



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 strengthening entrepreneurship and agriculture through digital platforms, business associations, and regional innovation networks.

Youth Entrepreneurship

The Union of Young Entrepreneurs of Montenegro (UYEM) supported **254 individuals and 251 businesses**, enabling **158 entrepreneurs to increase income by CHF 504,810** and contributing to **105 employment outcomes**. The intervention generated **CHF 139,618 in new revenues** and facilitated **CHF 160,160 in additional market value** through improved advisory services and business linkages, while **54 individuals enhanced their entrepreneurial skills**.



Digital Agriculture

Sejla.me is expanding digital market access for farmers and agri-entrepreneurs.

- 3,320 individuals engaged, with 335 increasing income (CHF 45,644)
- 280 employment outcomes supported
- CHF 160,751 in revenues generated

With over **441,000 total users** and strong regional reach, Sejla.me is positioning Montenegro as a digitally connected agricultural market.



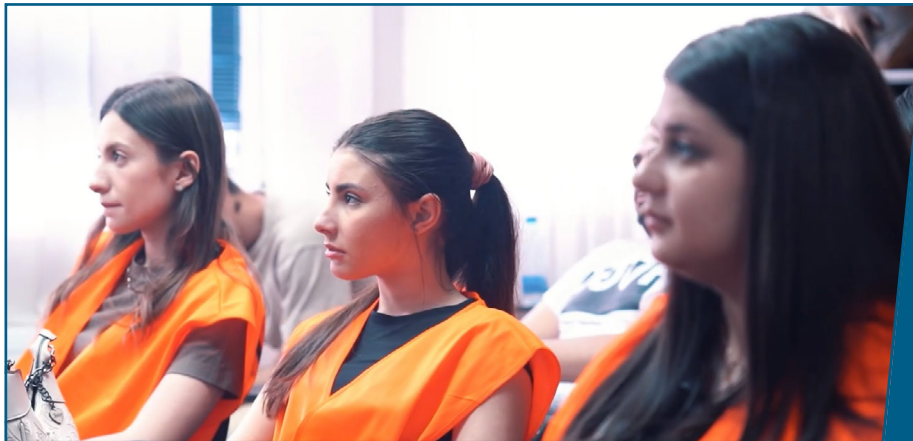
Startup Ecosystem

Montenegro's three **Western Balkan Startup Alliance (WBSA)** members — Digital Den, IEC Tehnopolis, and the Science and Technology Park — supported **504 individuals and 218 startups**, creating **20 jobs**, generating **CHF 360,000 in increased income**, and mobilizing **CHF 870,000 in investments**.

What's Next?

Efforts will focus on expanding advisory services, strengthening investor connectivity, and scaling digital market access — ensuring sustainable growth of Montenegro's entrepreneurial and agricultural ecosystems.

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.

TOURISM WITH A REGIONAL EDGE

Montenegro is an active part of **Trans Dinarica**, the Western Balkans' first regional cycling tourism route



130 Montenegro tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

Around 1300 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 190 local businesses have reported additional revenue (520,000 CHF) and 17 people generated additional income due to influx of cyclists as a result of TDR route.

12 jobs were generated and total investments in the country are estimated at more than **1.3 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 Montenegro but across the region, amplifying impact and building a greener, more inclusive economic future.

