

RECONOMY in Bosnia and Herzegovina

RECONOMY is facilitating Bosnia and Herzegovina to unlock new opportunities for youth and women by transforming how markets, institutions, and businesses work. From digital jobs and outsourcing to green construction and transport, systemic models in BiH are creating better prospects locally while contributing to learning and replication across the Western Balkans.



CONNECTING PEOPLE TO JOBS

BiH Agency for Labor and Employment and Public Employment Services in BiH, supported by RECONOMY and the Swedish Public Employment Service, have strengthened their role in implementing active labor market policies and connecting people to work.

Implementation of case management approach in work with vulnerable groups supports career counsellors and other professionals in Kosovo's employment service by enabling a structured, client-centered, and collaborative approach that empowers beneficiaries through personalized approach and participation in decision-making.



Over
3,500

job placements abroad were facilitated in 2025 through the Agency's improved database/system for vacancies intake and requests for clearance of work permits' related documentation.



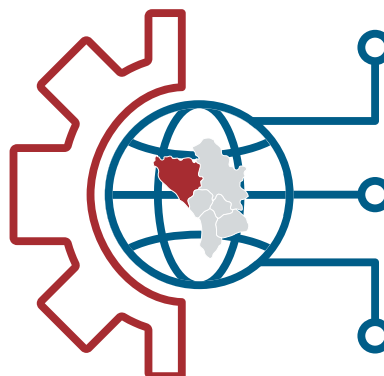
Over
2,200

employers participated in the LM analysis conducted by PESes in BiH, contributing to improved labor market data through new methodologies and methods of data presentation.



Streamlined digital tools and modernized websites improved job-matching and user access, particularly for young people, paving the way to development of new platforms to enhance job-matching and job counselling services.

An ICT/BPO job profiles platform and database was developed, featuring over **50 job** profiles, providing information on required skills and profiles in the ICT/BPO sector to job seekers and enabling PES officials to better respond to skills demand and thus improve job matching processes.



15 career counsellors are trained on how to apply the case management approach when providing support to vulnerable job seekers. Case management approach enables a structured, client-centered, and collaborative approach which empowers beneficiaries through personalized approach and participation in decision-making.

These systemic upgrades are embedding evidence-based employment practices and forging stronger links between public institutions and private employers.

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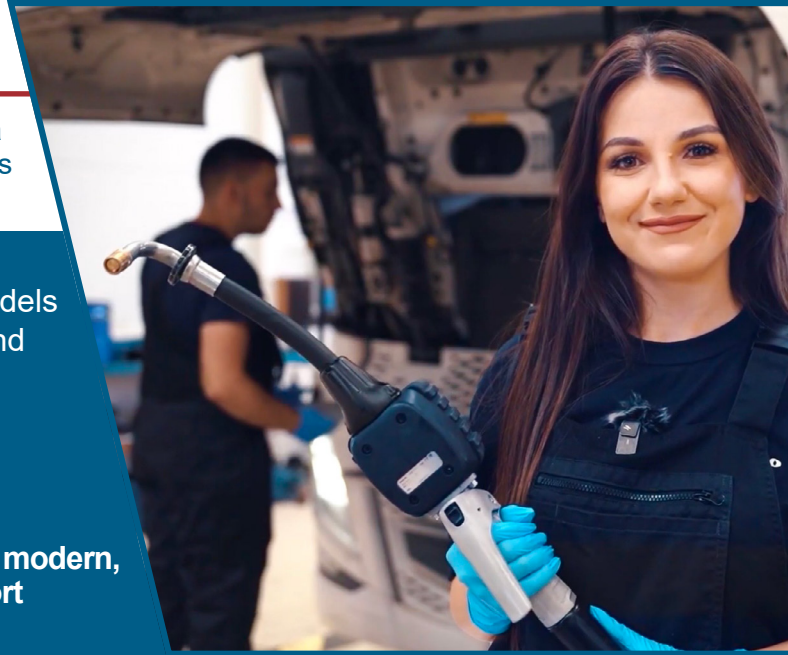
TRANSPORT AND LOGISTICS WITH A FUTURE

Bosnia and Herzegovina is helping shape a modern transport and logistics sector across the Western Balkans.

