

RECONOMY in Kosovo

RECONOMY is facilitating Kosovo to unlock new opportunities for youth and women, including disadvantaged groups, by transforming the way markets, businesses, and institutions work. From digital jobs to green construction, from tourism to circular economy, Kosovo is showing how innovation and partnerships can change lives and create lasting prosperity. This work connects to RECONOMY's wider regional strategy in the Western Balkans, where systemic models tested in Kosovo are contributing to regional learning and replication.



CONNECTING PEOPLE TO JOBS

Kosovo Employment Agency (EARK), supported by RECONOMY and the Swedish Public Employment Service, has strengthened its role in implementation of active labor market policies and connecting people to work.

The SuperPuna platform, owned and sustained by Kosovo's Employment Agency, is now upgraded and fully integrated, enabling easier access to information and connecting young people and employers. 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.



3,758

job placements for young people were facilitated in 2025, with RECONOMY support.



20

career counsellors are trained on how to apply the case management approach when providing support to vulnerable job seekers.



Employers now benefit from faster and more efficient access to information and job-matching services.

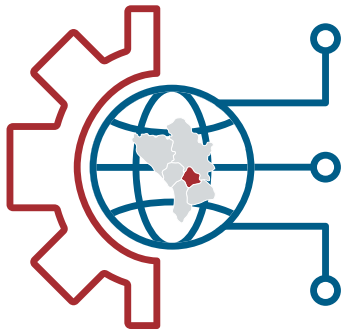
With collaboration from the Swedish Public Employment Service, this systemic shift is helping institutionalize inclusive labor market practices and streamline implementation of active and passive labor market measures.

KOSOVO'S DIGITAL FUTURE

The outsourcing industry is among the fastest-growing sectors in Kosovo. RECONOMY supported the establishment of the **Association of Business Service Leaders (ABSL) Kosovo** — the country's first industry association for BPO and ICT companies. Owned by its members, ABSL Kosovo is building structured industry representation and long-term sector sustainability.

ABSL has promoted its services to **25+ BPO companies**, with **8 companies already members or in advanced negotiations**, including larger firms such as Concentrix, Evromarket, and Baruti.

Key progress includes:



- Promoting Kosovo to foreign investors through the ICT/BPO country report and national value proposition
- Launching a survey to identify business growth needs and shape advocacy priorities for 2026
- Organizing meetups to expand membership and visibility
- Establishing partnerships with public and private actors, including KIESA
- Strengthening institutional capacity through a structured business plan

Together, these efforts position Kosovo as an emerging outsourcing destination with coordinated private-sector leadership.

STARTUP ECOSYSTEM

Startup support organizations within the **Western Balkan Startup Alliance (WBSA)** engaged **281 individuals and 190 businesses**, contributing to:



CHF 132,000
in increased
income
through new
employment

CHF 280,000
in investments
mobilized
within the startup
ecosystem

These interventions are strengthening Kosovo's digital economy by mobilizing private investment and creating income opportunities for youth and entrepreneurs.

TOURISM WITH A REGIONAL EDGE

Kosovo is part of TransDinarica, the Western Balkans' first regional cycling tourism route. With RECONOMY's support, Kosovo's route was mapped on the ground and the entire Western Balkan trail digitized, giving cyclists worldwide easy access through modern navigation tools, creating new opportunities for local communities along the way while enhancing regional tourism development.



More than 120 Kosovo tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.



More than 930 cyclists have used or planned to use the trail, generating income for rural households and businesses.



Almost 30 local businesses have reported additional revenue (140,000 CHF) and 55 people generated additional income due to influx of cyclists as a result of TDR route.

40 jobs were generated and total investments in the country are estimated at more than 200,000 CHF.

A pioneering partnership with VISA and local banks initiated, aimed at advancing financial inclusion in Kosovo. In particular, the initiative will mobilize the Banks of the second level to introduce Tap-to-Phone digital payment technology (SoftPOS) in rural tourism MSMEs, including those along the TransDinarica cycling route. This innovation will enable even the smallest guesthouse, café, or agritourism provider to accept secure card payments through a simple smartphone, helping local entrepreneurs integrate into the digital economy.

BUILDING ENERGY-EFFICIENT KOSOVO

Kosovo is transitioning toward green construction, with institutional ownership ensuring sustainability.



