the distribution of a poster and a leaflet with promotion character. The team will try to give positive messages regarding the partnership spirit between business and public administration combining with the role that all the

community can play. Community itself can play a very positive role regarding the use of invoice for each purchase operation that they can realize.

18. List the activity goal(s) and measurable objective(s).

The main aim of the project is to reach the business community awareness for the necessity to combat corruptive practices and for the role that should play in this process and also to give clear messages to public administration and especially to tax and customs administration for the negative effects and the necessity to condemn this phenomenon, particularly regarding the use of fiscal invoices.

This goal will be realized through the collaboration with the representants of business community and with the representants of central administration as public administration and particularly tax and custom administration for the realization of a public information opinion and social marketing regarding the awareness of businessmen (mainly small and family businesses which possess service activities) and consumers (all of us) for the benefits that may result from the correct function of businesses. The same goal will be followed even on the other side to aware the public administration such tax and customs in order to increase its role in the fiscal education of all the actors.

Objectives:

The main objectives that we aim to realize through the implementation of this project are summarized in:

- (i) Identification of the problems that are related to the relations between the business and public administration, especially the relations that regard the process of using invoices, tender and different licenses.
- (ii) The identification of problems related to the relations between the business and tax and customs administration especially regarding the preparation with accuracy of documentations as customs invoices and balance sheet regarding the incomes and expenditures etc.
- (iii) The stimulation of participation of business in anticorruption initiatives, through the promotion of positive effects that has the application of honest competition and negative consequences of corruption phenomenon.
- (iv) The awareness of business community for the role that has lobbying in the presentation of business interests vis-à-vis the public administration, tax and customs administration and the positive results reached in the cases of successful lobbying.
- (v) The support of the Government in its efforts to aware the public and business community for the use of fiscal invoices for each sell-buy operation.
- (vi) The awareness of public administration and especially of tax and customs administration for the positive effects that has the decrease of corruption level and the punishment of possible corruptive cases.
- (vii) The stimulation of collaboration and understanding spirit of business community with the public administration especially with tax and customs administration considering each other partners.

19. Is the activity new or ongoing on the part of the applicant organization? If the activity is ongoing, how will your organization support this activity in the future?

The idea to apply for this project is not new, but is a part of our efforts as institution to influence the economic development through stimulation of collaboration between the main actors in order to make possible the solution of problems of the business community from one side and to include these solutions in the agenda and in policies of governmental institutions. We think that this project can't solve the problem of fiscal education, the fight against corruption and the decrease of fiscal evasion but can contribute anyway in the continuity of our efforts to reduce this negative phenomenon of our society. We hope that in the future to find other possibilities to continue the awareness of public opinion in this direction.

20. Provide a brief timetable for implementation of activity.

The project will be focused in the approach of the problem through the realization of some activities. The project activities are presented as follow:

1. The elaboration of a preliminary study through the analyze of reached conclusions from some studies of governmental institutions, nongovernmental, foreign investors and representants of business community in our country, which has mentioned frequently the problem of corruption during all their meetings with the representants of government but also with the media.
2. The distribution of a poster and leaflet with promotion character. Here we will try to give positive message for the partnership spirit between business and public administration and the role that should play the final consumer.
3. A final round table and a final report. In this round table will participate all the interested parts regarding the fight against corruption promoting the positive experiences and in order to find efficient methods to combat it.

21. What other organizations, if any, will be participating in the activity? Describe their roles.

The implementation of the project will be in charge of ASET experts, but during the realization of the activities will participate representants from governmental administration, different associations, NPOs, business unions as: American Chamber of Commerce, Agrobusiness Albanian Council, Foreign Investors Association, Albanian Industrialists Union, Italian Investors Association, GTZ, Besa Foundation, Mountain Area Foundation Fund, Mountain Areas Financing Fund, which are interested and are related to this field. We have to mention that for the design of the poster and leaflet we will consult the specialists of Ministry of Finance and Ministry of Economy with the aim to reflect their ideas in its elaboration.

22. List the names and qualifications of key staff/volunteers responsible for activity implementation.

Nr.	Name Surname	Project task
1	Klodian Seferaj	Project manager
2	Evis Sulka	Institutions expert
3	Fatmir Mema	Business expert

Evaluation

23. Please list the specific outcomes of your activity. What assessment methods/strategies will you use to track and measure outcomes? (e.g. interviews, surveys, focus groups, community feedback, etc.)

Expected results;

- The awareness of business community and consumer community regarding the need and importance to combat corruption;
- Closer relations between business and anticorruption initiatives;
- The increase of the level of collaboration and partnership between the business community and administration in the fight against corruption;
- The creation of a database for the participation of business community in the anticorruption initiatives;
- The promotion of fight against corruption and the stimulation of initiatives to support this fight;
- The support to Ministry of Finance in the new campaign of compulsory use of fiscal invoices;
- The amplification of the voices of those businessmen which want to work in legal and uncorrupted businesses.
- The promotion of fiscal administration efforts in order to decrease the level of fiscal evasion and for the fight against corruption.

24. Describe briefly what will be different at the end of the grant period.

We are convinced that will be a higher awareness of business community in order to hustle on central and local government for more transparent policies and to increase the collaboration between them, as well will increase the awareness of community regarding the use of fiscal invoices and the obligation that they should ask every time that they buy a product or a service.

25. How will the activity's results be used and/or disseminated?

The design and distribution of a poster, the elaboration and the distribution of a leaflet in public and the organization of a round table will stimulate especially the awareness of business community and civic engagement in general. This project implemented by us will be used not only by our institutions in the future but we believe from other organizations that are interested to work in this field.

Activity Income

26. Total applicant contribution.

a. In kind (describe):

US\$ _____

b. Cash:

US\$ 1100

Total: US\$ 1100

27. Funding leveraged by applicant from other donors:

(List all sources and give estimated amounts)

SourceAmount

a.

US\$ _____

b.

US\$ _____

Total: US\$ _____

28. Total requested from the World Bank:

US\$ 3350

29. Total activity income from all sources:

US\$ 4450

Budget for the Proposed Activity

Item	Person	Months	Unit Cost	Contribution form ASET	Contribution form World Bank	Total
Professional fees						
Institutions	1	1	200		200	200
Business	1	1	200		200	200
Project Manager	1	2	150		300	300
Total professional fees				0	700	700
Travel						
Total travel expenses				0	0	0
Equipment			500	500	0	500
Total equipment expenses				500	0	500
Activities						
Poster and leaflet						
Poster elaboration and design					800	800
Leaflet elaboration and design					550	550
Poster and leaflet distribution					100	100
Total poster and leaflet				0	1450	1450
Round table						
Lectors	5		100		500	500
Moderators	1		100		100	100
Rent cost					200	200
Coffee break					100	100
Total round table				0	900	900
Total activities				0	2350	2350
Supplies, Printing, Copying, Phone, Fax, Postage, and Delivery					200	200
Office rent cost				600	0	600
Translation					50	50
Evaluation					50	50
TOTAL EXPENSES				1100	3350	4450