

RECONOMY in Kosovo

RECONOMY is facilitating Kosovo to unlock new opportunities for youth and women, including disadvantaged groups, by transforming the way markets, businesses, and institutions work. From digital jobs to green construction, from tourism to circular economy, Kosovo is showing how innovation and partnerships can change lives and create lasting prosperity. This work connects to RECONOMY's wider regional strategy in the Western Balkans, where systemic models tested in Kosovo are contributing to regional learning and replication.



CONNECTING PEOPLE TO JOBS

Kosovo Employment Agency (EARK), supported by RECONOMY and the Swedish Public Employment Service, has strengthened its role in implementation of active labor market policies and connecting people to work.

The SuperPuna platform, owned and sustained by Kosovo's Employment Agency, is now upgraded and fully integrated, enabling easier access to information and connecting young people and employers. Implementation of case management approach in work with vulnerable groups supports career counsellors and other professionals in Kosovo's employment service by enabling a structured, client-centered, and collaborative approach that empowers beneficiaries through personalized approach and participation in decision-making.



1,468

job placements for young people were facilitated, with RECONOMY support



Employers now benefit from faster and more efficient access to information and job-matching services.



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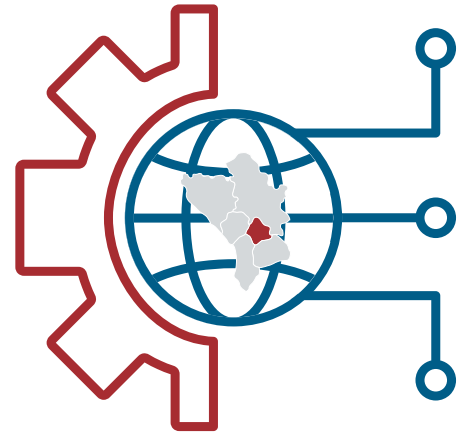
career counsellors are trained on how to apply the case management approach when providing support to vulnerable job seekers.

With collaboration from the Swedish Public Employment Service, this systemic shift is helping institutionalize inclusive labor market practices and streamline implementation of active and passive labor market measures.

KOSOVO'S DIGITAL FUTURE

RECONOMY supported the establishment and growth of ABSL Kosovo as a member-owned association strengthening ICT/BPO sector cooperation, advocacy and investment promotion. Results presented are cumulative across the main programme phase.

ABSL Kosovo now has **19 member companies** of different sizes and finances one full-time staff member through its own revenues.



Key achievements include:

Investment promotion: Developed an ICT/BPO country report and national value proposition to position Kosovo as an attractive nearshoring destination.

International market linkages: Collaborated with the Nordic Chamber of Commerce in Kosovo (NCC), Sigma Technology and Manpower SEE to promote Kosovo as part of the wider Western Balkans nearshoring destination through business events in Gothenburg and Malmö, Sweden.

Sector development: Expanded membership through networking events, established partnerships with stakeholders including KIESA, and developed a business plan and advocacy priorities informed by company needs.

Talent development: Strengthened cooperation with the Public Employment Service (PES) to connect businesses with skilled talent.

Measurable results: The ABSL intervention engaged **239 individuals and 84 businesses**, contributing to 15 individuals increasing their income by a combined CHF 25,570, 5 full-time jobs and 72 individuals improving their skills. Reported investment reached CHF 40,068 and business revenue CHF 25,812.

Inclusive workforce development: The Macedonian HR Association (MHRA) engaged an additional 55 individuals and 27 businesses in Kosovo, with 10 individuals improving their skills.

TOURISM WITH A REGIONAL EDGE

Kosovo is part of TransDinarica, the Western Balkans' first regional cycling tourism route. With RECONOMY's support, Kosovo's route was mapped on the ground and the entire Western Balkan trail digitized, giving cyclists worldwide easy access through modern navigation tools, creating new opportunities for local communities along the way while enhancing regional tourism development.



More than 120 Kosovo tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.



More than 1900 cyclists have used or planned to use the trail, generating income for rural households and businesses.



Almost 30 local businesses have reported additional revenue (237,000 CHF) and 55 people generated additional income due to influx of cyclists as a result of TDR route.

40 jobs were generated and total investments in the country are estimated at more than 460,000 CHF.

