

Sharrcem Facts

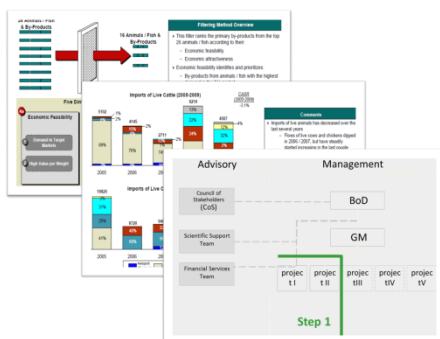
LAB - LABORATORI PËR AKTIVITETE TË BIZNESIT (LABORATORY FOR BUSINESS ACTIVITIES)

Plagued by high unemployment and poverty rates, Hani i Elezit is a community which relies heavily on Sharrcem and its contractors for job creation. These problems are exacerbated by the lack of sufficient municipal development funds and a poor vocational education framework.



Understanding the need for a company to develop in unison with the community within which it operates, Sharrcem's management developed a project to facilitate the creation of new Small and Medium sized Enterprises in Hani i Elezit with the aim of creating new employment and income for the community.

Simultaneously, Sharrcem's aim was to create a long term, sustainable solution to the problem, by allowing the community to wean itself from the over-reliance on Sharrcem operations and become independent and self-sustainable, while at the same time developing the abundant high quality agricultural land available in the area.



So, in cooperation with The Ministry of Agriculture, The Municipality of Hani i Elezit and international NGO's the LAB or "Laboratori për Aktivitete të Biznesit" was launched in 2014.

Intended to educate members of the community in Entrepreneurship the LAB aims to create new businesses which it will then support through development and mentoring programs. The aim is to, not only create new businesses, but also help them become sustainable and

grow so that more and more members of the community benefit from them. With the purpose of job creation and poverty reduction, the LAB aims to be a conduit for the economic development of the municipality and beyond.

SOCIAL ENVIRONMENT

- Economy of the community heavily depends on the plant
- High unemployment rate
- High poverty rate
- Health, sanitary, roads, safety infrastructure: underdeveloped
- Vocational education offered: poor
- Insufficient municipal budget
- Private sector non-related to the plant is negligible
- A very vulnerable society
- Plant's growth of profitability has to be proportional with community development



This project will be implemented in 3 phases:



- Raising awareness and training on skills for jobs, by providing education for entrepreneurship.
- Supporting the creation of new businesses with assets, with a focus on SMEs in agri-business such as fruit, vegetable and dairy production.
- Mentoring for the sustainability of local business.

This project will enable the local community to become independent, offsetting unemployment through new business opportunities.

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