

RECONOMY in Armenia

RECONOMY is supporting Armenia to unlock new opportunities for youth and women by transforming investment markets, green construction, textiles, tourism, and digital innovation. From pioneering financial instruments to embedding energy efficiency and circular models, Armenia is showing how systemic changes can drive inclusive and sustainable growth, while connecting to regional and international markets.



FOSTERING ENTREPRENEURIAL ECOSYSTEMS



Armenia is pioneering new ways to mobilize investment and support businesses.



Power Consulting Days, implemented with BDO Advisory Armenia, engaged 70 businesses to explore alternative investment tools, projected to mobilize CHF 462,000 in private investment and create 308 new jobs.



IDBank is developing ID Distributor, a digital factoring and QR-based payment platform, expected to mobilize CHF 8 million in loans for 1,320 SMEs and create 1,000 new jobs.



The **IRIS Business Incubator** launched Armenia's first paid acceleration program, paired with a revolving fund projected to support 25 businesses, CHF 210,000 investment, and 200 new jobs.



The **Mantashyants. invest platform** will be launched to match over 700 businesses with investors from 17 countries set to increase annual investments in the Armenian companies by \$4,000,000 annually.



With UGlobally and UATE, RECONOMY is bringing European investors and media to *DigiTec Expo 2025*, positioning Armenia as a regional digital innovation hub.

These initiatives are embedding investment knowledge, expanding financial tools, and connecting Armenian businesses to international partners.

BUILDING ENERGY-EFFICIENT ARMENIA

Armenia is advancing systemic solutions in energy-efficient construction and renovation.



19,263
people and
2870
businesses

engaged, with 5,875
people increasing
their income
(CHF 1,157,025).



National Polytechnic University of Armenia developed an energy audit course expected to become mandatory for buildings, while also launching an Energy Hub.



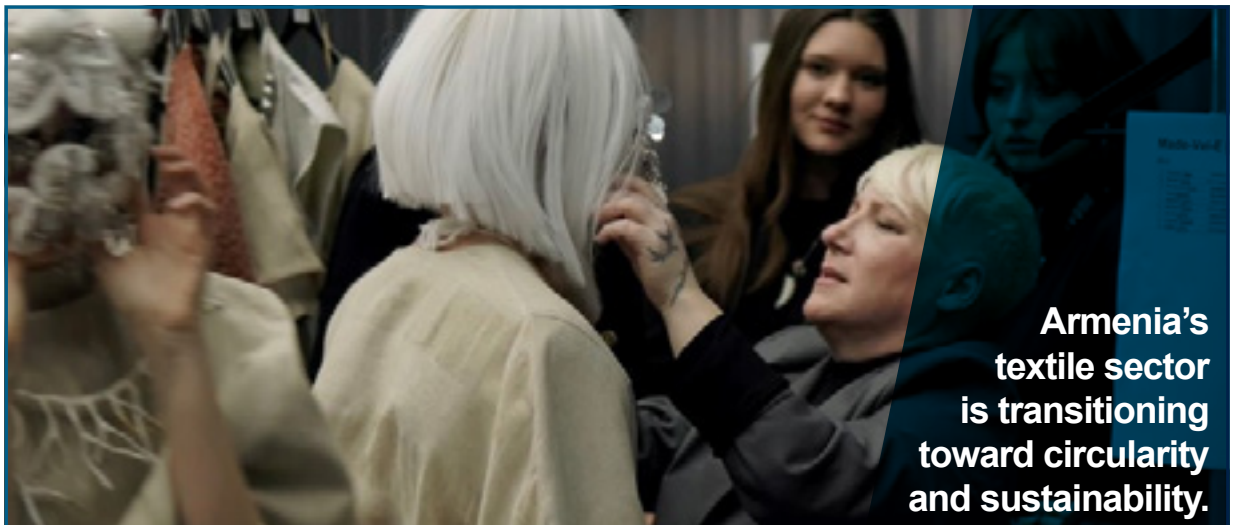
Arhest Vocational Center introduced courses in welding, plasterboard, electrical, and solar installation, training 635 people.



Job.am integrated green job filters and organized job expos, while **Midea** and the **WiCE network** introduced professional training and women's leadership in climate and energy.

These systemic efforts are embedding green curricula, strengthening labor intermediation, and building policy frameworks that will anchor Armenia's green transition.

GREENING TEXTILES AND APPAREL



Armenia's textile sector is transitioning toward circularity and sustainability.

1,658
people and
15
businesses

engaged in circular economy initiatives, creating 352 new jobs and CHF 70,173 in additional income.

417
people

improved their skills through training in zero-waste design, eco-design, upcycling, and denim recycling.

Partnership with Open Trade Gate Sweden is supporting Armenia's apparel exports to EU and US markets.

By embedding circular practices into university curricula and business services, Armenia is building long-term competitiveness in textiles and apparel.

TOURISM WITH A REGIONAL EDGE



Armenia is increasingly promoted as a regional adventure tourism destination through strengthened local service ecosystems and improved regional linkages.

- | Hosted a **regional FAM tour** in Tavush, Lori, and Syunik, leading to a trilateral MoU with Georgia and Moldova on joint product development.
- | **LikeLocal** integrated 69 hosts, facilitating 21 new partnerships and benefiting 61 community-based providers.
- | **Armenian Tourism Federation trainings** reached 32 people (31 women, 20 youth), generating CHF 4,984 in revenue.
- | The **Tourism Committee** co-designed prototype dashboards for data-driven promotion and performance monitoring.
- | TransCaucasian Trail will be launching and promoting the trilateral and bilateral hiking trails between Armenia, Georgia and Azerbaijan.

With policy advocacy on VAT reform and international events like the Adventure Travel Show, Armenia is anchoring its role in regional and global tourism markets.

DIGITIZING SECTORS FOR COMPETITIVENESS

Armenia is embedding digital innovation across agriculture, manufacturing, and tourism.

1,403 people increased their income through digital agriculture and finance tools, with 10 new jobs created.

SkyAgro expanded drone services to reduce chemical use and improve crop yields.

Farm Credit Armenia and **RuralCoop** advanced digital finance tools for farmers.

A **Creative Fab Lab** was launched, giving entrepreneurs and students access to prototyping, green technologies, and the global Fab Lab network.

116+ women and youth received training in green and digital skills, boosting employability.



These innovations are laying the groundwork for scaling digital services into new sectors such as energy, infrastructure, and public services.

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

