

Under the National Adaptation Planning Process

# ALBANIA'S NATIONAL ADAPTATION PLAN COMMUNICATION AND STAKEHOLDER ENGAGEMENT PLAN



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Under the National Adaptation Planning Process

# ALBANIA'S NATIONAL ADAPTATION PLAN

## COMMUNICATION AND STAKEHOLDER ENGAGEMENT PLAN



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# List of Acronyms and Abbreviations

<b>CCA</b>	Climate Change Adaptation
<b>CSEP</b>	Albania's National Adaptation Plan (NAP) Communication and Stakeholder Engagement Plan
<b>CSO</b>	Civil Society Organization
<b>EU</b>	European Union
<b>GCF</b>	Green Climate Fund
<b>LAP</b>	Local Adaptation Plan
<b>MoE</b>	Ministry of Environment
<b>NAP</b>	National Adaptation Plan
<b>NGO</b>	Non-Governmental Organization
<b>NSDI</b>	National Strategy for Development and Integration
<b>PPP</b>	Public–Private Partnership
<b>PSAs</b>	Public Service Announcements
<b>SDG</b>	Sustainable Development Goal
<b>UNDP</b>	United Nations Development Programme
<b>UNFCCC</b>	United Nations Framework Convention on Climate Change
<b>UN</b>	United Nations



# Executive Summary

Climate adaptation is a national priority for Albania, essential for safeguarding its socio-economic development, infrastructure, and natural heritage. Albania's National Adaptation Plan (NAP) provides a strategic framework to integrate climate resilience into policy planning and economic sectors. This Communication and Stakeholder Engagement Plan (CSEP) supports the NAP by translating technical adaptation measures into accessible, action-driven messages that mobilize policymakers, local governments, civil society, the private sector, and vulnerable communities.

The plan focuses on five priority development sectors—agriculture, energy, tourism, urban development, and transport—which are critical to Albania's economy but highly vulnerable to climate impacts. Promoting climate-smart solutions such as drought-resistant crops, renewable energy diversification, green urban infrastructure, and resilient transport networks strengthens long-term sustainability.

These measures enhance food security, energy stability, tourism resilience, and urban sustainability, aligning with national strategies and global commitments like the Sustainable Development Goals (SDGs) and the Paris Agreement.

To effectively engage diverse stakeholders, this plan provides sector-specific toolkits, capacity building workshops, digital storytelling and interactive platforms to empower municipal leaders, Non-Governmental Organizations (NGOs), and businesses. School-based initiatives and youth-led campaigns will further promote climate-smart practices, creating a generation of climate champions committed to sustaining adaptation efforts over time. Recognizing the importance of inclusivity, the plan gives special attention to vulner-

able groups, women, and youth, making climate adaptation and inclusive and people-centered process.

In conclusion, Albania's NAP and the Communication and Stakeholder Engagement Plan represent a unified call to action. By making climate change a national priority, fostering inclusivity, and strengthening partnerships, Albania will safeguard its natural resources, enhance community resilience, and drive sustainable development. These collective efforts will build a climate-resilient future for generations to come.

# 01

## **Introduction and Context**

## 1.1 Background and role of Albania's NAP

Climate change poses an imminent threat to Albania's socio-economic stability, natural resources and key economic sectors. In recent years, devastating floods, prolonged droughts and destructive wildfires have caused widespread displacement, damaged critical infrastructure, and severely impacted agricultural livelihoods. Rising temperatures and unpredictable rainfall patterns continue to threaten agriculture, energy production, tourism and urban development, making adaptation an urgent national priority.

Albania key sectors like agriculture, energy, tourism, transport, and urban development are critical to the country's socio-economic growth but are increasingly vulnerable to climate change. Without immediate and coordinated action, these risks will intensify, jeopardizing economic progress and community well-being. The National Adaptation Plan (NAP) serves as Albania's strategic response. By integrating adaptation measures into national and local development frameworks, the NAP aims to enhance resilience, safeguard vital sectors, and secure a sustainable future for all.

The NAP serves as a unified strategy, addressing vulnerabilities across sectors to protect livelihoods, infrastructure, and ecosystems. Agriculture, a major employer in Albania, is especially at risk from droughts and shifting patterns of rainfall. These changes threaten food security and rural incomes. Hydropower, a key energy source, is increasingly affected by water scarcity, while tourism - an economic driver - contends with sea-level rise and wildfires. Transport and urban infrastructure are similarly exposed to flooding and heatwaves. These vulnerabilities demand robust, cross-sectoral action to build climate resilience. A cornerstone of the NAP is the development of Local Adaptation Plans (LAPs) for eight municipalities: Durrës, Elbasan, Fier, Gjirokastër, Krujë, Kukës,

Përmet, and Vlorë. These plans are tailored to address region-specific climate risks and provide targeted solutions such as climate-smart agricultural practices, resilient infrastructure, and improved water management systems. Developed through extensive stakeholder consultations, the LAPs prioritize community-driven adaptation strategies that reflect the unique needs of each region. They also emphasize capacity building, equipping local governments with tools to implement effective climate responses.

However, the success of the NAP goes beyond technical planning - it depends on an effective communication strategy and active participation from all stakeholders to elevate the plan as a national priority. Raising awareness about the NAP and its objectives is essential for building understanding and securing support from government agencies, local communities, the private sector, and civil society. Effective communication serves to bridge gaps, mobilize resources, and align diverse interests, while inclusive stakeholder engagement ensures that every voice is heard, particularly those of vulnerable and marginalized groups.

To this end, the Communication and Stakeholder Engagement Plan (CSEP) serves as a catalyst for translating the NAP's technical aspects into accessible, actionable information. By showcasing the tangible achievements of the LAPs and emphasizing the urgency of adaptation, the plan can build momentum and inspire collective action. This integrated approach elevates the NAP as a national priority while fostering a shared commitment to creating a climate-resilient Albania.

## 1.2 Alignment with National and International Frameworks

The NAP is firmly rooted in Albania's national priorities and international commitments, serving

as a strategic tool to address climate risks while aligning with broader development goals. At the national level, the NAP supports the objectives outlined in the National Strategy for Development and Integration (NSDI), which emphasizes sustainable economic growth while safeguarding natural resources and enhancing resilience to environmental challenges. The NAP provides a framework for integrating climate adaptation into sectoral policies, ensuring that agriculture, energy, tourism, transport, and urban development are equipped to address evolving climate risks.

At the local level, the LAPs operationalize the NAP, addressing region-specific vulnerabilities such as floods, droughts, and heatwaves. By promoting solutions like reforestation, resilient infrastructure, and improved water management, these plans align with municipal strategies and are designed for effective implementation.

Internationally, the NAP underscores Albania's dedication to the Paris Agreement and the United Nations Framework Convention on Climate Change (UNFCCC). It contributes to global efforts to achieve SDG 13 (Climate Action), showcasing Albania's leadership in climate resilience. Partnerships with entities like the UNDP and the Green Climate Fund (GCF) ensure the NAP's scalability, sustainability, and alignment with global priorities. This coherence across national, local, and international frameworks underscores the NAP's role as a unifying mechanism for advancing climate adaptation and leveraging resources and partnerships, ensuring that climate adaptation becomes and remains a national priority.

