

## Project Brief

# Navigating the Road Ahead: Creating Shared Values through Market Systems Development in Ukraine



📍 Geographical focus: **Ukraine**

📅 Period of implementation: **2026 - 2029**

## Project Overview

Implemented by Helvetas with Volvo Group and Sida under RECONOMY, this project addresses critical skills shortages and structural barriers in Ukraine's logistics, transport, and construction sectors, by offering a market-system-based intervention that aligns vocational education, private sector demand, and institutional reform. Through a combination of formal and non-formal training, capacity building, and private-public collaboration, it targets improved employment opportunities, especially for women, youth, internally displaced persons (IDPs), veterans, and other disadvantaged groups.



## Target Group

- ▶ Unemployed or underemployed youth (18–34), urban and rural
- ▶ Women, especially those disadvantaged by traditional norms or systemic barriers
- ▶ Other disadvantaged or excluded groups facing systemic marginalization

## Development Model

### Workforce Development

- ▶ Modernized VET curricula in **automation, digital logistics, mechatronics**
- ▶ Delivered by key VET institutions with **private-sector input**
- ▶ **Internships, apprenticeships, and job placements** for practical skills
- ▶ **Targeted inclusion** of youth, women, IDPs, and veterans **Career guidance and labor market information systems** strengthened

### Business Growth & SME Competitiveness

- ▶ **Improved access to finance** for technology upgrades and expansion
- ▶ **Digital tools and logistics platforms** to boost productivity
- ▶ **Mentorship and technology transfer** from large enterprises
- ▶ **Business networks and industry associations** provide market access

### Enabling Environment

- ▶ **Digitized licensing, customs, and tax procedures**
- ▶ Investments in **transport, warehousing, broadband, and digital logistics**
- ▶ **Policy coordination & anti-corruption measures** via multi-stakeholder platforms
- ▶ **Innovation, R&D, and AI-based logistics solutions** promoted

### Key stakeholders

- ▶ **VET institutions** – skills development
- ▶ **Private enterprises** – training, mentorship, technology
- ▶ **SMEs** – business growth and job creation
- ▶ **Public authorities** – policy, funding, reform
- ▶ **Industry associations** – coordination, services, advocacy

## Expected Impact & Results

- ▶ A significantly increased pool of **qualified, job-ready workers** in high-demand professions (mechatronics, logistics, maintenance, construction).
- ▶ **Improved employment rates and income levels** among target groups, with special emphasis on women, youth, IDPs, and veterans.
- ▶ Strengthened **SME capacity**, competitiveness, and capacity to grow/rescale.
- ▶ Enhanced **private–public collaboration**, aligning education/training supply with labor-market demand.
- ▶ Contribution to **green economic development** through training on modern, efficient technologies and supporting eco-friendly practices.
- ▶ Social inclusion, reduced inequality, and empowerment of marginalized groups through access to decent work.



### Expected results in numbers:



**1,000** individuals supported in acquiring market-relevant skills

**2,700** people benefiting from created or improved economic opportunities

**CHF 15 million** in private sector investment facilitated