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

RECONOMY brought together **Visa, the Kosovo Banking Association, and commercial banks** to expand access to digital-payment solutions for tourism MSMEs and strengthen their participation in the formal financial system. **Three (3) commercial banks from Kosovo, adopted Tap-to-Phone as a commercial product.** The intervention is helping small tourism enterprises improve payment convenience, reduce reliance on cash, and build digital transaction records that can support future access to financial services, while broader merchant uptake and income effects are still being assessed.

BUILDING ENERGY-EFFICIENT KOSOVO

Kosovo is transitioning toward green construction, with institutional ownership ensuring sustainability.



The **Kosovo Green Building Council (KGBC)**, established with RECONOMY's support, is embedding internationally recognised green building standards adapted to Kosovo's market context. Through its certification, advisory, and networking functions, KGBC is enabling small and medium enterprises to adopt sustainable construction practices, improve energy efficiency, and strengthen their competitiveness in emerging green markets.

As a result of KGBC-supported activities, 58 individuals report income increases linked to the implementation of green practices. In parallel, CHF 79,626 in private sector investment has been mobilised, while over CHF 20,000 in revenue has been generated through membership fees, signalling early financial sustainability. KGBC currently counts 12 active members.

78 professionals from Kosovo were trained at the Knauf Regional Training Center and are already applying their new skills to boost their income and career opportunities. Among participating companies, **Partner Group Kosovo** applied the acquired skills to improve productivity, create **4 new jobs**, transfer knowledge to **16 additional workers** and generate approximately **CHF 100,000 in additional revenue**.

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

DIGITAL SKILLS FOR THE NEXT GENERATION

RECONOMY is supporting digital opportunities through market-led training, talent matching and innovation.



KUDO Accounting, led by Melita & Partners, recorded 721 skilled individuals, 618 individuals with increased income totalling CHF 3,241,167, and 496 individuals employed. It engaged 50 businesses and recorded CHF 3,438,176 in investment.

Growzillas Academy recorded 612 skilled individuals, 608 individuals with increased income totalling CHF 1,852,201, and 176 individuals employed. It engaged 20 businesses and recorded CHF 409,031 in investment.

Next Gen Networks recorded 108 skilled individuals, 58 individuals with increased income totalling CHF 476,094, and 40 individuals employed. It engaged 14 businesses and recorded CHF 665,226 in investment.

TalentsLink, managed by Innovation Management Academy Albania (IMAA), engaged 47 businesses in Kosovo, recording 95 individuals with increased income totalling CHF 294,342, 74 individuals employed and 71 skilled individuals. Investment reached CHF 1,322,922.

FIRST STEPS TOWARDS A CIRCULAR ECONOMY IN KOSOVO

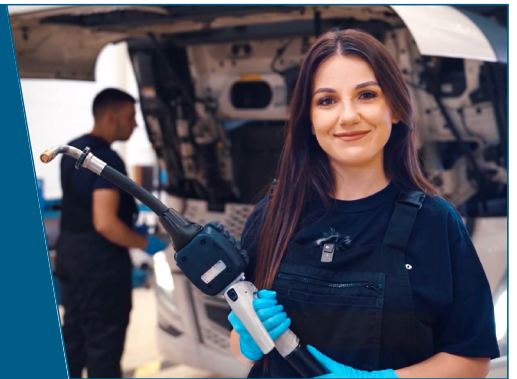
Kosovo continues to advance its transition towards a circular economy through regional cooperation, institutional partnerships and practical support for businesses. In collaboration with the Chamber of Commerce of Kosovo, other Western Balkans Chambers of Commerce and the Institute for Research in Environment, Civil Engineering and Energy (IECE), Kosovo is part of the Western Balkans Circular Economy Hub, a regional platform established to strengthen private-sector engagement and accelerate the adoption of circular business practices.



Primary, supported by the Swedish Platform for Circular Economy – Cradlenet and inspired by the Nordic Circular Hotspot model, the Hub facilitates knowledge exchange, promotes cross-sector collaboration and supports the development of practical circular economy solutions. Beyond awareness-raising, it offers **business advisory services to help enterprises identify and implement circular business opportunities**, including improvements in resource efficiency, product development and more sustainable business practices.

TRANSPORT & LOGISTICS: THE ROAD AHEAD

Kosovo education experts played an active role in co-designing a regional training program in mechatronics for heavy-duty vehicles, developed in partnership with Volvo Group. Their input ensured the curriculum is aligned with local labor market needs while meeting international standards, preparing young professionals with the skills required by leading transport and logistics companies across the Western Balkans.



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 Kosovo but across the region, amplifying impact and building a greener, more inclusive economic future.

