

The first national “Selfie for Biodiversity” contest highlights the importance of Albania’s biodiversity

Albania is a small country which extends over an area of less than 0.3% of the European continent. However, the country is home to 30% of its plants and animal species. This unique ‘treasure’ is due to the incredible variation of the landscapes in Albania with alpine mountains, wetlands, rivers, lakes and marine ecosystems providing economic services to various sectors, such as agriculture, fisheries, energy and tourism.

In order to promote the value and raise awareness of biodiversity in Albania, the Ministry of Tourism and Environment (MTE), with the support of GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) GmbH, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), initiated the first national “Selfie for Biodiversity” contest. The competition addressed especially to young people, to take a selfie and capture the beauty and importance of biodiversity in Albania.

Since the beginning of May the “Selfie for Biodiversity” contest attracted the attention of several TV Shows, Radio and most of all the social media.

As a result, more than 600 Selfie entries were received via social media and thousands of likes indicated a strong public interest.

A jury has selected the best photo entries, identifying the selfie winners that were awarded on the occasion of the International Day of Biodiversity. The winners were given a weekend trip for two, to one of the national parks in Albania.

The awarding ceremony was conducted in the setting of the ancient castle of Gjirokaster. The certificates were handed over by the Minister of Tourism and Environment (MTE), Blendi Klosi. More than 80 Photos were displayed in an open air art gallery and will be further used to raise the awareness about biodiversity in other events throughout the year 2018.



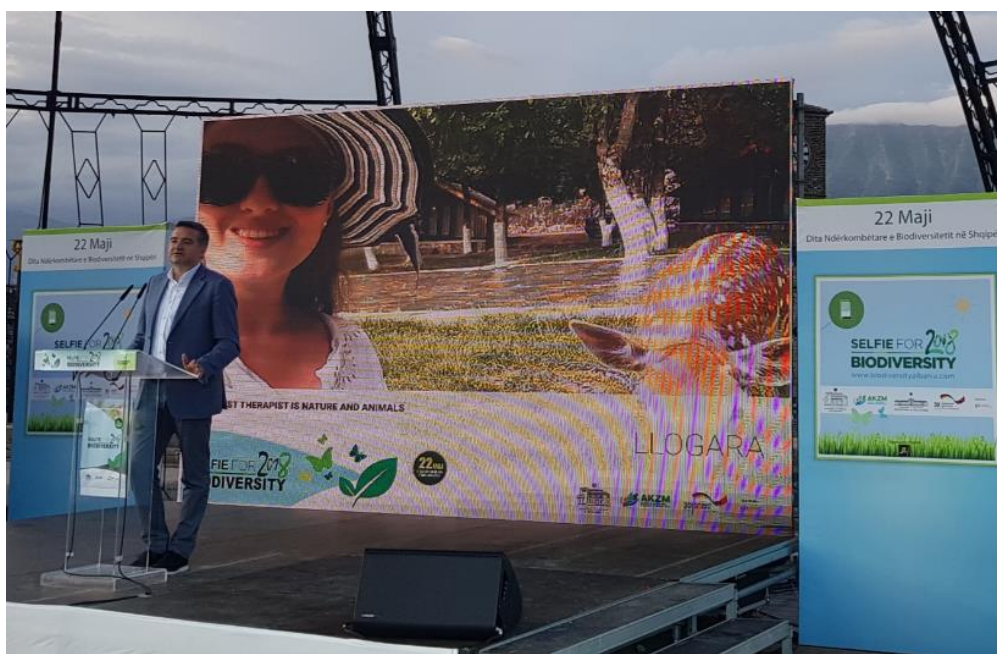
The awarded winners of 'Selfie for Biodiversity 2018'



Organizers and 2 winners of the contest



Open air art gallery displaying more than 80 winning selfies



Minister of Tourism and Environment (MTE) Blendi Klosi addressing to the public