### 1.3 Communication Challenges and Opportunities

Albania is increasingly recognizing the urgency of climate change and the need to bridge the

Albania is increasingly recognizing the urgency of climate change and the critical need to bridge the communication gap between policymakers and citizens. Effective communication is essential to make climate impacts tangible and mobilize collective action.

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communication gap between policymakers and citizens. This recognition underscores the importance of strategic communication in making climate change impacts tangible and fostering collective action. As Mirela Kumbaro, Minister of Tourism and Environment, highlighted during the Conference on Local Adaptation Plans on Climate Change in Albania on 18 June 2024, *“The term ‘climate change’ has often felt abstract, belonging to virtual or media realms. Today, its impacts - fires, floods, landslides, and coastal erosion - are undeniable in our daily lives.”* This reality calls for immediate action to engage citizens, businesses, and communities across the nation in addressing climate risks and ensuring a sustainable future.

*Albania's modest size is in contrast with its geographical diversity and economic dependence on climate-sensitive sectors such as agriculture, tourism, and energy. However, communicating these climate risks and the urgency of adaptation remains a challenge. There remains a disconnect between policy frameworks and public understanding, as many citizens continue to perceive climate issues as distant or unrelated to their daily lives. This communication gap hinders the broader adoption of climate-smart practices and limits public participation in adaptation efforts.*

*The challenge is compounded by the diversity of stakeholders involved in the NAP process, ranging from government agencies and local municipalities to civil society, businesses, and vulnerable communities.*

*Each group has unique concerns, priorities, and capacities, requiring tailored communication approaches. Additionally, technical terminology and policy-heavy content can alienate non-expert audiences, while rural and marginalized communities often face barriers to accessing critical information. As Minister Kumbaro noted, “We face a significant communication challenge bridging our policy offices and meeting rooms with citizens in agriculture, fishing, construction, and tourism. They utilize natural resources without adequate awareness of global consequences.”*

*However, these challenges also present opportunities for strategic communication to drive meaningful change. By raising awareness and highlighting the tangible impacts of climate change, communication can bridge the gap between abstract policies and real-world experiences. Success stories, such as the national reforestation campaign led by the Ministry of Environment, demonstrate how collective efforts involving 50 municipalities resulted in the planting of 300,000 seedlings. This initiative mobilized communities,*

*schools, and businesses, showcasing the power of collaboration to enhance resilience and promote environmental stewardship. At the local level, the Municipality of Vlorë has taken proactive measures to combat coastal erosion and restore the Sode Forest, while Gjirokastër’s targeted reforestation efforts around urban centers mitigate fire risks and prevent landslides. Sharing these examples through accessible and relatable narratives can inspire broader public engagement and foster a sense of collective responsibility to address climate change.*

*Furthermore, leveraging digital platforms, expanding media partnerships, and using creative outreach methods can enhance the reach and effectiveness of communication efforts. Inclusive stakeholder engagement, combined with clear and relatable messaging, ensures that diverse voices are heard and that adaptation strategies are supported by all sectors of society.*

*Strategic communication, therefore, is pivotal to making the NAP a national priority. It not only raises awareness of climate risks but also mobilizes stakeholders to take ownership of adaptation efforts, ensuring that Albania is better equipped to secure its natural heritage and build a sustainable future through local adaptation and nature-based solutions.*

02

**Methodology  
and Process**

**The development of the CSEP for Albania's NAP followed a participatory approach that prioritized building an effective communication framework supported by strategic stakeholder engagement. This approach aimed at ensuring that the NAP's objectives are clearly articulated, widely understood, and embraced by diverse audiences, while fostering the collective action required to make climate adaptation a national priority.**

To define the overarching context for the CSEP, a positioning statement was developed through consultations:

The NAP is a strategic framework that aims to safeguard Albania's socio-economic development and natural heritage by enhancing resilience to climate change. Through inclusive stakeholder engagement and targeted communication, the NAP seeks to translate the urgency of adaptation into collective action, making climate resilience a shared national priority.

The CSEP development process began with desk research and initial consultations with key stakeholders, including technical experts. This step aimed to gather insights into Albania's climate adaptation challenges, review existing strategies, and identify preliminary communication needs. These consultations laid the foundation for understanding the context of the NAP and informed the design of the communication strategy by highlighting critical issues and opportunities.

Building on these findings, a combined stakeholder and media workshop was convened to refine the communication approach, define clear messaging priorities, and enhance collaboration. Participants included policymakers, technical experts, youth and media representatives, fostering

a multidisciplinary dialogue to effectively communicate the NAP's goals across five key climate-affected sectors. The workshop explored innovative audience engagement methods, such as digital platforms and community outreach, while ensuring inclusivity by amplifying marginalized voices and supporting equity and accessibility. Media representatives were encouraged to adopt a solutions-oriented approach, highlighting success stories from LAPs and showcasing the tangible benefits of adaptation efforts. Tailoring content to diverse platforms and audiences was also a key focus, ensuring the messages resonated widely and effectively convey the urgency and relevance of climate adaptation. Through this collaborative approach, the event emphasized the importance of unified, impactful communication to drive engagement and support for the NAP's objectives.

The CSEP underwent a collaborative validation process, with inputs from government agencies, local authorities, civil society, and media partners and experts incorporated into the final version. This iterative process ensured that the plan's communication framework was not only comprehensive but also actionable, aligning with national priorities and fostering broad ownership. By prioritizing clear and targeted communication as the central focus, supported by stakeholder engagement, the methodology ensures that the NAP's messages are widely disseminated and understood. This dual emphasis strengthens public awareness and fosters a shared commitment to advancing Albania's climate adaptation agenda, positioning it as a cornerstone of sustainable development.

03

**Strategic  
Framework**

## CSEP Strategic Goal

To position climate adaptation as a national priority in Albania by leveraging strategic communication as a tool to engage stakeholders, foster collective action, and build long-term resilience across all key economic sectors.

The CSEP envisions climate adaptation as a national priority, driving decisions, collective action, and long-term resilience. Through targeted and inclusive communication, the plan aims to transform climate adaptation from a policy framework into a movement embraced by stakeholders across all levels of society - policymakers, civil society, the private sector, and local communities. Strategic communication serves as the catalyst to engage stakeholders, build understanding, and inspire action for a climate-resilient Albania.

### Five objectives are designed to achieve this strategic goal:

**1**  
OBJECTIVE

#### Raise Climate Awareness

This objective emphasizes increasing national awareness of climate risks and adaptation measures through targeted messaging, digital campaigns and community-based outreach. Activities will highlight climate risks, showcase successful adaptation practices, and counter misinformation, ensuring that broad audiences understand the importance of adaptation for Albania's climate-resilient development.

**2**  
OBJECTIVE

#### Strengthen Institutional Coordination

This objective focuses on building partnerships and coordination across institutions and sectors to ensure that ministries, municipalities and technical agencies have the necessary knowledge and resources to integrate adaptation into decision making. Activities will include workshops, training sessions, and expert consultations, ensuring that decision-makers and stakeholders have access to credible knowledge and collaborate effectively on adaptation priorities.

**3**  
OBJECTIVE

#### Mainstream Climate into Policy Narratives

This objective ensures that policymakers are supported with communication tools (such as policy briefs, dialogues, and targeted advocacy tools) that mainstream adaptation into national and local development plans. By linking adaptation with economic and social benefits, the CSEP will foster stronger political commitment and integration of climate priorities into policies and plans.

