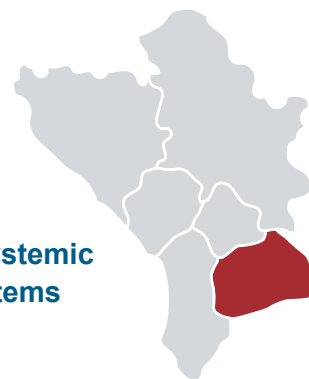


RECONOMY in North Macedonia

RECONOMY is supporting North Macedonia to unlock new opportunities for youth and women by transforming markets, institutions, and businesses. From transport and logistics to startups, gaming, outsourcing, energy efficiency, and tourism, systemic initiatives in North Macedonia are building stronger local ecosystems while contributing to replication across the Western Balkans.



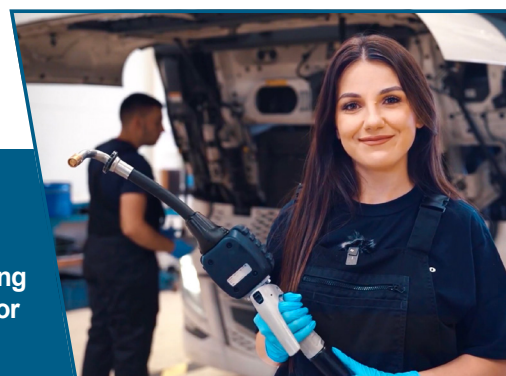
TRANSPORT AND LOGISTICS WITH A FUTURE

North Macedonia is shaping the skills of tomorrow's transport and logistics workforce.

Regional qualification standards, developed with Volvo and local companies, are being adapted to national needs.

One VET school engaged, with three teachers trained and CHF 1,500 co-financed for equipment.

Private sector dialogue is strengthening curricula and ensuring training reflects labor market demand.



What's next? The adoption of e-CMR and digital solutions will modernize cross-border logistics, while systemic standards and curricula institutionalization will ensure long-term alignment with employer needs.

STARTUPS, GAMING, AND FREELANCING

North Macedonia is emerging as a hub for digital entrepreneurship and gaming.



Startup Ecosystem Strengthening

Western Balkan Startup Alliance (WBSA) headquartered in Skopje expanded to **17 member organizations**, including **3 Macedonian startup support institutions** (tech park, accelerator, innovation lab).

WBSA engaged 223 individuals and 164 businesses in North Macedonia through startup support and regional cooperation.

28 individuals increased their income by CHF 178,767, with 11 individuals employed and 22 skilled individuals recorded.

CHF 389,574 in investment was mobilised within the startup ecosystem.

RECONOMY in North Macedonia

Gaming Industry Institutionalization



Establishment and strengthening of the **Macedonian Union of Games Industry (MUGI)** as the national representative body (14 member companies).



Launch of the **first Annual Gaming Report**, positioning North Macedonia within the regional gaming market.



Implementation of the **“Passion for Profession” education program** and the **first national Games Accelerator**.



MUGI engaged 3,139 individuals and 108 businesses, recording 55 individuals with increased income totalling CHF 144,964, 54 individuals employed and 179 skilled individuals.



CHF 318,846 in investment was recorded through the gaming intervention.

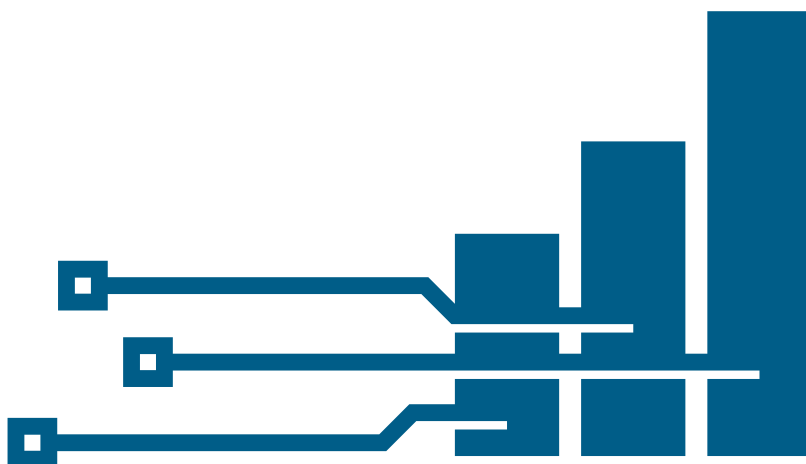
Freelancing & Digital Income Pathways



KUDO Accounting, led by Melita & Partners, recorded 40 skilled individuals, 39 individuals with increased income totalling CHF 182,832, and 29 individuals employed. Private-sector investment reached CHF 250,058.

Skopje hosted the **2nd Freelancing Conference (150+ participants)**, strengthening ecosystem visibility and peer learning.

