HELVETAS

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# RECONOMY in Azerbaijan

**RECONOMY is supporting Azerbaijan to build green and inclusive economies by strengthening skills in energy-efficient construction and connecting the country to regional tourism markets. Through modern training centers and cross-border cooperation, Azerbaijan is laying the foundations for sustainable jobs, community-based tourism, and systemic growth in the South Caucasus.**



## BUILDING ENERGY-EFFICIENT AZERBAIJAN




A **modern training center** is in the process of establishment, fully equipped with advanced technology for hands-on energy-efficient skills training.

**Training of Trainers** sessions have created a pool of skilled instructors following gender and inclusion guidelines.

**Curricula aligned with market needs are being developed**, with pathways to internships and job placement through sectoral companies.

**Public awareness campaigns and digital promotion** are planned to highlight career opportunities in energy efficiency, while consumer incentives (e.g., Midea product bonuses) will drive adoption of green solutions. Around CHF 180,000 investment has been done to the market.

Around **450 individuals** from the target group were engaged, and around 190 have gained increased income.

Building on the foundations established, the next phase in Azerbaijan will focus on operationalizing the training center, rolling out market-aligned curricula through trained instructors, and strengthening pathways to employment.

Learn more at www.reconomyprogram.com

# TOURISM WITH A REGIONAL EDGE

Azerbaijan is joining forces with Georgia and Armenia to develop the first **trilateral Transcaucasian Trail (TCT)**. TCT is contributing to the emergence of a local trail tourism ecosystem in Azerbaijan, with participating businesses already generating trail-related revenue, investing in their services, collaborating across the local tourism value chain and creating employment and additional income opportunities.



Preparations are underway to connect Azerbaijani routes with regional networks, with **16 local tourism businesses and service providers** engaged in the emerging TCT ecosystem. The businesses include guesthouses, guides, transport providers, restaurants and outdoor service providers.

**The emerging trail economy is already generating local income and employment opportunities:** assessed businesses reported approximately AZN 83,300 in trail-related revenue over the previous 6 months, while 7 businesses reported investments totaling around AZN 31,500 in trail-related services, equipment, marketing and staff development.

**The initiative is also strengthening local tourism value chains:** 15 of 16 businesses collaborate with other tourism providers, while **30 people are currently engaged in trail-related roles**, including 9 women, 14 young people and 7 people from vulnerable groups. Five new/formalised jobs and six additional income opportunities were reported.

Future potential lies in bundling the TCT with cultural and adventure packages, replicating the model to other Azerbaijani regions, and integrating local small and medium enterprises into international tourism value chains.

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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

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

Green jobs and sustainable businesses taking root

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

Learn more at www.reconomyprogram.com