## 4 OBJECTIVE

### Empower Vulnerable Voices

This objective proMoEs inclusivity by creating opportunities for vulnerable groups to engage in adaptation planning and decision making. Activities will involve targeted workshops, tailored educational materials, and school-based initiatives, enabling women, youth, and marginalized communities to shape Albania's climate resilience agenda.

## 5 OBJECTIVE

### Sustain Commitment and Dialogue

This objective highlights the importance of maintaining engagement over time. Activities will focus on showcasing adaptation achievements, building interactive platforms for knowledge sharing and ongoing feedback, and promoting collaboration with the private sector to secure resources and drive continuous action.

## Guiding Principles

This Communication and Stakeholder Engagement Plan is based on the following Guiding Principles:

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**Science-Based Messaging:** Ensuring that adaptation communication is rooted in climate data, risk assessments, and sectoral studies, as outlined in the NAP.

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**Multi-Stakeholder Engagement:** Strengthening collaboration between government, private sector, civil society, and international partners to accelerate adaptation.

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**Localization of Strategies:** Ensuring that LAPs are effectively communicated and implemented at the municipal level.

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**Inclusivity and Equity:** Prioritizing gender-responsive approaches and participatory decision-making to amplify the voices of women, youth, and marginalized communities.

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**Transparency and Accountability:** Establishing clear monitoring mechanisms to track NAP progress, public engagement, and communication impact.

Effective communication and stakeholder engagement are crucial to ensuring the successful implementation of Albania's NAP. To achieve this, a combination of strategic enablers will be leveraged to enhance awareness, strengthen participation, and sustain long-term engagement in climate adaptation efforts.

A multi-platform communication approach will be employed to ensure broad accessibility and inclusivity. By integrating digital tools, social media, traditional media, and community-based platforms, adaptation messages will reach decision-makers, businesses, local governments, and vulnerable communities in a way that resonates with their specific needs and interests. These efforts will ensure that adaptation is not only understood as a national priority but also embedded in sectoral policies and local actions.

Collaboration with traditional and digital media outlets will play a key role in amplifying NAP messaging, increasing public visibility, and sustaining long-term awareness. Media partnerships will help bring climate adaptation stories to the forefront, highlighting successful initiatives, challenges, and opportunities. To ensure consistency in messaging, media toolkits, press briefings, and journalist training sessions will be developed, equipping media professionals with the necessary resources to report accurately on adaptation progress.

Building stakeholder capacity is another fundamental enabler, ensuring that institutions, businesses, civil society organizations, and community leaders are well-equipped to actively participate in adaptation efforts. Through tailored communication materials, hands-on training sessions, and interactive workshops, stakeholders will gain the tools and knowledge needed to effectively advocate for and implement adaptation measures. Dedicated platforms for policy dialogues and technical discussions will further support knowledge exchange and institutional learning, foster-

ing a culture of climate resilience at all levels.

Demonstrating the real-world impact of adaptation efforts will be essential in building trust, credibility, and momentum for further action. By showcasing tangible outcomes from the implementation of LAPs and other NAP initiatives, stakeholders will see concrete examples of climate adaptation in action. Case studies, before-and-after assessments, and interactive digital content will illustrate how adaptation investments improve food security, protect infrastructure, and enhance climate resilience.

To remain effective and responsive, the communication strategy must be adaptive and inclusive, ensuring that engagement approaches evolve alongside changing climate risks, policy landscapes, and stakeholder priorities. Regular feedback mechanisms, participatory consultations, and stakeholder surveys will be integrated to assess communication impact and refine messaging. These inputs will ensure that adaptation messages remain relevant, evidence-based, and accessible to all segments of society, particularly vulnerable and marginalized groups.

04

**Audiences**

## 4.1 Key Stakeholders

Engaging key stakeholders is vital for the effective implementation and long-term success of Albania's NAP. These stakeholders - including government institutions, the private sector, civil society and non-governmental organizations (CSOs and NGOs), academia, media, and international partners – play distinct yet interconnected roles in driving climate adaptation efforts. A well-structured communication and engagement strategy ensures that each group actively contributes to Albania's climate resilience goals.

Government institutions are at the center of NAP's implementation responsible for integrating adaptation into sectoral policies and ensuring alignment between national and local strategies. The Ministry of Environment together with sectoral ministries for agriculture, energy, urban development, and transport, leads adaptation planning and financing. At the municipal level, local governments play a critical role in implementing LAPs, engaging communities, and tailoring adaptation measures to regional risks. To support institutional coordination, the communication strategy uses tools such as policy briefs, progress reports, and capacity building workshops ensuring that government actors have the necessary knowledge and tools to integrate adaptation into decision-making.

The private sector is a key enabler of adaptation bringing investment, innovation and technical expertise to climate-resilient efforts. Industries in agriculture, tourism, energy, and transport must proactively adopt climate-smart technologies and risk-reduction strategies to ensure continuity and sustainability. Communication strategies for the private sector focus on showcasing the economic benefits of adaptation investments, showcasing best practices and leveraging public-private partnerships (PPPs) to scale solutions. Sectoral forums, investment roadmaps, and incentive-based awareness campaigns will be used to mobilize

private sector engagement. Civil society and NGOs serve as bridges between policymakers and communities advocating for inclusive, people-centered adaptation solutions. Their work ensures that community voices, particularly those of vulnerable groups are integrated into adaptation policies. To support CSOs in their advocacy and outreach, the communication strategy provides tailored toolkits, participatory engagement platforms, and media partnerships that amplify their role in shaping adaptation policies.

Academic and research institutions provide scientific expertise, climate data, and vulnerability assessments, ensuring that adaptation strategies are evidence-based and tailored to Albania's specific climate risks. To make their research more accessible to decision-makers and the general public, communication efforts will emphasize knowledge-sharing platforms, simplified adaptation reports, and policy dialogues that translate scientific findings into actionable solutions.

The media is pivotal in raising public awareness, influencing public perception and ensuring accountability in adaptation efforts. By disseminating accurate, compelling narratives about climate impacts and adaptation solutions, media actors help sustain public engagement and political momentum. The communication strategy prioritizes collaborations with both traditional and digital media, offering press briefings, journalist training programs, and adaptation storytelling campaigns to strengthen coverage on climate resilience.

International organizations and donors including the GCF, UNDP and other bilateral and multilateral partners, provide financial resources, technical assistance and policy alignment with global climate frameworks such as the Paris Agreement and SDG 13 (Climate Action). Progress reports, success stories, and high-level policy dialogues will ensure continued donor engagement, while highlighting Albania's progress in building climate resilience.

## 4.2 Engaging Vulnerable and Marginalized Groups

Climate adaptation must prioritize vulnerable and marginalized groups, including women, rural populations, and low-income communities, who are disproportionately affected by climate risks. Their inclusion ensures adaptation strategies are equitable, context-specific, and sustainable, while their local knowledge enhances planning and resilience.

Inclusive communication is central to the NAP, with tailored messaging in accessible formats like local language, visual content, and community radio, enabling diverse groups, particularly in rural areas, to engage actively. Participatory approaches, such as community workshops and focus groups, provide these populations with a platform to voice concerns and co-create solutions reflective of local realities.

Efforts to address barriers to participation, including providing transportation, and accessible venues, enable active involvement, particularly for women and marginalized groups. Empowering these communities through gender-sensitive communication and culturally appropriate approaches ensures they play an active role in all stages of adaptation planning and implementation.

