

# Asset Factsheet

## From a Digital Platform to Digitalization



### Description of the asset:

To integrate jobseekers, including LTUs, into the labour market, the project developed MundesPlot, an online employability platform offering free access to labour market information, career guidance, and learning opportunities. To ensure sustainability, the project transitioned key modules to labour market actors like National Agency for Employment and Skills (NAES), Employment Agency of the Republic of Kosovo (EARK), and the Young Professional Network. This involved upgrading IT infrastructure and supporting promotional efforts to enhance digital delivery and outreach. Embedding these tools within existing institutions ensures jobseekers benefit from comprehensive digital services, facilitating their integration and promoting sustained digital innovation in employment services.

### CONTEXT

The digitalization of employment services in Albania and Kosovo presents transformative opportunities to address labour market challenges. Current job platforms mainly list openings but lack integration of key actors – jobseekers, employers, and service providers. To better support jobseekers, especially the long-term unemployed, digital solutions should offer career orientation, skills training, and virtual career counselling. However, digital tools alone are insufficient due to issues like digital illiteracy and limited internet access. A hybrid approach, combining digital and face-to-face support, is essential. Enhancing business models, IT infrastructure, and services will drive a more inclusive labour market and resilient

### DEVELOPMENT CHALLENGES

Bridging gaps in labour market information and services, especially for vulnerable jobseekers, is crucial. Many platforms lack integrated career guidance, skills development, and employment opportunities, impacting **SDG 8**. Strengthening these platforms requires technical upgrades and IT compatibility, supporting **SDG 9**. While digital solutions aim to close information gaps, they can widen the digital divide, challenging **SDG 10**. Many jobseekers face digital literacy and access barriers, necessitating a hybrid approach that combines digital tools with personalized support, aligning with SDG 4. These efforts foster a more inclusive labour market, promoting economic growth and reducing inequality.

### Title of the Project:

#### **Boost Employment**

Implemented by Swisscontact in Albania  
Funded by the Swiss Agency for Development and Cooperation (SDC), Medicor Foundation, Canton of Zurich and City of Zurich, among other donors.

### SHORT DESCRIPTION/OBJECTIVE

Improve labour market information and services digitally for the jobseekers for greater inclusion in the labour market.

**COUNTRY:** Albania and Kosovo

**IMPACT:** The integration of new employability platform modules is set to make a substantial difference for jobseekers, particularly for those in vulnerable groups who face added challenges. Once fully implemented, the platform will offer personalized job matching and targeted training to help an estimated 24,136 beneficiaries overcome employment barriers, improve job readiness, and build sustainable careers. By delivering a user-centred and accessible experience, the platform is expected to close employment gaps and strengthen the job stability of the target group, ultimately supporting long-term, quality employment in an evolving labour market.

## WHAT MAKES THE ASSET UNIQUE?

The asset's uniqueness lies in its comprehensive approach to enhancing employability through digitalized processes.

By strategically integrating with established labour market actors like NAES, EARK, and local NGOs, it ensures broader reach and long-term sustainability. This digitalization approach strengthens the capabilities of all labour market stakeholders, providing jobseekers with a more holistic support system that goes beyond traditional platforms.

By addressing diverse needs through streamlined digital processes, the initiative offers a forward-thinking solution to employment challenges.

## PARTNERS

The key partners are the National Agency for Employment and Skills (NAES), the Employment Agency of the Republic of Kosovo (EARK) and the Young Professional Network (YPN), a local NGO in Albania for the transfer of online modules. The project also collaborated closely with private sector actors to ensure that digital solutions are relevant to current industry needs and trends.

## POTENTIAL FOR REPLICATION

All steps of platform development can in principle be replicable, such as understanding access to employment services, analysing online services offered by other providers, and developing new products or services.

In addition, specific platform products or certain modules can also be replicated for labour market actors as is currently being done.

Furthermore, the adaptive management approach offers valuable insights for potential replications in other projects and interventions.

## TARGET GROUPS

All jobseekers (employed, unemployed or those who have not yet decided on their career path or those who want to change their careers, those who are interested to open their own business), employers and employment and skills development service providers.

