

RECONOMY in Montenegro

RECONOMY is supporting Montenegro to build inclusive digital and green economies, creating new opportunities for youth, women, and entrepreneurs. From digital agriculture to green construction, systemic models tested in Montenegro are helping shape more sustainable and competitive markets across the Western Balkans.



DIGITAL ENTREPRENEURSHIP AND AGRICULTURE



Youth Entrepreneurship

The Union of Young Entrepreneurs of Montenegro (UYEM) engaged 353 individuals and 299 businesses, recording 182 individuals with increased income totalling CHF 523,410 and 117 individuals employed. It also recorded 73 skilled individuals and CHF 177,098 in investment.

KUDO Accounting, led by Melita & Partners, recorded 8 skilled individuals, 7 individuals with increased income totalling CHF 29,800, and 5 individuals employed. Private-sector investment reached CHF 16,800.



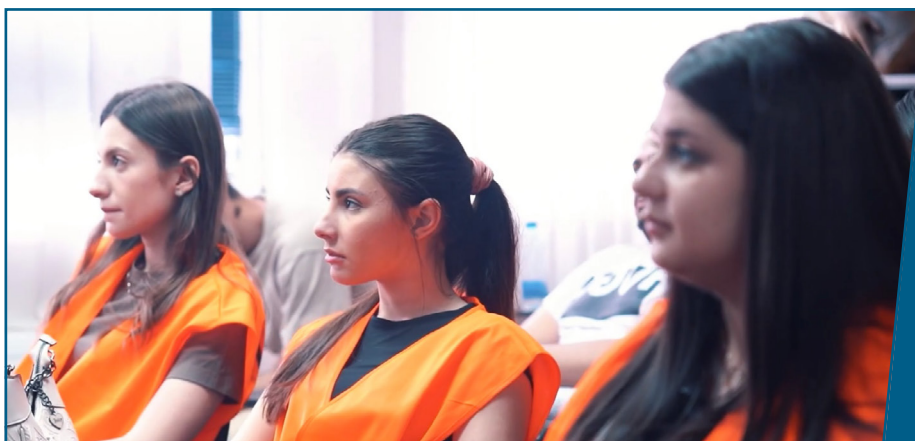
Digital Agriculture

Seljak.me is expanding digital market access for farmers and agri-entrepreneurs.

- 3,320 individuals engaged, with 335 increasing income (CHF 45,644)
- 280 employment outcomes supported
- CHF 160,751 in revenues generated

With over 441,000 total users and strong regional reach, Seljak.me is positioning Montenegro as a digitally connected agricultural market.

GREENING MONTENEGRO'S CONSTRUCTION SECTOR



Montenegro is embedding energy efficiency and green construction into its built environment..

With RECONOMY's support, the **Green Building Council Montenegro (GBC MNE)** was established to advance sustainable construction and international green building standards. The Council engaged **25 individuals and 11 businesses**, strengthened the skills of **21 professionals** and mobilised **CHF 4,498 in private investment** through capacity-building and industry engagement activities in 2026.

In partnership with the **Chamber of Engineers of Montenegro**, and alongside counterparts in North Macedonia and Serbia, a **regional technical specification** was developed for a CPD e-learning platform on energy efficiency.

Looking ahead, GBC MNE will expand services such as trainings, networking, and advocacy to strengthen national standards and policies. Sustainability will be anchored in membership fees, paid trainings, and sponsorships, ensuring systemic growth of green jobs and practices..

TOURISM WITH A REGIONAL EDGE

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



130 Montenegro tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

Around 2500 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 190 local businesses have reported additional revenue (810,000 CHF) due to influx of cyclists as a result of TDR route.

Total investments in the country are estimated at more than 540.000 CHF.

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 Montenegro, generating new business for local tourism providers and demonstrating the country's potential to capture demand from emerging long-haul markets.



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