## 4.3 Core advocacy messages

The CSEP is designed to effectively translate strategic objectives of Albania's NAP into actionable messages ensuring broad awareness, participation, and collaboration across sectors. Through targeted communication strategies, this plan fosters shared responsibility for adaptation, mobilizing key actors at the national, municipal, and community levels.

## 4.4 Key Communication Themes and Tailored Messages

This plan uses *communication themes* to organize and guide the way messages are delivered to different audiences. *Communication themes* are broad categories of messages that group together key ideas, ensuring consistency and clarity. For ease of reference, they can also be described as *communication focus areas*.

They are drawn from the five communication objectives of the NAP's Communication and Stakeholder Engagement Plan (CSEP) and are applied across Albania's five priority development sectors: agriculture and forestry, energy, tourism, transport, and urban development. By working with these focus areas, the plan ensures that messages are coherent, evidence-based, and relevant for engaging stakeholders at all levels.

**Each communication focus area corresponds directly to the five CSEP** communication objectives, ensuring alignment between messaging, stakeholder engagement, and Albania's policy priorities. These objectives also reflect the NAP's sectoral measures and its broader commitments under the Paris Agreement and the SDGs.

The following objectives, focus areas, and key messages are not policy measures themselves, but **communication tools** designed to support advocacy, inspire action, strengthen ownership, and proMoE policy integration. They guide how adaptation is positioned across different audiences and sectors.

The table below summarizes each CSEP communication objective, its related focus area, the corresponding key messages, and the audiences they are intended to reach.

**Table 1. NAP Communication Objectives.**

Communication Objective	Communication Focus Area	Key Messages	Target Audiences
<b>Objective 1: Raise Climate Awareness</b>	Climate Adaptation as a Driver of Resilient Economic Growth	<ul style="list-style-type: none"> <li>-Climate adaptation is key to protecting Albania's livelihoods, economic stability natural heritage.</li> <li>-Investing in adaptation today secures a sustainable future for generations to come.</li> <li>-Every sector and community has a role to play local actions build national resilience.</li> <li>- Stronger adaptation policies across the five priority sectors enhance competitiveness, attracts climate finance, and creates green jobs.</li> <li>Making adaptation a national priority ensures Albania delivers on its Paris Agreement and SDG commitments.</li> </ul>	General public, local communities, and youth, businesses and civil society organizations.
<b>Objective 2: Strengthen Institutional Coordination</b>	Collaborative Action for a Climate-Resilient Future	<ul style="list-style-type: none"> <li>-Adaptation succeeds when all institutions, the private sector, academia and communities work together.</li> <li>- Partnerships across agriculture, energy, tourism, transport, and urban planning ensure that adaptation action are sustainable and effective.</li> <li>- Public-private partnerships (PPPs) leverage innovation and financing for adaptation solutions.</li> <li>- Climate-smart agriculture increases food security and creates job stability, particularly for women in rural areas.</li> <li>-Resilient energy, transport and tourism infrastructure ensures long-term growth and stability.</li> <li>-Diversifying into renewable energy enhances long-term energy security while reducing Albania's carbon footprint.</li> <li>-Collaboration and knowledge exchange align resources and innovation for a climate-smart Albania.</li> <li>-The private sector plays a crucial role in financing adaptation solutions.</li> </ul>	National and local policymakers, municipal authorities private sector leaders, academia.

<b>Objective 3: Mainstream Climate into Policy Narratives</b>	Embedding Climate Adaptation into Governance and Policy Frameworks	<p><i>-Integrating adaptation into national and municipal policies ensures sustainable development.</i></p> <p><i>-Climate adaptation is an investment, not a cost—ensuring Albania's economic security.</i></p> <p><i>-Climate risks should be factored into all planning and financing decisions.</i></p> <p><i>- Policy decisions today shape Albania's resilience tomorrow.</i></p> <p><i>- Policymakers play a crucial role in securing climate financing and international cooperation.</i></p> <p><i>- Strong leadership and transparent decisions drive resilient policies and attract international financing.</i></p> <p><i>-Adaptation is an investment in economic security—prioritize it in your decisions.</i></p> <p><i>-Strong leadership drives resilient policies. Be the voice that champions Albania's climate future.</i></p>	National and local policymakers, influential community leaders, and donors. Journalists and media outlets.
<b>Objective 4: Empower Vulnerable Voices</b>	Inclusive Climate Action: No One Left Behind	<p><i>-Climate change affects us all, but vulnerable groups bear the greatest burden. Adaptation must ensure no one is left behind.</i></p> <p><i>- Locally driven community-based solutions make adaptation effective and sustainable</i></p> <p><i>- Investing in adaptation improves livelihoods, protects vulnerable populations, and builds social resilience.</i></p> <p><i>-Women, youth and marginalized communities must be active part of climate decision-making.</i></p> <p><i>-Inclusive adaptation ensures equity, participation and shared benefits for all.</i></p>	Women, youth, rural populations, and marginalized communities. Civil society organizations working on social inclusion.
<b>Objective 5: Sustain Commitment and Dialogue</b>	Climate Adaptation as a Collective and Ongoing Effort	<p><i>- Adaptation is a continuous process requiring sustained leadership and collaboration.</i></p> <p><i>- Success stories from LAPs demonstrate the impact of adaptation efforts and inspire replication.</i></p> <p><i>-Albania is building a resilient future—our success stories show the way forward.</i></p> <p><i>-Collaboration and knowledge sharing platforms and communication tools sustain engagement over time.</i></p> <p><i>-Showcasing progress inspires others—together, we can scale these successes for greater impact.</i></p> <p><i>-Private sector involvement is vital to scale and finance resilient solutions</i></p>	National and municipal governments, and private sector actors. Media and educational institutions to sustain public awareness.

## 4.5 Key Communication Messages for the NAP

Albania's five priority development sectors: agriculture and forestry, energy, tourism, transport, and urban development, are the backbone of its socio-economic growth, but face increasing risks from climate change.

In the NAP, each sector is supported by a set of adaptation priorities, identified and costed through the Implementation Plan. The following tailored communication messages aim to translate these sectoral priorities into advocacy tools by outlining the benefits of action, their alignment with Albania's national and international commitments, and the audiences responsible for driving change.

**Table 2. NAP Communication messages.**

Sector	NAP Adaptation Priorities	Key Messages	Benefits	Alignment with Commitments	Target Audiences
Agriculture and Forestry	Climate-smart agriculture and efficient irrigation	<ul style="list-style-type: none"> <li>Climate-smart farming protects supplies and farmers' incomes.</li> <li>-Adaptation reduces the risks of droughts and floods, ensuring stable harvests for Albanian families.</li> <li>Efficient irrigation and soil conservation protect Albania's agricultural economy.</li> <li>Water-efficient irrigation builds resilience for farmers.</li> <li>Investing in climate-resilient crops strengthens rural livelihoods and long-term resilience.</li> <li>Empowering women and smallholder farmers in adaptation secures community well-being.</li> </ul>	<ul style="list-style-type: none"> <li>- Protects food security and rural economies.</li> <li>- Reduces risks from droughts and extreme weather.</li> <li>- Supports smallholder farmers, particularly women.</li> </ul>	<ul style="list-style-type: none"> <li>- SDG 2 (Zero Hunger).</li> <li>- Albania's commitments under the Paris Agreement.</li> <li>- National Strategy for Agriculture and Rural Development.</li> </ul>	Farmers, rural cooperatives, agribusinesses, agricultural policymakers research institutions.
Energy	Diversification of energy sources and efficiency improvements	<ul style="list-style-type: none"> <li><i>Hydropower alone cannot sustain Albania's future energy needs - diversification is essential.</i></li> <li><i>Renewable energy drives sustainable growth and green jobs.</i></li> <li><i>Solar and wind investments reduce emissions and enhance energy security.</i></li> <li><i>Energy efficiency strengthens resilience: small actions today ensure stability tomorrow.</i></li> <li><i>Diversification reduces vulnerability to drought and climate shocks.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Ensures long-term energy security.</li> <li>- Reduces reliance on hydropower and vulnerability to droughts.</li> <li>- Creates green jobs and supports low-carbon growth.</li> </ul>	<ul style="list-style-type: none"> <li>- SDG 7 (Affordable and Clean Energy).</li> <li>- National renewable energy Strategy.</li> <li>-UNFCCC and EU accession climate targets.</li> </ul>	Energy policymakers, utility companies, renewable energy investors, businesses, financial institutions

