Eastern Europe
Regional Report 2017
In Swisscontact, we believe that, like in Switzerland, you need a strong business life to create more jobs and better income. Only with growing businesses you can get people out of poverty.

Swisscontact works in Eastern Europe since 1993. Our regional office was created in 2015. Since then we grew from 3 projects to 7 projects.

Our activities focus on skills development, getting businesses to grow and a better, cleaner climate. Working with us, means choosing for know-how, experience and ambition.

We are happy about the things we have achieved in 2017. We were awared with a new project in export promotion. Two of our Swiss-financed projects renewed their contracts and three of them received a budget extension.

This allows us to continuously make a meaningful contribution to the growth of the economies in the Western Balkans, paving the way for more and better employment for young people.

In order to remain relevant in what we do, we continue to invest into innovation:
• From bringing new technologies into professional education to smart ways enhancing export promotion;
• from clever products in agriculture to growing tourism;
• and from new ideas to get Roma people into jobs or young people to start their business; we find new ways for persisting challenges

Henry Leerentveld, Director Eastern Europe
**Project Overview**

**SKILLS DEVELOPMENT**

*Coaching for Employment and Entrepreneurship (C4EE)*

<table>
<thead>
<tr>
<th>Country</th>
<th>Albania, Kosovo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Donors/Partners</strong></td>
<td>SDC, Medicor Foundation, Canton of Zurich, Swisscontact, GIZ</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>2017 - 2020</td>
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**Results to date**

- 209 participants (54% females) were supported with coaching, entrepreneurship and job matching activities by 20 trained coaches from 12 regional offices of the National Employment Services Albania and 4 coaches from 3 partner NGOs.
- 136 participants (54% females) generated income through employment/self-employment.

**SKILLS DEVELOPMENT**

*Skills for Jobs (S4J)*

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**Results to date**

- 7 VSD providers (incl. 2 new schools that joined in Oct 2017) benefited from the project initiatives in Shkodra, Lezha, Tirana, Berat and Vlora regions. 5970 VET students and trainees accessed improved VSD by 6 VET providers (excluding students from 1 provider).
- Career Centers (Development Units) are fully operational in 5 schools, aiming a smoother transition of students from school to work. Trained teachers are facilitating New Ways of Inclusive Learning, making the best use of ICT.
- 181 business collaborate with VSD providers, offering apprenticeship and GSD schemes for 541 students. 9 private sector companies supported VSD providers with 520,000 CHF in sponsorship. In partnership with industry leader companies, the Albanian Alliance for Apprenticeships was established.
- One Twinning Agreement with one Swiss school was signed; groundwork was prepared for two more agreements. E-platform for school management is in place and teachers have been trained to use it. Online platform for labour market integration is developed and will be launched in 2018.
### ENTERPRISE PROMOTION

#### Swiss Entrepreneurship Program (SEP)

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<th>Country</th>
<th>Albania, Macedonia, Bosnia and Herzegovina, Serbia</th>
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| Results to date              | • Swiss EP collaborated actively with 27 partner organizations in the Western Balkans in 2017. A total of 18 partner programs were either designed new or upgraded, offering improved services to startups.  
  • 170 trained local mentors are involved in partner organization activities. |
| Donors/Partners              | SECO                                              |
| Duration                     | 2015 - 2019                                       |

#### ENTERPRISE PROMOTION

#### Increasing Market Employability (IME)

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<thead>
<tr>
<th>Country</th>
<th>Macedonia</th>
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| Results to date | • 1,590 jobs have been created since the beginning of the implementation phase (2014) generating earning income of 3,6 Million Swiss Francs in the three sectors of the IME Programme. 1,830 private businesses or individuals, out of the total 11,000 reached, have benefited financially resulting with 1,2 Million Swiss Francs net income increase.  
  • Close to 1,700 individuals have improved or acquired new skills.  
  • IME interventions have supported SME’s to develop or improve more than 600 new products and services, access 10 new international markets, improve market support functions and enable more conducive environment for business growth by facilitating PPD and signing 28 Memorandums of Cooperation with public institutions. |
| Donors/Partners | SDC |
| Duration | 2014 - 2019 |
### ENTERPRISE PROMOTION

**Promoting Private Sector Employment (PPSE)**

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<tr>
<th>Country</th>
<th>Kosovo</th>
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**Results to date**

- Until mid-November 2017, which also coincided with the end of PPSE Phase I, the project contributed towards the outcomes with a total of 281 new FTEs, with 330 SMEs in food processing and tourism sector that benefited from support and generated €1.1 million net additional income increase.
- In the food processing sector, PPSE support consisted in contract farming, organic certification and use of market research tool to better promote products and develop new ones.
- In tourism, new products were developed, familiarization trips were organized with international and regional journalists and tour operators, and companies participated in trade fair.
- Additional support was provided through initiatives in waste collection employing more minorities, advocacy on contract farming and late payments, and certification of care service providers.

### ENTERPRISE PROMOTION

**Swiss Import Promotion Programme (SIPPO)**

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<td>SECO</td>
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<td>Duration</td>
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**Results to date**

- Assessments with 16 potential partner organisations (baseline assessment and interviews re: CRM/MRM); Export promotion activities with 13 BSOs; 177 companies participating in export promotion activities and trainings; B2B meetings resulted in 21 binding offers (within 3 months).
Regional Highlights 2017

7 projects in 5 countries in Eastern Europe:

3 Skills Development projects in Albania and Kosovo, 2 Inclusive Market projects in Kosovo and Macedonia, 2 Global Projects on Enterprise Promotion in Albania, Serbia, Macedonia, and Bosnia and Herzegovina.

Over 50,000 people benefited, accessed or participated in initiatives led by Swisscontact projects in the region.

9 million CHF in revenue were generated by partner businesses and organizations supported by our projects.

1,683 additional jobs were created as direct result of projects operating in Tourism and Hospitality, Organic Agriculture, Food Processing, Energy Efficiency in building, IT & Software Development, Product Design, Waste Collection, Care Services.

541 students in vocational education engaged in long-term apprenticeship programs.

3 projects in Albania, Kosovo, Macedonia were awarded with a budget extension.
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Swiss NPO Code: The structure and management of Swisscontact conforms to the Corporate Governance Regulations for Non-Profit Organisations in Switzerland (Swiss NPO Code), issued by the presidents of large relief organisations. An audit conducted on behalf of this organisation showed that Swisscontact adheres to principles of the Swiss NPO Code.

ZEWO Seal of approval: Swisscontact was awarded the Seal of Approval from ZEWO. It is awarded to non-profit organisations for the conscientious handling of money entrusted to them, proves appropriate, economical and effective allocation of donations and stands for transparent and trustworthy organisations with functioning control structures that uphold ethics in the procurement of funds and communication. Swisscontact is regularly audited on the adherence to these criteria. (Source: ZEWO)

Swisscontact is a member of Transparency International.