

## Enhancing economic opportunities through non-formal skills development

RECONOMY is a regional inclusive and green economic development program of the Swedish International Development Cooperation Agency (Sida), implemented by HELVETAS Swiss Intercooperation in the Eastern Partnership and the Western Balkan countries.

**Sector:**  
Tourism/hospitality and agriculture/agribusiness

**Target group**  
Women and young people, in particular disadvantaged and excluded groups

**Location:**  
Armenia

**Start:**  
July 2020

**Co-facilitation partner:**  
Strategic Development Agency (SDA)

### FOCUS

The pilot intervention aims to improve the partnership between employers, non-formal training/career orientation service providers and job seekers (especially young people and women). The cooperation between the various market players and an effectively functioning skills development system, in general, helps reduce unemployment and create more and diverse opportunities for the target group.



### VISION

Public and private non-formal skills providers and employers have enhanced capacities and incentives to collaborate, develop and offer improved and relevant non-formal training in the tourism/hospitality and agriculture/agribusiness sectors, which enable the target group to improve their (self)employability (being hired, starting their income-generating opportunities).



### PROBLEM

On the surface, it appears that non-formal skills development is not so much developed in the country, with a particular challenge of mismatch between skills development offers and labor market demands. It is also the case that non-formal education does not equip women and young people, in particular the disadvantaged groups, with skills needed by future employers, or to start their own income-generating activities, leading to such skills development often seen as less relevant. However, a careful analysis shows some key binding constraints. First, there is a mismatch in designing and providing relevant and quality non-formal skills development. Second, development and delivery of non-formal skills is characterised by weak linkages and collaboration of skills development providers specifically with public and private sector employers. And lastly, there is inadequate relevant information/intermediation services to enable women and young people to make informed decision.

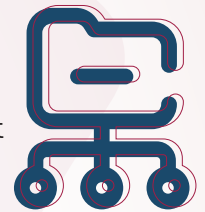


### BUSINESS MODEL

The business model works at the intersection between (self)employability and labour market integration. The first one refers to enhancing access to training and further education. The second one is about improving access to services and information linking supply and demand. The pilot idea facilitates, on the one hand by working on improving the performance of training provision for relevant and future-oriented training system – a skilling enhancing objective – and, on the other hand, by putting in place structures and services that enable the matching of skills and employment or income-generating opportunities by a range of stakeholders – an employment or income-generation access objective.

By engaging and supporting a range of industry/sector associations on the national level, the pilot seeks to facilitate availability and better access to improved and relevant non-formal training offers, as well as strengthened and diversified intermediation services. These services include employment profiling such as skills testing or referrals to testing, resume preparation and job counselling; job placement such as the national database of job vacancies or self-employment opportunities, candidate screening, recruitment; and training such as assessments of training needs/requirements, referral to private and public training providers; labour market information such as data analysis on labour market trends and relevant/attractive career guidance. In the two sectors of tourism/hospitality and agriculture/agribusiness, the pilot will work with private and public skills, knowledge, and information providers to offer more accessible, relevant and quality skills, knowledge and information.

In the skills enhancing objective, the focus is on upskilling for unemployed women, youth and other disadvantaged groups without formal education (early school leavers) for acquiring new skills and knowledge in specific domains, life/soft skills, and entrepreneurial skills. This also includes public and private services that allow for an effective linking of supply and demand.



### EXPECTED RESULTS

**2800 people** were informed about the new opportunities to improve their skills and knowledge

**70%** of people expressed their satisfaction with the relevance of skills, knowledge and information services

**1150 people** improved their skills and knowledge, and increased their employability as well as start their own economic/income-generating initiatives