TalentsLink, managed by Innovation Management Academy Albania (IMAA), engaged 27 businesses, recording 87 individuals with increased income totalling CHF 347,376, 73 individuals employed and 140 skilled individuals. Investment reached CHF 186,944.



Growzillas Academy recorded 3 skilled individuals in North Macedonia.

Regional youth entrepreneurship activities through UYEM engaged 112 businesses in North Macedonia, recording 99 individuals with increased income totalling CHF 23,190 and 49 individuals employed, alongside CHF 5,472 in investment.

NORTH MACEDONIA'S OUTSOURCING DRIVE

RECONOMY supported ABSL North Macedonia in strengthening ICT/BPO industry representation, sector cooperation and connections between employers and skilled talent. Results are cumulative across the main programme phase.

ABSL North Macedonia **doubled its membership from 5 to 10 companies** in the first half of 2026, strengthening its sustainability and industry representation.

Key achievements include:



Sector development:

Launched an industry website, organised networking events and established partnerships with public and private stakeholders.



Regional talent connections: Organised the Global Digital City event in Tetovo, connecting ICT/BPO companies, students and institutions to expand employment and networking opportunities beyond Skopje.



Measurable results: The ABSL intervention engaged **158 individuals and 56 businesses**, contributing to 10 individuals increasing their income by CHF 12,061 in total, 9 people gaining employment and 21 improving their skills. Reported investment reached CHF 39,236 and business revenue CHF 6,677.

REGIONAL INVESTMENT PROMOTION

The Swedish-Macedonian Chamber of Commerce collaborated with Manpower SEE, through a RECONOMY-supported initiative, to promote North Macedonia and the wider Western Balkans as a competitive nearshoring destination in Sweden, supporting business outreach, mobilisation and networking through activation events in Gothenburg and Malmö.

TOURISM WITH A REGIONAL EDGE

North Macedonia is strengthening its tourism competitiveness by connecting local businesses to regional products, improving workforce standards, and opening new international markets.

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



RECONOMY in North Macedonia

220

new Macedonian tourism service providers were integrated into the route through the upgraded Nav Pack 23.0 app.

Around
2000

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

Almost
50

local businesses have reported additional revenue (355.000 CHF) and 95 people generated additional income of 245.000 CHF due to influx of cyclists as a result of TDR route.

70

jobs were generated and total investments in the country are estimated at 370.000 CHF.

Through cooperation with Mountain Academy Mavrovo, RECONOMY is supporting the professionalization of adventure tourism and the wider market adoption of UIMLA standards across the Western Balkans. Five candidates entered the professional training programme in May 2026, with a further 11 joining the training pipeline, each investing around EUR 2,500 in internationally recognised qualifications. In parallel, targeted outreach and industry engagement in Serbia, Montenegro, Albania, and Bosnia and Herzegovina are expanding awareness of professional mountain guiding standards, strengthening regional demand and positioning North Macedonia as an emerging reference point for certified adventure tourism services.

Through cooperation with the National Association for Incoming Tourism of Macedonia (NAITM), North Macedonian tourism companies are testing a new industry-led model for international market promotion. Roadshows in Stockholm, Copenhagen, Oslo, and Helsinki, together with targeted FAM trips, have created direct business links with Nordic tour operators and media and contributed to new confirmed programmes for 2027 and beyond.

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

GREENING NORTH MACEDONIA'S CONSTRUCTION SECTOR



Energy efficiency is becoming a pillar of North Macedonia's construction industry.

The **Knauf Regional Training Center** trained more than 700 workers, students, and engineers, with 141 reporting increased income.

Solar Macedonia's RETScreen program created a cadre of clean-energy practitioners, with trainees already benefiting financially, as trained trainers developed capacities of more than additional 40 trainees. At the same time, following participation in the RETScreen Training of Trainers, Alkaloid – one of North Macedonia's largest pharmaceutical companies, integrated RETScreen analyses into its energy planning process to support the assessment and prioritisation of future energy-efficiency investments. The company estimates that RETScreen currently contributes **10%** of its energy management analyses, equivalent to approximately **CHF 100,000** in annual energy savings.

Impact Wise Solutions (IWS) strengthened the green skills of over 400 young people and engaged 95 businesses in identifying green transition opportunities through its **GreenProfit360 tool**. The initiative contributed to one new job and increased income for 10 individuals, while helping SMEs identify investment needs and explore green financing opportunities. **Since its establishment with RECONOMY's support, the Green Building Council North Macedonia (GBC MKD)** has strengthened its role in advancing sustainable construction and international green building standards. In 2026, it hosted its first regional conference, bringing together over 50 sector representatives, and strengthened cooperation with three key ministries, securing commitments for technical collaboration and greater institutional engagement.

