

RECONOMY in Albania

RECONOMY is facilitating Albania to unlock new opportunities for youth and women, including disadvantaged groups, by transforming how markets and institutions work. From digital jobs to green construction, from access to finance to outsourcing, Albania is showing how innovation and partnerships can create lasting prosperity. This connects to RECONOMY's wider regional strategy in the Western Balkans, where models tested in Albania are already contributing to replication and learning across the region.

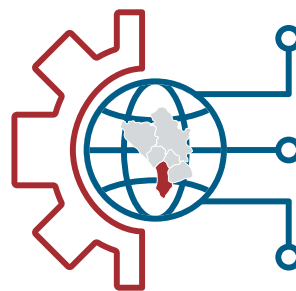


CONNECTING PEOPLE TO JOBS

Albania's Employment Agency (NAES), supported by RECONOMY and the Swedish Public Employment Service, has strengthened its role in implementing active labor market policies and connecting people to work.

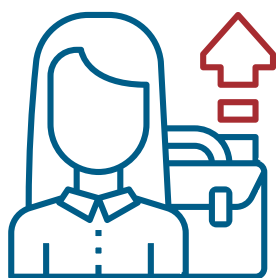


Over 2100 employers surveyed with redesigned and modernized questionnaires, providing more reliable labor market data.



New digital systems

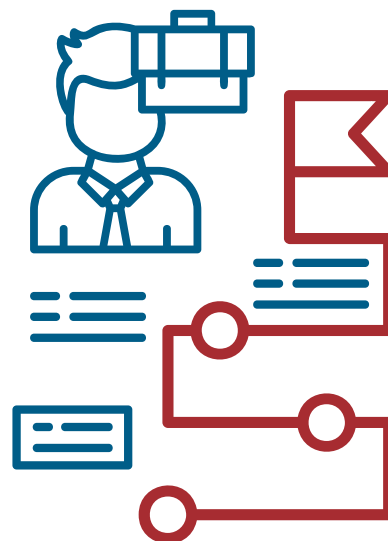
are streamlining how jobseekers report on their job-seeking activities, improving both motivation and accountability and career counselling support.



Improved Skills Needs Assessments and Employers' Survey now guide education providers, jobseekers, and policymakers.

Guidelines for Case Management Approach

support career counsellors and other professionals in Albania's employment service by enabling a structured, client-centered, and collaborative approach that empowers beneficiaries through personalized approach and participation in decision-making.



These changes are embedding evidence-based policy and decision-making processes in Albania's labor market and ensuring vulnerable groups are better supported through digitalization of services and case management approach.

GREENING ALBANIA'S CONSTRUCTION SECTOR



Albania is becoming a hub for sustainable building practices.

With RECONOMY's support, the **Green Building Council Albania (GBC ALB)** was established and operationalised, engaging **263 individuals and 23 businesses**, including **111 skilled individuals**, and mobilising **CHF 15,313 in private investment**. The Council strengthened its membership with companies such as Schneider Electric and Saint-Gobain, while advancing sustainable construction through DGNB training, industry events and institutional collaboration.

180+ professionals from construction companies upskilled at the Knauf Regional Training Center, while **RETScreen training is now embedded at the Polytechnic University of Tirana**, reaching 200+ students each year.

ProCredit Bank Albania has initiated practical workshops for SMEs on green transition planning, CO₂ emissions assessment and energy-efficiency investments, helping businesses develop bankable investment plans and improve access to green finance.

DIGITAL SKILLS AND FREELANCING

Through digital skills, talent matching and entrepreneurship support, RECONOMY is helping Albanian youth and women access jobs and income. The following are cumulative main-phase results across all years and reporting periods.

TalentsLink, managed by Innovation Management Academy Albania (IMAA), engaged 242 businesses and supported 812 individuals to increase their income by CHF 2,815,277. It recorded 610 individuals employed full time, 596 skilled individuals and CHF 2,724,006 in private-sector investment.



KUDO Accounting, led by Melita & Partners, engaged 167 individuals, recorded 155 skilled individuals, 178 individuals with increased income totalling CHF 393,521, and 100 individuals employed. Private-sector investment reached CHF 642,390.

Growzillas Academy recorded 5 skilled individuals in Albania, extending access to digital marketing and related skills.

Under DIGBE, the Western Balkan Startup Alliance (WBSA) engaged 135 individuals and 37 businesses in Albania. It recorded 7 individuals with increased income totalling CHF 132,565 and 7 individuals employed, alongside CHF 185,802 in investment.

With TalentsLink expanding into North Macedonia, Albania is emerging as a regional hub for vetted digital talent and green freelancing services.