National qualification standards were developed based on new regional models co-designed with the private sector and Volvo Group experts.

Dialogue platforms with nine leading companies aligned training with labor market needs.

Schools are being prepared to deliver modern, practice-oriented curricula for transport professions.



Looking ahead, the adoption of e-CMR and other digital solutions will simplify cross-border operations, while institutionalized standards will ensure the sector stays aligned with employer demand and continues generating skilled jobs for young people.

BOSNIA AND HERZEGOVINA'S OUTSOURCING DRIVE

Through the Association of Business Service Leaders (ABSL BiH), Bosnia and Herzegovina is positioning itself — and the wider region — as a coordinated and competitive outsourcing hub.

ABSL BiH led the establishment of **ABSL Serbia** and the regional umbrella **ABSL Western Balkans**, headquartered in Sarajevo, anchoring structured industry cooperation at both national and regional levels.

Regional institutional strengthening has already generated tangible financial leverage:



CHF 53,787 in ABSL BiH/Serbia/WB revenues linked to RECONOMY-supported activities



CHF 21,408 in additional private-sector spending for participation in the 2025 ABSL Western Balkans Conference



Significant in-kind contributions from ABSL Serbia (CHF 21,715) and ABSL BiH/WB (CHF 42,599), demonstrating growing ownership and co-investment

The first Regional BPO Conference in Sarajevo convened **205+ representatives** from companies and public institutions, with more than **20 companies actively engaged** in the agenda. Global players including Concentrix, DDC, Transcom, Manpower, and Bosch participated — strengthening the region's international visibility.

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ABSL Serbia and ABSL Western Balkans were launched with full business plans, digital platforms, and structured membership drives, already securing new members and expanding industry representation.

The first-ever **Western Balkans BPO Report** is being finalized, providing credible regional data to support investment promotion and policy advocacy.

ABSL Western Balkans, together with ABSL BiH, now coordinates weekly exchanges with national chapters, aligning priorities, sharing data, and jointly developing new regional initiatives — addressing the previous fragmentation of sector representation across the Western Balkans.

With ABSL Western Balkans in place and Sarajevo as its regional hub, Bosnia and Herzegovina is emerging as a strategic anchor for regional cooperation, investor engagement, and the creation of modern, high-quality jobs in ICT and BPO.

DIGITAL SKILLS AND INNOVATION

RECONOMY is advancing digital opportunities in BiH, helping young people and entrepreneurs access the future of work.



KUDO Accounting trained 33 people in BiH, all of whom increased their income, collectively earning CHF 75,660 and attracting CHF 88,700 in private co-investment.

The **Western Balkan Startup Alliance (WBSA)** engaged 260 individuals and 103 startup companies in BiH to strengthen the startup and gaming ecosystem, resulting in 160,000 CHF in increased income and around 235,000 CHF investments in the startup ecosystem.

Bit Alliance, the association of IT companies in BiH, developed a two-year growth strategy for gaming, engaging five companies, two universities, and two NGOs, and contributing to regional gaming events like Shift2Games and Playing Narratives.

These efforts are building a sustainable digital ecosystem where training, innovation, and entrepreneurship drive income and growth.

GREENING BOSNIA AND HERZEGOVINA'S CONSTRUCTION SECTOR



The Green Building Council BiH (GBC BiH) is leading the way in sustainable construction.

GBC BiH became an accredited partner of the German Sustainable Building Council (DGNB) — a milestone for international certification in BiH

139 individuals report income increases as a direct result of applying new green construction skills, alongside over CHF 350,000 mobilised in investments toward green practices

What's next? GBC BiH plans to scale up training, networking, and advocacy while sustaining operations through membership fees and certification services. This systemic anchoring ensures that green jobs and energy-efficient renovation will continue expanding well beyond donor funding.

TOURISM WITH A REGIONAL EDGE

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



Around 300 BiH tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

More than 1500 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 240 local businesses have reported additional revenue (1 mil. CHF) and 125 people generated additional income due to influx of cyclists as a result of TDR route.

52 jobs were generated and total investments in the country are estimated at more than 1 mil. 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 Bosnia and Herzegovina but across the region, amplifying impact and building a greener, more inclusive economic future.