In partnership with the Chambers of Architects and Engineers in North Macedonia, RECONOMY supported the development of a **regional e-learning platform** for continuous professional development (CPD) in energy-efficient construction. In 2026, the initiative piloted training activities involving **387 engineers, including 149 women**, strengthening access to professional learning across the region.

In partnership with ProCredit Bank, RECONOMY is strengthening access to green finance for SMEs across North Macedonia. The initiative supports businesses in identifying energy-efficiency investment opportunities, developing SME green transition plans and improving access to tailored green financing solutions.

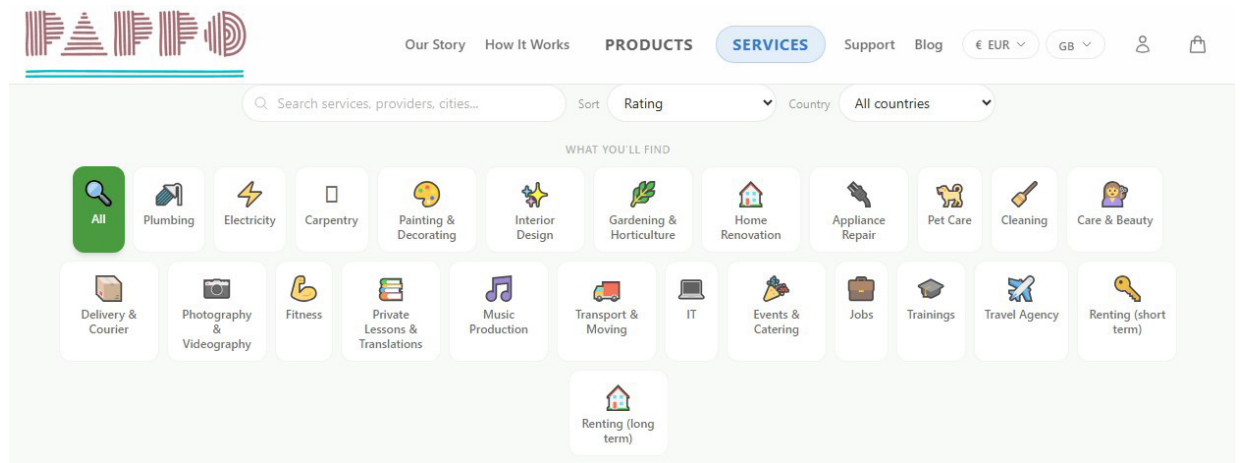
STRENGTHENING WASTE MANAGEMENT SYSTEM



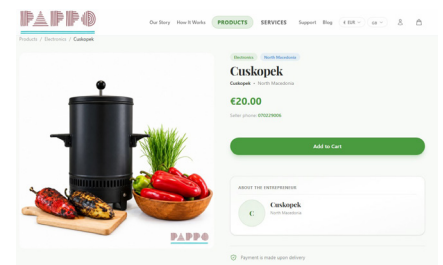
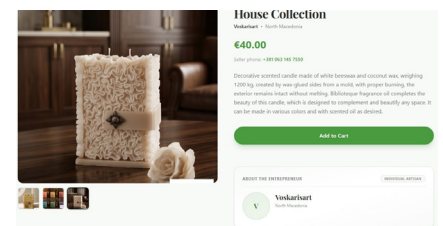
Through strengthened collaboration on waste collection, recycling and purchasing, partner companies made significant private investments to expand their operational capacities. **Ekocentar invested approximately EUR 257,868**, while **Nutrivet invested approximately EUR 325,657**, including around EUR 300,000 in a new operational location and EUR 25,000 in additional equipment. These investments strengthened the companies' operational capacities and generated wider spillover effects along the recycling value chain, including additional demand for goods and services from local suppliers. In one case, company income increased from **CHF 2.2 million in 2024 to CHF 2.7 million in 2025**, representing an increase of approximately CHF 500,000.

REDI also advanced the piloting of the **Green Neighbourhood** concept in North Macedonia. An agreement was reached with the Municipality of **Shuto Orizari** to pilot green-neighbourhood interventions at selected locations, while engagement was initiated with the Municipality of **Gostivar** for a potential second pilot. The approach aims to strengthen local waste-management practices while creating opportunities for Roma and non-Roma communities to participate in greener local economic activities.

INCLUSIVE E-COMMERCE



Through the Roma Entrepreneurship Development Initiative (REDI), **80 Roma entrepreneurs in North Macedonia were enrolled on the PappoShop digital marketplace** during the first half of 2026, with entrepreneurs receiving individual support on product photography, account creation and product listings. In North Macedonia, two additional tire-upcycling workshops brought the total number of workshops to six and resulted in **34 participants receiving certificates**, while **18 products were produced from waste tires and made available for sale through PappoShop**. The initiative therefore linked waste recovery and upcycling skills with a concrete digital sales channel and opportunities for income generation.



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