ALBANIA'S OUTSOURCING FUTURE

RECONOMY is strengthening Albania's outsourcing sector through industry representation, investment promotion and regional cooperation. The following results are cumulative across all years and reporting periods.



ABSL Albania, the country's first BPO-ICT industry association, produced the first regional sectoral report covering Albania, Kosovo, and North Macedonia — strengthening the evidence base for investment promotion and policy dialogue.



ABSL Albania partners with the Government of Albania on BPO-related policies and investment promotion, positioning the country as an attractive destination for foreign investors.



ABSL Albania engaged 90 businesses and 2,762 individuals, recording 65 individuals with increased income totalling CHF 25,300, 59 individuals employed and 40 skilled individuals. Private-sector investment reached CHF 206,311, while reported revenue totalled CHF 40,647.

AIDA (Albanian Investment Development Agency): Cooperated with RECONOMY and Manpower SEE in promoting Albania and the wider Western Balkans as a competitive nearshoring destination, through a regional initiative showcasing ICT and BPO capabilities, investment opportunities and opportunities for business partnerships with European companies, particularly in Germany.

Together, these efforts are strengthening Albania's institutional capacity, mobilizing private investment, and reinforcing its position within the regional outsourcing and innovation landscape.

TOURISM WITH A REGIONAL EDGE

Albania is strengthening its position as leader within regional tourism value chains by connecting rural businesses to new products, skills, and international markets.

Albania is an active part of Trans Dinarica, the Western Balkans' first regional cycling tourism route.



More than 330 Albanian tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

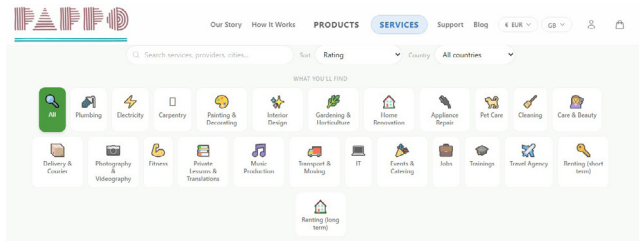
Around 2400 cyclists have used or planned to use the trail, generating income for rural households and businesses.

Local businesses have reported additional revenue 950,000 CHF and 114 people generated additional income due to influx of cyclists as a result of TDR route.

26 jobs were generated and total investments in the country are estimated at more than 430,000 CHF.

In partnership with Elite Travel Group, a pilot hybrid 120 hours capacity-building program for rural guesthouses in Albania is being developed and piloted, combining practical and digital learning to strengthen service quality, business management, digitalization, food safety, and the development of authentic rural tourism experiences.

Through market-access cooperation with Balkan Prime Tours, around 150 visitors from the first Asian groups supported through the intervention for unlocking the world's largest outbound markets, travelled to Albania, generating new business for local tourism providers and demonstrating the country's potential to capture demand from emerging long-haul markets.



INCLUSIVE E-COMMERCE

Through RECONOMY, REDI (Roma Entrepreneurship Development Initiative) is advancing inclusive economic opportunities for Roma entrepreneurs by connecting their products and businesses with digital markets. At the center of this effort is **PappoShop**, a digital marketplace designed to help Roma entrepreneurs reach customers, showcase their products and develop new sales opportunities across the Western Balkans and beyond.

During 2026, REDI intensified efforts to onboard entrepreneurs onto the platform, combining digital market access with practical, individualized mentorship. This hands-on approach helps entrepreneurs overcome common barriers to digital commerce and build the skills needed to participate more effectively in the growing e-commerce market.

The initiative also links circular economy practices with entrepreneurship. For example, products created through tire-upcycling workshops, including eco-chairs and swings, have been listed on PappoShop, connecting practical skills development and waste reuse with potential income-generating opportunities.

What's next? REDI will continue expanding entrepreneur enrolment, strengthening mentorship and advancing the platform's technical and logistics integration. By combining digital tools, business support and delivery infrastructure, PappoShop aims to help Roma entrepreneurs turn their products and skills into sustainable business opportunities, while contributing to a more inclusive and resource-efficient regional economy.



Across the Western Balkan and Eastern Partnership countries, RECONOMY is connecting ideas, markets, and people. With consistent data tracking, systemic ownership, and regional linkages, RECONOMY is amplifying its impact:

Thousands of people across the region with better jobs and incomes.

Green jobs and sustainable businesses taking root.

Cutting-edge partnerships with global investors, with training centers, and game-changers, position the region for long-term success.

With the right support and funding, these models can be scaled not only within Albania but across the region, amplifying impact and building a greener, more inclusive economic future.

