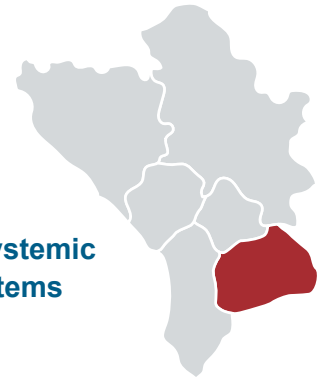




## RECONOMY in North Macedonia

RECONOMY is supporting North Macedonia to unlock new opportunities for youth and women by transforming markets, institutions, and businesses. From transport and logistics to startups, gaming, outsourcing, energy efficiency, and tourism, systemic initiatives in North Macedonia are building stronger local ecosystems while contributing to replication across the Western Balkans.



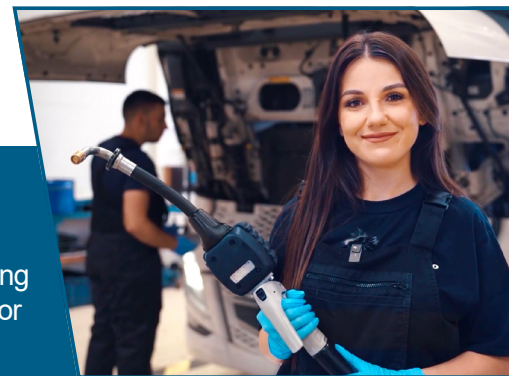
### TRANSPORT AND LOGISTICS WITH A FUTURE

North Macedonia is shaping the skills of tomorrow's transport and logistics workforce.

Regional qualification standards, developed with Volvo and local companies, are being adapted to national needs.

One VET school engaged, with three teachers trained and CHF 1,500 co-financed for equipment.

Private sector dialogue is strengthening curricula and ensuring training reflects labor market demand.



What's next? The adoption of e-CMR and digital solutions will modernize cross-border logistics, while systemic standards and curricula institutionalization will ensure long-term alignment with employer needs.

### STARTUPS, GAMING, AND FREELANCING

North Macedonia is emerging as a hub for digital entrepreneurship and gaming.



#### Startup Ecosystem Strengthening

##### Western Balkan Startup Alliance (WBSA)

headquartered in Skopje expanded to 17 member organizations, including 3 Macedonian startup support institutions (tech park, accelerator, innovation lab).

**201 individuals and 146 startups engaged** across support programs and regional collaboration platforms.

**26 individuals increased income (CHF 150,000+) and 9 new jobs created.**

**CHF 340,000 mobilized in investments**, strengthening the Macedonian startup ecosystem and regional capital flows.

# RECONOMY in North Macedonia

## Gaming Industry Institutionalization



Establishment and strengthening of the **Macedonian Union of Games Industry (MUGI)** as the national representative body (14 member companies).



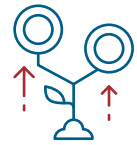
Launch of the **first Annual Gaming Report**, positioning North Macedonia within the regional gaming market.



Implementation of the **“Passion for Profession”** education program and the first national Games Accelerator.



**2,059 youth and women engaged**, with **36 employments created**.



**CHF 160,000 additional investments mobilized**, reinforcing the gaming ecosystem’s growth trajectory

## Freelancing & Digital Income Pathways



**KUDO** trained **31 individuals (60% women)** in digital accounting and freelance-relevant skills.

**CHF 97,400 in increased income generated**, with **CHF 187,800 mobilized in private-sector investment**.

Skopje hosted the **2nd Freelancing Conference (150+ participants)**, strengthening ecosystem visibility and peer learning.



**Innovation Management Academy of Albania** introduced TalentsLink as a new labor-market intermediary in North Macedonia:

- 7 business clients secured
- CHF 102,250 investment mobilized
- CHF 117,000 increased company revenues
- 28 individuals with CHF 84,000 increased income

## Systemic Positioning



New industry associations and platforms institutionalized, strengthening **ecosystem governance and advocacy capacity**.



Cross-border collaboration embedded within startup and gaming models, enhancing **regional integration and replication potential**.



