

RECONOMY Brief

RECONOMY is an inclusive and green economic development program of the Swedish International Development Cooperation Agency (Sida), implemented by HELVETAS Swiss Intercooperation in the Eastern Partnership and the Western Balkan countries.



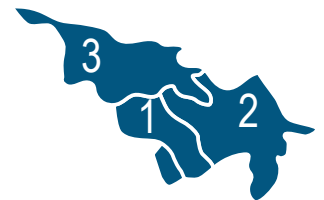
Western Balkans

1. Albania
2. Bosnia & Herzegovina
3. Kosovo
4. Montenegro
5. North Macedonia
6. Serbia



Eastern Partnership

1. Armenia
2. Azerbaijan
3. Georgia
4. Moldova
5. Ukraine



MAIN GOAL

To enable women and youth, including the most disadvantaged and excluded, to benefit from economic opportunities by increasing income and taking up decent and green jobs, inclusively and sustainably.

REGIONAL VALUE ADDITION

RECONOMY's unique contribution is its focus on regional value addition through tackling common/shared problems, engaging common actors, and understanding in-country systems.

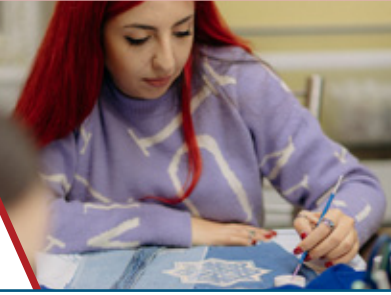


GREEN TEXTILES

Where we Work: Eastern Partnership countries

Sector: Textile Industry - Circular Business Models

The textile and apparel industry is a key employer and export sector in the Eastern Partnership countries, with strong potential for inclusive, green growth. Yet, outdated practices, weak market linkages, and limited access to green services hinder its performance. RECONOMY supports the sector's transformation by promoting circular business models, resource efficiency, green skills, tailored consulting, export linkages, and policy advocacy—unlocking new income streams, green jobs, and sustainable growth.



FOSTERING ENTREPRENEURIAL ECOSYSTEMS

Where we Work: Armenia

Sector: Entrepreneurship - Innovation and financing

RECONOMY supports in addressing gaps in access to finance, strengthens business development services, and builds local advocacy for better regulations. The aim is also to foster a dynamic entrepreneurial ecosystem in Armenia, creating jobs and improving incomes for women, youth, and marginalized groups.



REGIONAL TOURISM

Where we Work: Eastern Partnership and Western Balkan countries

Sector: Tourism - Promoting Regional products

Tourism holds strong potential for inclusive growth in the Eastern Partnership and Western Balkan countries, but faces barriers like fragmented branding, skills gaps, and weak regional cooperation. RECONOMY addresses these by promoting collaboration, developing innovative tourism products, boosting skills, and enhancing global visibility.



ENERGY EFFICIENT CONSTRUCTION & RENOVATION

Where we Work: Eastern Partnership and Western Balkan countries

Sector: Construction - Promoting energy efficiency

The energy-efficient construction and renovation sector holds strong potential for inclusive green growth across the Eastern Partnership and Western Balkan countries, but faces systemic barriers. RECONOMY supports sector transformation by improving skills, labor market matching, access to finance, demand for green solutions, industry coordination, and policy enforcement—fostering partnerships and unlocking green jobs for youth, women, and disadvantaged groups.



ICT-BPO

Where we Work: Western Balkan countries

Sector: ICT BPO - Investment and competitiveness

The ICT and BPO sector in the Western Balkans has strong potential for inclusive growth but faces challenges like market fragmentation, weak branding, and limited linkages. RECONOMY addresses these by enhancing regional coordination, building unified branding, and strengthening labor market intermediaries to boost job creation for youth, women, and disadvantaged groups.



TRANSPORT, LOGISTICS & CONSTRUCTION

Where we work: Western Balkan countries and Ukraine

Sector: Transport, Logistics, and Construction (skills, enterprise, and enabling-environment development)

Implemented by Helvetas with Volvo Group and Sida under RECONOMY, this project strengthens vocational education and training (VET) in mechatronics and logistics to address skills shortages and enhance employability for youth, women, and disadvantaged groups. In the Western Balkans (Serbia, North Macedonia, and Bosnia and Herzegovina), it introduces new VET specializations in truck mechatronics and supports closer collaboration between schools and businesses. In Ukraine, it contributes to recovery by modernizing VET, supporting SMEs in transport, logistics, and construction, and promoting digitalization and public-private dialogue for a more sustainable, inclusive, and resilient economy.



LABOR MARKET



Where we Work: Albania, Bosnia and Herzegovina, Kosovo

Sector: Employment Services & Policy Implementation

The labor market systems in the region face challenges such as lack of digital solutions, limited integration of services, and limited use of data. RECONOMY supports Public Employment Services to strengthen job-matching processes, upgrade labor-market information systems, and improve coordination between public employment services, companies, and education providers. The work prioritizes inclusion by reducing access barriers for women, youth, and disadvantaged groups and by creating conditions for scalable, data-driven services over time.

EMPOWERING THE DISADVANTAGED THROUGH GREEN & DIGITAL



Where we Work: Western Balkan countries

Sector: Circular Economy & Waste Management

RECONOMY strengthens market actors and the enabling environment so circular and digital practices can scale. Our support enables partners and businesses to adopt solutions that can lead to lower waste, improved resource efficiency, and provide opportunities for regional best practices, networking, knowledge sharing and collaboration. We back social enterprises by diversifying waste streams, building entrepreneurial and digital skills, and promoting circular models. Through Chambers of Commerce and other partners, we foster regional collaboration, and transfer practical know-how to MSMEs. These efforts turn the green and digital transitions into engines of inclusive growth, resilience, and competitiveness.

INCLUSIVE JOBS IN ICT



Where we Work: Eastern Partnership countries

Sector: ICT & Digital Employment

The ICT sector holds strong potential for job creation but remains exclusive to many. RECONOMY fosters inclusive pathways by supporting training, job intermediation, and business development services for ICT companies. The program also strengthens the enabling environment to remove barriers and promote gender equality—building a more diverse workforce and stronger companies that deliver sustainable opportunities.

DIGITIZING SECTORS FOR COMPETITIVENESS



Where we Work: Eastern Partnership countries

Sector: Cross-sectoral Digitalization

Digital solutions can transform traditional industries—such as agriculture, manufacturing, and tourism—by boosting productivity, competitiveness, and access to markets. RECONOMY enables ICT providers and sector actors to co-design solutions, strengthens SMEs to adopt technologies, and pilots scalable models of transformation—unlocking new jobs and ensuring digitalization is inclusive.

DIGITALIZATION OF SECTORS WITH GROWTH POTENTIAL



Where we Work: Western Balkan countries

Sector: ICT Integration & Skills Development

RECONOMY leverages digitalization to boost competitiveness and service delivery across key sectors such as agriculture, tourism, and ICT. By aligning training programs with labor market needs, the initiative expands access to certifications and creates new opportunities for women, youth, and freelancers. At the same time, it strengthens ICT clusters and business associations, while fostering a more enabling environment for entrepreneurs. Together, these efforts reinforce the Western Balkans as a dynamic regional economy, fostering innovation, inclusion, and sustainable growth.