Sector	NAP Adaptation Priorities	Key Messages	Benefits	Alignment with Commitments	Target Audiences
Tourism	Climate-resilient infrastructure and sustainable eco-tourism initiatives	<ul style="list-style-type: none"> <li>• <i>Adaptation safeguards Albania's ecosystems and tourism assets.</i></li> <li>• <i>Coastal restoration and reforestation protect Albania's top destinations.</i></li> <li>• <i>Eco-tourism preserves natural heritage while creating jobs.</i></li> <li>• <i>Climate-smart tourism enhances Albania's global reputation as a sustainable destination.</i></li> <li>• <i>Sustainable tourism ensures long-term community growth and competitiveness.</i></li> <li>• <i>Climate-smart tourism enhances Albania's global reputation as a leading eco-tourism destination.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Protects coastal and mountain areas.</li> <li>- Strengthens local economies and jobs.</li> <li>- Enhances Albania's sustainable tourism profile.</li> </ul>	<ul style="list-style-type: none"> <li>- SDG 8 (Decent Work and Economic Growth).</li> <li>- National Sustainable Tourism Strategy.</li> <li>- Regional climate-friendly tourism commitments.</li> </ul>	Tourism operators, hotel owners, local governments, international tourism agencies
Transport	Climate-proofing critical transport infrastructure and promoting sustainable urban mobility	<ul style="list-style-type: none"> <li>• <i>Resilient transport keeps Albania connected and reduces disruptions.</i></li> <li>• <i>Flood and heat-resistant roads, and bridges, protect lives and trade.</i></li> <li>• <i>Durable infrastructure lowers long term repair costs.</i></li> <li>• <i>Sustainable urban transport reduces emissions and improves mobility for all citizens.</i></li> <li>• <i>Climate-smart investments in transport systems support economic growth and EU integration.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Ensures reliable access to goods, services and markets.</li> <li>- Reduces repair costs over time.</li> <li>- Enhances connectivity and safety.</li> </ul>	<ul style="list-style-type: none"> <li>- SDG 9 (Industry, Innovation, and Infrastructure).</li> <li>- Supports Albania's long-term adaptation goals.</li> </ul>	Transport planners, municipal engineers, infrastructure developers, policymakers
Urban Development	Green infrastructure, flood risk management, and climate-smart urban planning	<ul style="list-style-type: none"> <li>• <i>Green cities improve air quality, resilience and quality of life.</i></li> <li>• <i>Climate-smart planning reduces flood and heat risks.</i></li> <li>• <i>Community-led adaptation fosters inclusive growth and preparedness.</i></li> <li>• <i>Urban flood management safeguards homes, businesses, and critical infrastructure.</i></li> </ul>	<ul style="list-style-type: none"> <li>- Reduces urban heat islands and climate risks.</li> <li>- Protects housing and infrastructure.</li> <li>- Enhances community resilience and disaster preparedness.</li> </ul>	<ul style="list-style-type: none"> <li>- SDG 11 (Sustainable Cities and Communities).</li> <li>- National Climate Change Strategy.</li> <li>- EU Urban Resilience Guidelines.</li> </ul>	Urban planners, architects, municipal leaders, housing policymakers, private developers.

## 4.6 Strategic Enablers for Advocacy Messages

To achieve the five objectives of the NAP CSEP, a set of strategic enablers is required to operationalize and sustain advocacy efforts. These enablers represent the “how”, the mechanisms and support systems through which the CSEP objectives are translated into concrete outreach, awareness, and stakeholder engagement activities.

The CSEP is designed to (i) increase awareness of climate risks and adaptation needs, (ii) strengthen multi-sector engagement across the five priority development sectors, (iii) enhance policy integration and evidence-based decision-making, (iv) empower vulnerable groups and proMoE socially inclusive adaptation, and (v) sustain long-term public and institutional commitment to climate resilience.

The strategic enablers described below provide the means through which these objectives will be advanced, ensuring alignment and coherence with the NAP.

### Leverage Digital Tools and Social Media

The NAP will maintain a centralized NAP website that will serve as a hub for all adaptation-related content, including an interactive map showcasing eight LAP municipalities and their climate adaptation projects. Furthermore, case studies on successful initiatives like the national reforestation campaign and coastal restoration in Vlorë will be added and monthly updates on progress, news, and upcoming events will also be reported.

Three social media campaigns will be developed (on Facebook, Instagram, LinkedIn) per year with targeted themes:

- **Campaign 1:** #AdaptAlbania – Showcasing adaptation success stories through infographics, testimonials, and video clips.

- **Campaign 2:** Spotlight on sectors (agriculture, energy, tourism, transport, urban development) with sector-specific content.
- **Campaign 3:** Community engagement, featuring youth-led and grassroots initiatives.

As part of the CSEP, ten short videos and infographics highlighting tangible results and future adaptation goals, tailored for social media audiences will be created. Analytics tools will be used to monitor audience engagement and optimize content, with biannual reporting on performance metrics.

### Strengthen Collaborations with Media Outlets

A close partnership will be built with three national TV channels (e.g., Radio Televizioni Shqiptar - RTSH, Top Channel, News24) to broadcast:

- Two mini documentaries annually on the impacts of climate change and adaptation measures in Albania.
- Four Public Service Announcements (PSAs) highlighting urgent adaptation needs and LAP achievements.
- Collaboration with five national newspapers and online news portals will be established to publish:
- Quarterly feature articles on NAP progress and its benefits for communities and sectors.
- Profiles of climate champions, including farmers, municipal leaders, and youth innovators.

Ten media influencers and environmental bloggers will be engaged to amplify messages about adaptation efforts on digital platforms, focusing on youth audiences.

Furthermore, two media training workshops will be organized annually for journalists to improve reporting on climate change, using NAP data and resources.

## Strengthen Climate Journalism and Address Climate Disinformation

Recognizing that climate adaptation is underreported in Albanian media, the NAP CSEP will integrate targeted interventions to strengthen media engagement and counter disinformation. This strategic enabler was developed as a direct outcome of the Stakeholder Engagement and Outreach Workshop for Albania's NAP, held on February 24, 2025, in Tirana, where participants emphasized the urgent need to strengthen climate journalism, improve media access to credible expertise, and combat climate misinformation.

