

Albania National Public Television

TVSH - "Morning Program"

Date: 26.07.2011, Tirana

Journalists: Mrs. Klodiana Shpendi, Mrs. Valbona Mezini

Time duration: 07:20 am until 08:00 am

In the framework of project "*Products and chemical security in the Balkans, Civil Society cooperation in the EU Acquis Communitare, Responsibility cooperation and value for costumers*", LGZHI continued promotion on the Albanian media. More specifically, on 26.07.2011 the Executive Director, Mrs. Evis Qaja, was invited to the morning programme, TVSH, the Albania National Public Television. Moderator of the programme was two journalist Mrs. Klodiana Shpendi and Mrs. Valbona Mezini, expressed interest on the EU Project and its implementation in Albania.

1. Mrs. Evis Qaja talked about the roundtable held in June with the participation of specialists from public institutions, consumers office, women and environment NGOs, Trade Union of Education and Health. "The objective of this activity was to present the current situation in the country, which was reflected in the "Albanian Inventory", conducted by LGZHI in cooperation with specialists of different fields- she said. According to her, the legal framework for chemicals both in toys and environment, suggested the need for change, including implementation of EU norms and the Albanian institutions increase on their inspection controls. "The participants also expressed interest regarding the "Albanian Inventory" and appreciated the importance of increasing collaboration in terms of awareness and advocacy campaigns, to inform consumers about the risks related to chemical substances in the country". Mrs. Qaja also presented Consumer study realized in the framework of the "Albanian Inventory", connecting them with the issue of failure and insufficient awareness of citizens about chemicals present in the toy market. She asked more cooperation of the media in relation of sending more information and sensitize consumers on their way of choosing the right products, taking care of their children's health.

2. Klodiana Shpendi the moderator of the program expressed interest about the L.G.ZH.I awareness activities. In this frame Mrs. Qaja presented the Media Training held on 25th of June, with journalists of print and audiovisual media. The aim of this training was to attract media attention to find new ways of sensitizing the public opinion. "Journalists took information about the actual legislation, chemical substances; the relationship between media and consumer issues of hazardous substances, focusing on basic elements that will assist in conveying a more effective news media, also a study conducted for the purpose of this training, —The Monitoring the Albanian press for a period of 1 month"— said Mrs. Qaja.

3. The awareness campaign with the youth of Tirana, had also a considerable space. Mrs. Qaja talked of the campaign and praised the commitment of high school youth of Tirana, who according to her expressed a strong willingness and commitment, by treating the topic of chemicals products in children toys with projects, video and acting. She also mentioned the collaboration with middle school teachers and several meetings with pediatricians explaining the risk that chemical products can have in children's health.

3. Mrs. Qaja mentioned the strength collaboration with WECF, who gave an important support in project implementation and increasing effectiveness of L.G.ZH.I. "Thanks to this collaboration we can implement in good direction our activities, we design some leaflets with information and advices on chemical substances in children toys, labeling and certification, and the effects that these chemicals causes in child health." explained Mrs. Qaja. For this reason soon will be published a children's book, which will be distributed free in the kindergarten. "Also effective collaboration was with partners in the region who made possible the exchanging of the experiences between the countries, such as Media Training in Macedonia the last 27th of May".- she continued.

4. The last point of the interview was the presentation of the 2 day training that will be held in October in Tirana, including 60 interest groups such as NGOs, representatives from local and central authorities, media, written and visual media with the support of representatives from EU institutions and WECF. The activity will include the project partners will hold one-day training workshop phase, and a half day round table with representatives from state institutions, various agencies, NGOs, employees, and industry associations.

5. Mrs. Qaja noted the future phases of the projects such as, the publication of Albanian Inventory drafted by L.G.ZH.I. In the framework of project implementation for chemical safety; will be create a documentary film, which will summarize all LGZHI activities organized, such as : study tours, awareness campaigns, accumulate data, quantitative study of the Albanian consumer, the report's presentation, followed by various media trainings within and outside the country, and the most important think is to have plan with our partners and after the project will end. "Its important goal to convey broad information on the work performed and achievement of these 6 months, making it both an important message to reflection for civil society institutions and interest groups, and consumer"— said the Executive Director of LGZHI, Mrs. Evis Qaja.