Eastern Europe
Regional Report 2018
Swisscontact’s work focuses on inclusive growth driven by an innovative private sector that creates employment and income.

**Skills Development**
Productive employment and earning an income through market-oriented vocational training and improved labour market access.

**Enterprise Promotion**
Strengthening productivity and competitiveness of small and medium sized enterprises through sustainable value chain interventions, improved market access and local economic development.

**Inclusive Finance**
Empowering entrepreneurial people by improving their access to financial products, services and financial literacy trainings.

**Climate-Smart Economy**
Creating green jobs through efficient use of natural resources and clean production.

In this way, Swisscontact creates the conditions for a socially and ecologically responsible private sector, contributing to poverty reduction.

As an expert organisation, Swisscontact carries out high-quality project work. The cost-effectiveness and efficiency of its services is proven by well-documented, transparent monitoring and quantification procedures. Recurring internal and external checks provide proof of continued, sustainable development of expertise, skills and practical know-how.

Swisscontact was established in 1959 as an independent organisation by prominent individuals from the worlds of commerce and science in Switzerland. It is exclusively involved in international cooperation and since 1961 has carried out its own and mandated projects. Since it was founded, Swisscontact has maintained close ties with the private sector. In 2018, Swisscontact was active in 36 countries with a workforce of over 1100 people. The organisation is based in Zurich.
In 2018, we have put effort in becoming even stronger in the quality of our work.

We have capitalized our experience. Capitalization is systematically looking at what has gone well in a project? What is unique? What should be noted for other projects?

And we systemise our project approaches. Making a package of everything that works.

This year, two of our projects have carried out a capitalisation exercise and have set the first steps in systemising their approaches.

We have also strengthened the internal links between our projects. Through these synergies, we support the wider economic development in our region.

This all has led to two projects preparing for a second phase, starting in 2019. We got foot on the ground in export promotion by working with business service organizations. We have gained wider opportunities in Kosovo and one project is preparing to export knowhow to Morocco and Laos.

We keep creating opportunities for the businesses and people we work for. We are passionate about a prospering private sector, creating more jobs and better income.

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>Donors/Partners</td>
<td>Swiss Agency for Development and Cooperation SDC, Medicor Foundation, Marcuard Family Office, City of Zurich, Kuoni Hugentobler Foundation</td>
</tr>
<tr>
<td>Duration</td>
<td>2017 - 2020</td>
</tr>
</tbody>
</table>

**Results to date**

- 836 unemployed youngsters supported with coaching, entrepreneurship mentoring and job matching activities through implementation of Coaching Cycles in 13 regional and local offices of the National Employment Services in Albania and 14 regional and municipal offices of the Employment Agency of the Republic of Kosovo.

- 51 trained coaches implementing Coaching Cycles with unemployed youngsters in Albania and Kosovo.

- 22 cooperation models with 20 private sector companies in Albania.
## SKILLS DEVELOPMENT

### Skills for Jobs (S4J)

<table>
<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>Albania</td>
<td>Swiss Agency for Development and Cooperation SDC</td>
<td>2015 - 2019</td>
<td>• 7 VSD providers benefited from the project initiatives in Shkodra, Lezha, Tirana, Berat and Vlora regions. 9716 VET students and trainees accessed improved VSD by 7 VET providers.</td>
</tr>
<tr>
<td></td>
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<td>• Career Centers (Development Units) are fully operational in all 7 VET providers, 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.</td>
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<td>• 389 business collaborate with VSD provides, offering apprenticeship and GSD schemes for 1323 students and supporting providers towards a more diversified offer.</td>
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<td>• Three Twining Agreements with two Swiss schools were signed. One teacher exchange visit was organized between one Swiss school and one of the VET providers.</td>
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<td>• Results from the Tracer Study with students who graduated in 2017 showed that 49% of VET graduates had found a job or were self-employed one year after graduation, compared to 34% for graduates of 2016. Out of these, 94% earn more than the minimum salary.</td>
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## ENTERPRISE PROMOTION

### Increasing Market Employability (IME)

<table>
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<th>Results to date</th>
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<tr>
<td>North Macedonia</td>
<td>Swiss Agency for Development and Cooperation SDC</td>
<td>2014 - 2019</td>
<td>• More than 2,500 jobs are created since the beginning of IME programme started implementation in 2014.</td>
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<td>• These jobs generated increased earning income of 4.7 Million CHF, and 1.6 Million CHF Net Additional Income.</td>
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<td>• Over 14,000 businesses have been reached through IME interventions and 3,036 of them benefited financially.</td>
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</table>
ENTERPRISE PROMOTION