### Key actions include:

#### Enhancing Media Capacity for Climate Journalism

- Organizing journalist training programs with climate experts, providing specialized knowledge on adaptation strategies, policy frameworks, and data interpretation.
- Establishing a dedicated pool of climate experts, ensuring journalists and policymakers have direct access to credible information for evidence-based reporting.
- Facilitating field visits to climate-affected regions, allowing journalists to witness adaptation measures firsthand and producing impactful stories.
- Encouraging investigative climate journalism, equipping reporters to ask critical questions and holding policymakers accountable for adaptation commitments.
- Producing engaging video content and short social media stories to make climate issues more accessible and relatable to wider audiences.

#### Combating Climate Disinformation

To tackle widespread climate misinformation, the following targeted communication initiatives will be implemented:

- Developing fact-based media content that directly challenges climate myths with scientific evidence.

- Enhancing collaboration between journalists and climate scientists, making complex climate data more accessible for the public.
- Integrating fact-checking initiatives into media campaigns, ensuring the public can differentiate between accurate climate reporting and misinformation.
- Expanding media literacy programs in schools, equipping younger generations with the skills to critically assess climate-related news.

#### Equip Stakeholders with Communication Materials and Training

To increase knowledge, advocacy efforts, and local ownership of Albania's NAP, tailored materials and training programs will be developed to support key stakeholder groups.

Tailored toolkits and educational materials:

- Five sector-specific toolkits (agriculture, energy, tourism, transport, urban development) providing actionable steps and data on adaptation needs and opportunities.
- One community engagement guide for municipal leaders to facilitate discussions with local populations ensuring inclusive communication at the community level.

Educational materials for schools, including a climate adaptation module and activity book.

#### Training workshops for stakeholders

Three regional training workshops per year will be organized for municipal leaders, community organizations, and private sector representatives on:

- Advocacy techniques for climate adaptation.
- Effective communication strategies to engage their respective audiences.

To ensure sustained communication efforts after the NAP implementation, these should workshops include dedicated sessions for local government officials and NGOs. These sessions will equip them with practical skills to independently develop, manage, and deliver communication initiatives tailored to the needs of their communities, fostering local ownership and continuity.

### Engaging Schoolchildren as Active Participants

To better engage schoolchildren in climate action, student-led initiatives and interactive activities should be integrated into the education strategy. This approach will empower young people to become climate advocates and active contributors to Albania's resilience efforts. Suggested initiatives include:

- School-based climate adaptation campaigns, where students promote local solutions such as water conservation or green schoolyards.
- Workshops and storytelling sessions tailored to different age groups to help students understand climate risks and the importance of adaptation.
- Educational games and project-based learning, encouraging students to explore climate-smart practices, such as recycling, tree planting, or energy-saving actions in their schools and communities.

### Online Training in Climate Communication

An online training course on climate communication will be organized and made accessible via the NAP website. Targeted at NGOs, educators, and community leaders, this course will provide practical tools for creating impactful narratives, leveraging digital platforms, and sustaining long-term stakeholder engagement.

### Highlight Tangible Outcomes from NAP Initiatives

As part of the CSEP, ten case studies on the successful implementation of NAP adaptation measures will be prepared and disseminated focusing on:

- Reforestation efforts potentially in Fier and Durrës.
- Coastal and marine ecosystem restoration projects potentially in Vlorë.
- Innovative water management systems potentially in Kukës.
- Five photo essays/competitions and three short video series will be produced highlighting:

- Beneficiaries' stories (e.g., farmers adopting climate-smart practices).
- Before-and-after comparisons/perspectives of infrastructure projects addressing flooding and droughts.

Two annual public exhibitions will be organized in key municipalities to present LAP results through interactive displays, testimonials, and multimedia content. And a biannual adaptation progress report will be disseminated summarizing project achievements and their real-world impacts.

### Establish Systems for Continuous Stakeholder Input

To engage directly with the stakeholders an online feedback portal will be launched on the NAP website, allowing stakeholders to:

- Submit suggestions for ongoing projects.
- Share insights on local needs and challenges.
- Eight town hall meetings will be organized annually (one in each LAP municipality) to:
- Provide updates on adaptation projects.
- Gather community feedback and incorporate it into future planning.

A stakeholder advisory group will be established, including representatives from government, civil society, academia, and vulnerable communities, to review and provide input on communication strategies biannually.

Bi-annually surveys will be distributed via email and SMS to assess public perception of adaptation efforts and identify areas for improvement in messaging and outreach.

# 05

## **Communication Channels and Digital Platforms**

**The NAP will leverage a diverse range of communication channels to ensure impactful engagement with all audiences across Albania. A strategic combination of digital platforms, traditional media, and community-based communication will be utilized to reach both urban and rural populations effectively.**

Social media platforms such as Facebook, Instagram, LinkedIn, and Twitter will be central to the digital strategy. These channels will be used to share engaging content, including infographics, short videos, and testimonials, showcasing success stories from LAPs. Campaigns, including the hashtag #AdaptAlbania, will highlight initiatives like Vlorë's coastal restoration and Gjirokastër's reforestation projects, encouraging widespread participation and discussion.

The dedicated NAP website will further serve as the central repository for all communication materials. The website will feature interactive maps, downloadable toolkits, case studies, and progress updates. It will be optimized for mobile use, ensuring accessibility for rural populations who primarily rely on mobile internet. Further the NAP website can feature virtual workshops and digital storytelling, allowing stakeholders to explore adaptation projects visually.

Traditional media channels will play a key role in amplifying the NAP's messages. National broadcasters, including RTSH, Top Channel, and News24, and local TV, especially the ones linked to LAP municipalities, will air short documentaries, expert interviews, and PSAs that connect climate adaptation efforts to tangible benefits for communities.

Print media, including Panorama and Shqiptarja newspapers, will publish expert analyses, feature stories, and opinion pieces to engage decision-makers and the public.

Community-based communication will ensure the inclusion of rural and marginalized groups. Popular regional radio stations such as Radio Tirana, Radio Gjirokastra, and Radio Kukës will broadcast locally relevant messages in native languages to resonate with diverse audiences. Town hall meetings and community workshops will be organized to facilitate direct dialogue and active participation in shaping adaptation solutions.

Innovative tools, including analytics software, will be implemented to monitor the effectiveness of these channels. Metrics such as website traffic, social media engagement, and audience reach on TV and radio will be tracked to refine and improve communication strategies over time.

These targeted channels and platforms will aim to build trust, inspire action, and foster a collective commitment to climate resilience across Albania.

# 06

## **Stakeholder Engagement in Albania's NAP**

Stakeholder engagement will be central to ensuring the long-term sustainability and success of Albania's NAP. By actively involving government institutions, local communities, the private sector, and civil society, the NAP will foster inclusive decision-making, build ownership, and integrate local knowledge into climate adaptation strategies. This approach will enhance transparency, accountability, and collaboration, ensuring adaptation measures are equitable, responsive, and sustainable.

## 6.1 Mapping and Engagement Strategies

Stakeholder mapping will identify those affected by climate interventions and their influence on the process. Tools such as stakeholder grids will categorize participants based on their power and interest, enabling targeted engagement. For example, government institutions with high influence and interest will be closely involved in policy development, while local communities, despite variable influence, will remain critical for practical and locally accepted solutions. Sectoral mapping will also be employed, focusing on agriculture, energy, tourism, transport, and urban development to ensure sector-specific needs are addressed.

