



## RECONOMY in Albania

RECONOMY is facilitating Albania to unlock new opportunities for youth and women, including disadvantaged groups, by transforming how markets and institutions work. From digital jobs to green construction, from access to finance to outsourcing, Albania is showing how innovation and partnerships can create lasting prosperity. This connects to RECONOMY's wider regional strategy in the Western Balkans, where models tested in Albania are already contributing to replication and learning across the region.

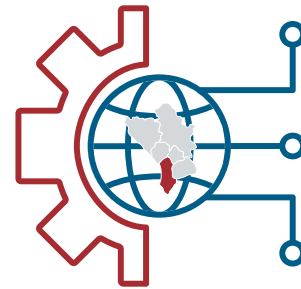


### CONNECTING PEOPLE TO JOBS

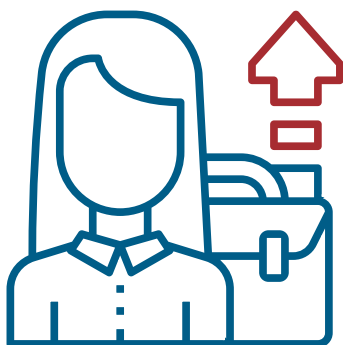
Albania's Employment Agency (NAES), supported by RECONOMY and the Swedish Public Employment Service, has strengthened its role in implementing active labor market policies and connecting people to work.



**Over 2100 employers** surveyed with redesigned and modernized questionnaires, providing more reliable labor market data.



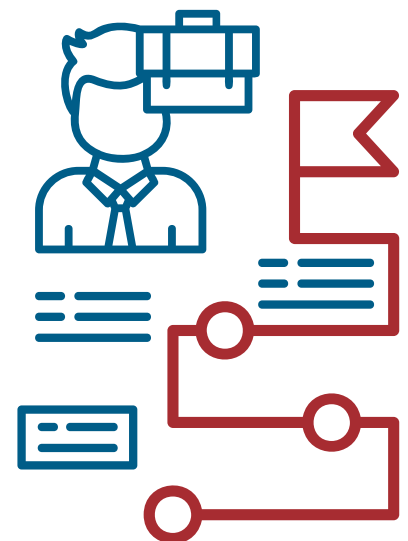
**New digital systems** are streamlining how jobseekers report on their job-seeking activities, improving both motivation and accountability and career counselling support.



**Improved Skills Needs Assessments** now guide education providers, jobseekers, and policymakers.

#### Guidelines for Case Management Approach

support career counsellors and other professionals in Albania's employment service by enabling a structured, client-centered, and collaborative approach that empowers beneficiaries through personalized approach and participation in decision-making.



These changes are embedding evidence-based policy and decision-making processes in Albania's labor market and ensuring vulnerable groups are better supported through digitalization of services and case management approach.

## GREENING ALBANIA'S CONSTRUCTION SECTOR

Albania is becoming a hub for sustainable building practices.



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**GBC Albania established and operationalised:** Statute and governance structures formalised, business and strategic plans developed, board members trained through DGNB (German Sustainable Council) ToT, membership packages launched and successful launch event held (34 participants, 62% women), alongside a youth and women online forum (30 participants, 67% women), demonstrating early market traction and inclusive outreach.

**150+ professionals from construction companies upskilled at the Knauf Regional Training Center**, while **RETScreen training is now embedded at the Polytechnic University of Tirana**, reaching 200+ students each year.

What's next? Building on its formal establishment, GBC Albania will strengthen its role as a body for sustainable construction by expanding advocacy efforts, deepening engagement with public institutions, engaging with the relevant industry actors and advancing toward DGNB authorisation. At the same time, continued collaboration with industry partners and academia will further scale professional upskilling, leveraging the Knauf training pipeline and the improved RETScreen programme at the Polytechnic University of Tirana to consolidate Albania's position as a growing hub for sustainable building practices.

## DIGITAL SKILLS AND FREELANCING

Through innovation platforms, RECONOMY is supporting Albanian youth and women to access digital jobs and income.



The **TalentsLink** platform, launched by Innovation Management Academy Albania, has already engaged 201 companies, generating CHF 2.2 million in new income for 666 youth and women, and CHF 851,883 in private sector co-investment.

**KUDO Accounting** trained 213 people on digital accounting tools, with 91% increasing their income — together generating CHF 277,980 in additional earnings and mobilized CHF 1,041,650 in private sector investment.

With TalentsLink expanding into North Macedonia, Albania is emerging as a regional hub for vetted digital talent and green freelancing services.

## ALBANIA'S OUTSOURCING FUTURE

Albania is consolidating its role as a leading player in the regional outsourcing and digital services sector.



**ABSL Albania**, the country's first BPO-ICT industry association, produced the first regional sectoral report covering Albania, Kosovo, and North Macedonia — strengthening the evidence base for investment promotion and policy dialogue.



ABSL Albania partners with the Government of Albania on BPO-related policies and investment promotion, positioning the country as an attractive destination for foreign investors.



The intervention has contributed to **60+ individuals increasing their income**, while mobilizing **over CHF 150,000 in private-sector investment** within the outsourcing market.

Albanian startup support organizations within the **Western Balkan Startup Alliance (WBSA)** engaged **133 individuals and 35 businesses**, contributing to **CHF 103,000 in increased income** and approximately **CHF 150,000 in investments mobilized** within the startup ecosystem.

Together, these efforts are strengthening Albania's institutional capacity, mobilizing private investment, and reinforcing its position within the regional outsourcing and innovation landscape.

## TOURISM WITH A REGIONAL EDGE

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



**More than 330 Albanian tourism service providers were integrated into the route** through the upgraded Nav Pack 3.0 app.

**Around 1300 cyclists have used or planned to use the trail**, generating income for rural households and businesses.

**Almost 90 local businesses have reported additional revenue (627,000 CHF) and 114 people generated additional income due to influx of cyclists as a result of TDR route.**

**26 jobs were generated and total investments in the country are estimated at more than 170.000 CHF.**



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