## APPROACHED AND ACHIEVEMENTS

The project tackled the challenge of digitalizing labour market information (LMI) and services to create a more integrated and sustainable system for jobseekers. By adopting **a participatory approach**, the project **engaged key labour market stakeholders**, including public agencies, private sector actors, NGOs, and jobseekers, ensuring the platform addressed diverse user needs.

**A user-centered design** focused on delivering relevant features such as **self-assessment tools, automated job matching, e-learning, and personalized support resources**. The project successfully developed a comprehensive employability platform ready for testing by the end of 2022, reaching approximately 24,136 beneficiaries.

Additionally, **an adaptive management approach** allowed for flexibility, with mid-term reviews guiding shifts toward integrating selected platform tools into existing digital systems of partners like the Employment Agency of the Republic of Kosovo, the National Agency for Employment and Skills, and the Young Professionals Network in Albania.

This comprehensive strategy not only enhanced the digital offerings of these organizations but also ensured long-term sustainability and improved labor market services combined with in-person outreach, ultimately leading to higher job readiness and employment rates among participants.

## LESSONS LEARNT

### Strategy Level: Supporting market actors enhances sustainability and scalability in digitalization efforts

One important lesson is the value of supporting market actors – such as public institutions, private businesses, and civil society organizations - rather than replacing them with directly developed digital platforms. The **Market System Development (MSD)** approach focuses on empowering existing or potential market players to drive change within the labour market system. By strengthening these actors, projects can cultivate a resilient market structure capable of sustaining effective initiatives independently after project completion. This approach promotes scalability as market actors replicate successful practices, fostering innovation and competitiveness that ultimately enhance services for jobseekers.

Engaging a diverse range of actors ensures that digital products serve different market segments effectively, tailoring solutions to diverse user needs and contributing to a robust labour market ecosystem.

**Product Level: Digital solutions should consider the unique needs of long-term unemployed LTUs:** While web-based and mobile applications can increase efficiency in the labour market, another key lesson is that such tools may not fully meet the needs of long-term unemployed. LTUs often face challenges in navigating digital platforms, due to limited experience or confidence with technology. Additionally, restricted access to devices and stable internet can make it difficult for this group to engage with digital job search tools effectively. Studies also highlight that anxiety and low confidence with technology, may discourage LTUs from using these resources. To address these challenges, future initiatives should consider a balanced approach that combines digital tools with in-person support, ensuring that LTUs receive the guidance they need for meaningful engagement in the labour market.

## BENEFICIARY STORY

### Digitization in action: Transforming opportunities for youth

In the rapidly evolving digital age, the "**MundësiPlot**" platform was designed as an inspiration of innovation, offering a comprehensive solution to the challenges faced by youth jobseekers. This digital tool bridges gaps in lack of competences, information, and accessibility, transforming how jobseekers enhance their employability.

YPN, an NGO dedicated to empowering youth and fostering professional development, is benefiting from the integration of "MundësiPlot"'s modules into its own platform, **ypn.al**. This partnership has enhanced the YPN's capacity to support youth more effectively, providing a unified platform where users can effortlessly access a wealth of employment resources and information. The empowerment of the ypn.al platform through this project is evident in several key areas. Firstly, the integration of modules has enhanced YPN's ability to offer young jobseekers the opportunity to conduct self-assessment tests to evaluate their soft skills, complete their professional profiles, and receive customized opportunities tailored to their specific needs. Whether they are looking to improve their soft skills or seeking a job based on their abilities, the platform provides the resources and support needed to achieve their goals.

Moreover, the collaboration has strengthened YPN's network, bringing together businesses, NGOs, and other stakeholders. This collective effort has created a robust ecosystem where youth can discover their potential, access valuable information for personal and professional growth, and easily find training, workshops, and job opportunities.

This collaboration is not just about integrating digital tools; it is about transforming the Albania youth access employment services and development opportunities. By empowering local NGOs like YPN and providing a comprehensive digital platform, the project is paving the way for a more inclusive and effective labour market, where every youth has the chance to discover and realize their full potential.



Introductory session digital tools to jobseekers for skills development and employment



Meetings with jobseekers in Albania and Kosovo to introduce innovative digital solutions for skills development



Coaching jobseekers to utilize new employability platform modules



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