Engagement strategies will be tailored to each stakeholder group. High-influence stakeholders, like government bodies and donors, will be engaged through consultations and strategic dialogues, ensuring alignment with national priorities. Community-based approaches, such as workshops and focus groups, will empower local populations, particularly women and marginalized groups, to co-create solutions. These participatory methods will not only enhance inclusion but also uncover local insights that will enrich adaptation efforts.

## 6.2 Inclusive Approaches

The NAP will prioritize gender equality and social inclusion in all stakeholder engagement activities. Women, marginalized groups, and vulnerable populations - disproportionately affected by climate change - will be given a voice through targeted consultations and gender-sensitive communication.

Tools like gender-disaggregated data collection will track participation and ensure strategies remain equitable. Practical measures, such as providing transportation, and accessible venues, will address systemic barriers, fostering meaningful involvement.

Sector-specific engagement will further support inclusivity. For instance, in agriculture, consultations with small-scale farmers - many of whom are women - will ensure adaptation strategies address their unique needs, such as access to climate-resilient crops and water management practices. Similarly, in tourism, involving marginalized communities in eco-tourism initiatives will safeguard livelihoods while promoting sustainability.

Transparency will underpin all stakeholder engagement efforts, with open communication about goals, actions, and outcomes.

Regular updates, accessible reporting, and participatory monitoring will build trust and credibility, enabling stakeholders to hold decision-makers accountable. Sustained dialogue and collaboration will ensure the NAP remains adaptable to evolving needs, reinforcing Albania's commitment to climate resilience through inclusive and strategic stakeholder engagement.

### 6.3 Interactive Features for Stakeholder Engagement

To enhance the effectiveness of stakeholder engagement, Albania's NAP CSEP can integrate interactive tools that foster inclusivity, active participation, and real-time feedback from stakeholders.

#### Virtual Workshops and Webinars

- Sector-specific virtual workshops can be organized to connect policymakers, communities, and technical experts.
- Webinar platforms to deliver targeted training and consultations, ensuring inclusivity for stakeholders in reMoE or rural areas.
- Include Q&A sessions and real-time polls to encourage active participation and gather stakeholder feedback.

*For example, a workshop series on "Climate-Smart Agriculture Solutions" could train farmers on best practices while gathering their input on local challenges.*

#### Interactive Storytelling Platforms

- NAP website can be updated featuring interactive storytelling.
- Visual stories, maps, and multimedia content to highlight climate challenges, sector-specific adaptation solutions, and community success stories.
- User navigation tools need to be incorporated to allow stakeholders to explore case studies and localized data tailored to their region.

*For example, an interactive map showcasing vulnerable regions and climate adaptation success stories (e.g., reforestation projects in Gjirokastra or solar energy initiatives in rural Albania).*

#### Online Surveys and Feedback Tools

- Digital surveys are important to gather feedback from stakeholders at different stages of NAP implementation.
- Clear channels of communication for communities, NGOs, and businesses to share insights, report barriers, and propose solutions.
- Survey data can be used to inform updates and revisions to communication strategies.

*For example, a post-webinar digital survey can assess understanding, capture suggestions, and identify next steps for further engagement.*

#### Interactive Social Media Campaigns

- Social media platforms need to be utilized to launch interactive campaigns promoting NAP goals.
- Tools like polls, quizzes, and live Q&A sessions can be created to engage audiences on climate adaptation topics.
- Success stories and videos featuring community-led adaptation projects are very important to be shared to inspire broader participation.

*For example, a "Did You Know?" quiz series on Instagram highlighting Albania's sector-specific vulnerabilities and solutions.*



# 07

## **Feedback Loops for Continuous Improvement**

To ensure Albania's NAP remains responsive and effective, it is important to establish clear feedback loops that demonstrate the value of stakeholder input and directly influence the CSEP. Feedback mechanisms will collect, analyze, and act on insights shared during meetings, workshops, surveys, and digital platforms, creating a dynamic and adaptive communication process.

Meetings and workshops should incorporate structured feedback processes, such as post-event reflections or interactive sessions, where participants can express their concerns, challenges, or suggestions. These insights should be carefully analyzed to identify gaps, address misunderstandings, and refine communication strategies. For instance, if workshops highlight challenges faced by rural communities in accessing climate-smart agricultural practices, the CSEP will respond with targeted, actionable messaging and materials tailored to address their needs.

Online platforms and digital surveys will also be used to gather stakeholder input on communication effectiveness and adaptation priorities. These tools enable participation from a wide range of actors including reMoE communities and provide opportunities for feedback throughout implementation. Survey findings will inform adjustment to the CSEP and help assess the effectiveness of messages and outreach efforts over time.

Transparency is critical to building trust and encouraging active participation. Regular reporting mechanisms to demonstrate how stakeholder feedback has been incorporated into the process. Following meetings or surveys, stakeholders should be provided with summary reports highlighting key insights, actions taken, and adjustments made to the communication strategy as a result of their input. This follow-up ensures stakeholders see tangible outcomes from their participation, fostering a stronger sense of ownership

and accountability. A continuous improvement framework will guide systematic reviews of feedback at both national and local levels. By monitoring trends and identifying recurring challenges, the communication strategy will be adapted to reflect evolving priorities and needs. The CSEP will be reviewed and updated every two years to ensure its continued relevance and alignment with the overall NAP implementation cycle.

*Incorporating these feedback loops will strengthen the NAP's ability to connect with stakeholders, demonstrating that their voices actively shape Albania's climate resilience journey. It creates a process that is transparent, inclusive, and capable of addressing real challenges in a way that inspires trust, ownership, and collaboration.*

08

**CSEP  
Implementation  
Plan (2026–2028)**

The implementation plan detailed below translates the five communication objectives of the CSEP into specific activities, indicators, targets, timelines, responsibilities and indicative budget which is included in the overall NAP budget. Each is accompanied by a short explanation of its focus, followed by a detailed breakdown of activities.

**Table 3. CSEP Implementation Plan (2026–2028).**

Activities	Indicators	Targets	Timeline	Responsible parties	Indicative Budget (USD)	Communication Impact Potential
<b>Objective 1: Raise Climate Awareness</b>						
Develop sector-specific multimedia campaigns (TV, radio, and social media) focusing on climate adaptation in five development areas	Number of campaigns	6 campaigns (5 for each sector and one general)	Jan 2026- Dec 2028	NAP Team and Communication Experts and media companies	500,000	Nationwide awareness, tailored to sector-specific challenges and opportunities, fostering engagement across Albania
	Number of audiences reached	1,000,000 views/listeners				
Create visual tools (e.g., infographics, posters, videos) demonstrating local success stories in climate adaptation in all five key sectors, targeting younger audiences	Number of materials created and distributed for each key sector	5,000 materials distributed	May 2027	All key stakeholders	70,000	Enhanced understanding of successful adaptation practices, fostering replication and support
Facilitate field visits with journalists to the most climate-affected regions, enabling them to witness the impact of climate change firsthand and connect it to broader adaptation policies.	Number of field visits Number of participating journalists	3 field visits 30 journalists engaged	Jun 2026- Dec 2027	Journalists Media Associations; Climate Experts.	80,000	Strengthened climate reporting, with increased investigative stories on adaptation challenges and responses.
Develop fact-based media content that directly challenges misinformation with scientific evidence, incorporating fact-checking initiatives into media campaigns.	Number of debunking articles and fact-checking initiatives	10 in-depth fact-checking pieces published	Jan 2026- Dec 2028	Investigative Journalists; Communication Team; Scientific Institutions.	90,000	Reduced climate misinformation, increased credibility of climate-related news.
	Number of media outlets engaged	5 major media outlets involved				
Encourage investigative climate journalism, where reporters actively question policymakers and demand accountability on adaptation commitments.	Number of investigative stories published Number of training sessions for journalists	8 investigative reports published 4 training sessions	June 2026- Dec 2028	Journalists Training Institutions.	150,000	Strengthened media independence in climate reporting, leading to more informed public discourse.

