

## RECONOMY in Azerbaijan

RECONOMY is supporting Azerbaijan to build green and inclusive economies by strengthening skills in energy-efficient construction and connecting the country to regional tourism markets. Through modern training centers and cross-border cooperation, Azerbaijan is laying the foundations for sustainable jobs, community-based tourism, and systemic growth in the South Caucasus.



### BUILDING ENERGY-EFFICIENT AZERBAIJAN



Azerbaijan is embedding systemic solutions in energy-efficient construction and renovation.



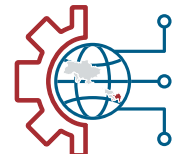
A modern **training center** is in the process of establishment, fully equipped with advanced technology for hands-on energy-efficient skills training.



**Training of Trainers** sessions have created a pool of skilled instructors following gender and inclusion guidelines.



**Curricula aligned with market needs are being developed**, with pathways to internships and job placement through sectoral companies.



**Public awareness campaigns and digital promotion** are planned to highlight career opportunities in energy efficiency, while consumer incentives (e.g., Midea product bonuses) will drive adoption of green solutions.

| Around **200 individuals** from the target group were engaged |

Building on the foundations established, the next phase in Azerbaijan will focus on operationalizing the training center, rolling out market-aligned curricula through trained instructors, and strengthening pathways to employment.

## TOURISM WITH A REGIONAL EDGE

Azerbaijan is joining forces with Georgia and Armenia to develop the first **trilateral Transcaucasian Trail (TCT)**.

**Preparations are underway to connect Azerbaijani routes with regional networks**, engaging local small and medium enterprises and service providers in community-based tourism.

The initiative will create new income opportunities in rural areas while anchoring the trail in local ownership and management.



Future potential lies in bundling the TCT with cultural and adventure packages, replicating the model to other Azerbaijani regions, and integrating local small and medium enterprises into international tourism value chains.

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

