**Business Model Expert (National)**

**Role Description**

The Expert for Business Model will play a key role in guiding start-ups, SMEs, and businesses in the HORECA and plastic production sectors toward sustainable and circular practices. This expert will ensure that proposed solutions for the systemic reduction of single-use plastics (SUPs) are not only environmentally sound but also economically viable. The expert will contribute to building innovative business models that align with circular economy principles and strengthen the innovation ecosystem in Albania.

**Responsibilities**

The Expert will lead and oversee the following tasks:

* Guide selected businesses in developing or refining sustainable business models for SUP prevention, reduction, and circular practices.
* Support selected businesses in developing or refining sustainable business models for SUP waste prevention, reduction, and circular practices.
* Provide tailored mentorship to ensure businesses align innovation with financial sustainability.
* Assist businesses in developing a Business Model Canvas and integrating environmental impact metrics.
* Build business capacity in procurement, marketing, financial planning, and scaling of green solutions.

**Required qualifications, competencies, and experience**

* Minimum **5 years of professional experience** working with businesses, ideally in HoReCa, plastic production, or circular innovation.
* Proven experience in designing, implementing, or advising on **sustainable or circular business models.**
* **Strong command of the Business Model Canvas and other business development tools.**
* **Excellent communication, mentoring, and facilitation skills with start-ups and SMEs.**
* **Knowledge of the Albanian business environment and sustainability trends.**
* **Fluency in Albanian and excellent command of English (written and spoken).**