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RECONOMY in Montenegro

RECONOMY is supporting Montenegro to build inclusive digital and green economies, creating new opportunities for youth, women, and entrepreneurs. From digital agriculture to green construction, systemic models tested in Montenegro are helping shape more sustainable and competitive markets across the Western Balkans.

DIGITAL ENTREPRENEURSHIP AND AGRICULTURE

Montenegro is fostering a new generation of entrepreneurs and farmers through digital platforms and business associations.

3,732
individuals and
384
businesses
engaged in entrepreneurship and agriculture initiatives

399
people increased their income
and
367
secured jobs,
while private sector actors invested CHF 273,219 and generated CHF 181,000 in revenues.

The **Union of Young Entrepreneurs of Montenegro (UYEM)** expanded its services to legal, financial, and marketing support, while **Seljak.me** became the leading digital platform linking farmers directly with consumers.

Montenegro's **three WBSA (Western Balkans Startup Alliance) members** (Digital Den, IEC Tehnopolis, Science and Technology Park) supported 149 startups to date, strengthening regional innovation.

Learn more at www.reconomyprogram.com

RECONOMY in Montenegro

GREENING MONTENEGRO'S CONSTRUCTION SECTOR

Montenegro is embedding energy efficiency and green construction into its built environment.

The **Green Building Council Montenegro (GBC MNE)** has been formally established, with membership outreach.

In partnership with the **Chamber of Engineers of Montenegro**, and alongside counterparts in North Macedonia and Serbia, a **regional technical specification was developed for a CPD e-learning platform on energy efficiency.**

Looking ahead, GBC MNE will expand services such as trainings, networking, and advocacy to strengthen national standards and policies. Sustainability will be anchored in membership fees, paid trainings, and sponsorships, ensuring systemic growth of green jobs and practices.

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

Learn more at www.reconomyprogram.com

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