The **Kosovo Green Building Council (KGBC)**, established with RECONOMY's support, is embedding internationally recognised green building standards adapted to Kosovo's market context. Through its certification, advisory, and networking functions, KGBC is enabling small and medium enterprises to adopt sustainable construction practices, improve energy efficiency, and strengthen their competitiveness in emerging green markets.

As a result of KGBC-supported activities, 41 individuals report income increases linked to the implementation of green practices. In parallel, CHF 26,829 in private sector investment has been mobilised, while over CHF 6,000 in revenue has been generated through membership fees, signalling early financial sustainability. KGBC currently counts 12 active members.

53 professionals from Kosovo were trained at the **Knauf Regional Training Center** and are already applying their new skills to boost their income and career opportunities (2024–2025).

These systemic efforts are setting the foundation for a green jobs' revolution in construction.

DIGITAL SKILLS FOR THE NEXT GENERATION

RECONOMY is supporting digital opportunities through training, freelancing, and innovation, with sustainability embedded in local training providers and platforms.



KUDO Accounting: 769 trained, of whom **615 secured jobs or freelance work**, generating CHF 1,590,450 in additional income (2023–2025). The private enterprise behind the platform, Melita & Partners, engaged 59 businesses, mobilizing more than CHF 3 million in co-investment.

Growzillas Academy: 604 individuals were trained in digital marketing and design; **600 are now employed or freelancing**, generating CHF 681,046 in new income. In parallel, Growzillas engaged 53 businesses, resulting in CHF 522,904 in co-investment.

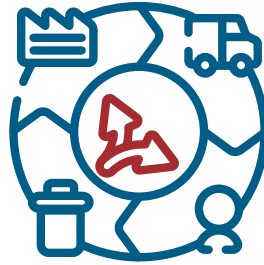
Next Gen Networks: Kosovo's first 5G training platform trained 82 individuals; 68 secured jobs or freelance work, earning CHF 229,620 in additional income.

The TalentsLink platform, managed by the Innovation Management Academy of Albania (IMAA) is a new provider of labor market intermediations services that has successfully entered the Kosovo market. IMAA has expanded its TalentsLink platform to Kosovo with 21 business clients generating 254,500 CHF of investment and 352,000 of additional revenues, and 42 individuals with increased income of 88,200 CHF.

FIRST STEPS IN CIRCULAR ECONOMY

Kosovo is on its circular economy journey, supported by institutional partnerships that ensure systemic impact.

In collaboration with the Chamber of Commerce of Kosovo, alongside the other Western Balkans Chambers and the Institute for Research in Environment, Civil Engineering and Energy (IECE), **Kosovo helped establish the first regional Western Balkans Circular Economy Hub.**

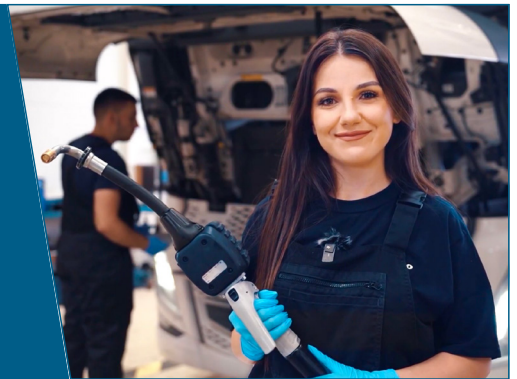


The Hub, supported by the Swedish Platform for Circular Economy – Cradelent and based on the Nordic Circular Hotspot model, not only raises awareness but also drives concrete joint initiatives, fosters collaboration, and accelerates the adoption of circular solutions across the region

What's next? These efforts are preparing small and medium enterprises to **shift from linear to circular models**. The opportunity is especially strong for **young entrepreneurs**, who are ready to turn sustainability into a competitive advantage, building businesses that are both profitable and planet friendly.

TRANSPORT & LOGISTICS: THE ROAD AHEAD

Kosovo education experts played an active role in co-designing a regional training program in mechatronics for heavy-duty vehicles, developed in partnership with Volvo Group. Their input ensured the curriculum is aligned with local labor market needs while meeting international standards, preparing young professionals with the skills required by leading transport and logistics companies across the Western Balkans.



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