Private-sector co-investment and revenue generation demonstrate **early signs of sustainability beyond donor support**.

With new business models, stronger advocacy, and cross-border ties, North Macedonia is positioning itself at the heart of the regional startup and gaming ecosystem.

## NORTH MACEDONIA'S OUTSOURCING DRIVE

The **Association of Business Service Leaders North Macedonia** (ABSL North Macedonia) is advancing the country's BPO/ICT industry.



Produced the first national Business Outsourcing Service Providers Report (50 companies surveyed), informing policy dialogue and investment promotion.



Launched a website and organized industry meet-ups.



Secured partnerships with public and private stakeholders.



Acquired three new members and strengthened integration into regional ABSL initiatives.

The first Global Digital City in Tetovo connected 23 companies with 100+ students, facilitating employment pathways and expanding digital opportunities beyond Skopje.

North Macedonia is positioning itself as an emerging outsourcing destination ready to generate quality jobs for youth and women.

With membership expansion and integration into regional ABSL initiatives, ABSL North Macedonia is positioning the country as an attractive outsourcing destination, ready to create modern jobs for youth and women.

## TOURISM WITH A REGIONAL EDGE

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



**220**  
new Macedonian tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

Around **1000**  
cyclists have used or planned to use the trail, generating income for rural households and businesses.

Almost **50**  
local businesses have reported additional revenue (215.460 CHF) and 95 people generated additional income due to influx of cyclists as a result of TDR route.

**70**  
jobs were generated and total investments in the country are estimated at more than 520.000 CHF.

Supported branding initiatives targeting Asian (including South China and SAR Hong Kong) and Nordic Markets (Roadshows in Stockholm, Copenhagen, Oslo and Helsinki).

## GREENING NORTH MACEDONIA'S CONSTRUCTION SECTOR



Energy efficiency is becoming a pillar of North Macedonia's construction industry.

The **Knauf Regional Training Center** trained 528 workers, students, and engineers, with 80+ reporting increased income.

**Solar Macedonia's RETScreen program** created a cadre of clean-energy practitioners, with trainees already benefiting financially, as trained trainers developed capacities of additional 37 trainees.

The **Green Building Council North Macedonia (GBC MKD)** was established to advance sustainable construction and connect to international standards.

Together with the Chamber of Architects and Engineers, a **regional e-learning platform is being developed** for continuous professional development.

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



## EDGD



**EDGD** strengthened collaboration across the recycling value chain, and continued efforts to formalise informal waste collectors.

The Empowering the Disadvantaged through Green and Digital (EDGD) project has an environmental rationale, as it seeks to reduce pollution, greenhouse gas emissions, and energy poverty in the region. It aims to create economic opportunities for marginalized groups and expand its impact across the Western Balkans while addressing common waste management constraints and economic challenges.

Through strategic collaboration on waste collection and purchasing, two partner companies leveraged significant additional private investments to strengthen their operational capacities. One company invested approximately EUR 255,000 in new equipment. The other invested around EUR 325,000 in a new operational location (EUR 300,000) and additional equipment of EUR 25,000. Its income increased from CHF 2.2 million in 2024 to CHF 2.7 million in 2025, marking a growth of CHF 500,000. These expansions also generated positive spillover effects across the supply chain, engaging around 60 new suppliers (e.g. plastic bags, jumbo bags, promotional materials).

The Western Balkans Circular Economy Hub established a regional platform for knowledge exchange and partnerships. In 2025, the WBCEH was formally established in cooperation with Chambers of Commerce across the Western Balkans to meet growing private-sector demand for support in the green and circular transition. With support from Cradlenet, the Hub adapted Nordic good practices to the regional context and positioned itself as a regional platform for knowledge exchange and private-sector engagement. It delivered 5 regional events, 9 thematic sessions and 6 member meetings, reaching over 100,000 people. Within eight months, it grew to more than 2,000 LinkedIn followers and over 100 members. The Circular Economy Awards 2025 recognised leaders across seven categories, while at least 8 companies received direct support to adopt circular economy solutions.