Activities	Indicators	Targets	Timeline	Responsible parties	Indicative Budget (USD)	Communication Impact Potential
<b>Objective 2: Strengthen Institutional Coordination</b>						
Conduct multi-sectoral workshops, training, meetings with stakeholders in agriculture, energy, transport, and tourism to define their roles in adaptation strategies.	Number of workshops, training etc., as per sector  Number of participants	25 workshops, training meetings etc.  600 participants	June 2026-June 2028	Sectoral Ministries; Private Sector Partners	200,000	Clearer understanding of roles, leading to more cohesive, inclusive adaptation strategies.
Establish a dedicated pool of climate experts, ensuring journalists and policymakers have direct access to credible information for evidence-based reporting and decision-making.	Number of expert profiles available  Number of expert consultations	1 expert pool created  50 consultations provided	Jan 2026-Dec 2027	Scientific Institutions UNDP Journalists	75,000	Improved quality of climate discourse in media and policymaking.
Ensure greater collaboration between journalists and climate scientists, making complex data more accessible to the public.	Number of collaborations  Number of simplified climate reports published	5 expert-journalist workshops  10 climate reports published	Apr 2026-Dec 2028	Climate Research Institutions Journalists UNDP	100,000	Increased scientific accuracy in climate news and public awareness materials.
Organize journalist training programs with climate experts to provide specialized knowledge on adaptation strategies, policy frameworks, and data interpretation.	Number of training programs  Number of journalists trained	4 programs  80 journalists trained	Jan 2026-Dec 2028	Journalist UNDP Training Institutions; Climate Experts.	180,000	Strengthened capacity for high-quality climate journalism.
Publish toolkits on climate-smart practices for agriculture and tourism, and green infrastructure for urban development.	Number of toolkits distributed/ downloaded	5,000 copies  3,000 downloads	Feb 2027	Sector Experts; Communication Team	100,000	Practical guidance for stakeholders, fostering adoption of adaptation measures.
<b>Objective 3: Mainstream Climate into Policy Narratives</b>						
Develop policy briefs emphasizing economic benefits of renewable energy, resilient transport systems, and green urban spaces.	Number of policy briefs shared  Policymaker feedback	5 briefs shared with 150 policymakers	Feb 2027-Dec 2027	Ministry of Finance; Sectoral Ministries	150,000	Stronger political commitment to adaptation integration into national policies.
Organize high-level policy dialogues with key stakeholders in agriculture, energy, and transport sectors.	Number of dialogues held  Policy outcomes	5 dialogues  Policy recommendations adopted	Sept 2027	Sector Ministries; Advocacy Specialists	100,000	Accelerated policy alignment with adaptation priorities.

Activities	Indicators	Targets	Timeline	Responsible parties	Indicative Budget (USD)	Communication Impact Potential
<b>Objective 4: Empower Vulnerable Voices</b>						
Facilitate targeted workshops, meeting, training etc. for women and youth on climate-smart agriculture, energy efficiency, and sustainable tourism.	Number of workshops	15 workshops, meetings, events	Jan 2027- Dec 2027	Women's Groups; Community Leaders	75,000	Empowered participation in adaptation processes by vulnerable groups.
	Number of participants	300 participants				
Create and distribute educational materials tailored for rural communities and schools, focusing on youth engagement in adaptation.	Number of materials distributed	10,000 copies 200 schools	Nov 2027	Ministry of Education; NGOs	100,000	Youth-driven engagement ensures long-term behavioral shifts in climate resilience.
	School and community engagement rates					
Strengthen literacy programs, particularly in schools, to help younger generations critically assess climate information.	Number of schools engaged	100 schools 20 awareness sessions	Sept 2026- Dec 2028	Ministry of Education; NGOs	100,000	Improved youth resilience to climate disinformation.
	Number of awareness sessions					
<b>Objective 5: Sustain Commitment and Dialogue</b>						
Highlight adaptation achievements through blogs, videos, and newsletters showcasing efforts across all five sectors.	Number of success stories shared	15 success stories 1,000,000 views	Jan 2028- Dec 2028	Communication Team; Local Project Leaders	100,000	Sustained momentum and increased investment in successful adaptation practices.
	Engagement metrics					
Launch a digital platform to monitor adaptation progress and engage stakeholders with updates and feedback loops.	Platform launch	1 platform	Oct 2027- Mar 2028	IT Team; Communication Team	60,000	Continuous engagement fosters transparency and collaborative adaptation planning.
	Active users	5,000 active users				
	Feedback submissions					

# 09

## **Challenges, Barriers, and Adaptability for Future Challenges**

While the NAP provides a comprehensive roadmap for strengthening Albania's resilience to climate change, several challenges must be addressed to ensure its successful implementation and adaptability to future uncertainties. Limited public funding and heavy reliance on external financial support may slow down the execution of adaptation initiatives, particularly at the local level, where financial resources are stretched. Shifts in political priorities, resource allocation, or leadership changes could further disrupt the momentum of ongoing and planned measures, delaying critical interventions.

At the institutional level, national and local entities require strengthened coordination mechanisms, enhanced technical expertise, and additional resources to effectively implement NAP strategies. Community engagement, especially in reMoE and rural areas, remains difficult due to limited awareness, capacity, or trust in adaptation processes, which hinders inclusive participation. Furthermore, limited access to accurate climate data and projections complicates evidence-based decision-making, making it challenging to prioritize actions and allocate resources effectively.

To address barriers and future challenges, Albania's communication strategy must remain dynamic and responsive. Emerging tools, such as interactive storytelling platforms, virtual engagement tools, and data-driven visuals, should be leveraged to deepen outreach and communication. Regular reviews of sector-specific vulnerabilities, stakeholder feedback, and evolving climate risks should inform strategic updates, ensuring messaging remains relevant and actionable.

By proactively addressing these challenges and embracing adaptability, Albania can strengthen its ability to respond to changing circumstances, including shifting political priorities, new climate risks, and technological advancements. This approach will ensure the NAP continues to inspire action, build resilience, and secure a sustainable future for Albania.

# 10

## Conclusion and Call to Action

Albania's NAP represents a critical opportunity to safeguard the country's socio-economic development and natural heritage from the escalating impacts of climate change. By fostering inclusive engagement, leveraging local knowledge, and promoting equitable adaptation strategies, the NAP ensures that all voices are heard, and all sectors are mobilized toward a resilient future.

## **The time to act is now.**

Stakeholders across government, civil society, the private sector, and local communities must unite to turn plans into action. By investing in robust communication, innovative solutions, and collaborative partnerships, Albania can transform climate challenges into opportunities for sustainable growth.

**Together, we can build a climate-resilient Albania, ensuring a safer, more prosperous future for generations to come.**







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