Promoting Private Sector Employment (PPSE)

<table>
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<tr>
<td>Donors/Partners</td>
<td>Swiss Agency for Development and Cooperation SDC</td>
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</table>

**Results to date**

- PPSE supported interventions have generated around 475 additional FTEs (with almost 40% female and 15% from minority communities), with over 1,700 women and men who have benefited over CHF 1.75 million from work opportunities. Around 106 SMEs have benefited from PPSE interventions, recording a net additional income of over CHF 570,000.

- For the FNI sector, major effort was given to the interventions related to contract farming, trade facilitation and product development. Contract farming and trade facilitation interventions have produced a significant portion of PPSE attributable results. PPSE supported contract farming in 6 new regions with 9 partners with an outreach of 335 farmers. As a result of trade facilitation support, Kosovo SMEs have been able to access new export markets, sign long-term international contracts and achieve additional exports of almost CHF 900,000. PPSE has supported around 17 SMEs to improve their existing products and launch new ones, resulting in over 22 new final products are on the market, while others are to be introduced soon.

- In 2018, PPSE supported the tourism sector with activities around attracting international tourists, with development of new tourism products, training for demanded tourism and hospitality occupations and supporting the Municipalities of Prishtinë/Priština and Prizren to improve their tourism offer and with sector coordination activities.
## ENTERPRISE PROMOTION

### Swiss Entrepreneurship Program (SEP)

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<td>State Secretariat for Economic Affairs SECO</td>
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<td>and Hercegovina,</td>
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<tr>
<td>Serbia</td>
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**Results to date**

- Swiss EP collaborated actively with 55 partner organizations in the Western Balkans in 2018.
- A total of 1131 entrepreneurs/startups graduated from partners' programs.
- 152 new trained local mentors are involved in partner organization activities.

### Enterprise Promotion

#### Swiss Import Promotion Programme (SIPPO)

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**Results to date**

SIPPO has supported 15 partner BSOs (Business Support Organisations) in capacity building and improvement of their export promotion services:

- 25 matchmaking activities (trade fairs; study tours) implemented by the BSOs
- 36 new training modules on export promotion have been offered by the BSOs
- 526 companies participated in matchmaking activities and trainings
- 1847 contacts established between exporters and importers
- 710 binding offers between exporters and importers
- 75 additional permanent employees and 20 additional non-permanent employees
Regional Highlights 2018

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.

14,000 beneficiaries (people and businesses) benefited directly by Swisscontact initiatives in Eastern Europe in 2018.

5,615 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.

1,323 students in vocational education engaged in long-term apprenticeship programs.

2.7 million CHF net additional income were generated by partner businesses and organizations supported by our projects.

One global project and one skills development project have been invited for a second phase. Another skills development project is preparing to export knowhow beyond the region.
Ziplining in Rugova Mountains
Promoting Private Sector Employment (PPSE), Kosovo
Eastern Europe Staff Members

**Team Eastern Europe**
- Henry Leerentveld
- Rozandi Louw
- Riselda Dani
- Tanjima Ali

**Team Albania**
- Martin Dietschi
- Benild Shaqiri
- Majlinda Hasani

**Coaching For Employment And Entrepreneurship (C4EE)**
- Kleidor Rustemi
- Brikena Sallaku
- Elton Jorgji
- Elvira Idrizi
- Ilir Kolla
- Sonila Sferdelli

**Skills For Jobs (S4J)**
- Henry Leerentveld
- Fation Dragoshi
- Sidita Dibra

- Borana Bajrami
- Dilini Sylvie Jeanneret
- Eglantina Tafa
- Dorian Kamberi

- Eduart Domi
- Elsa Denaj

- Eriola Shingjergji
- Erka Çaro
- Ines Poshnjari
- Iva Stratobërđha
- Manjola Martiri
- Orland Qesteri
- Serjan Llazari
- Steljana Shiba

**Positions**
- Director Eastern Europe
- Deputy Regional Director
- PA and Admin and Finance Officer
- MRM Regional Advisor
- Country Representative
- Head of Finance
- Housekeeper
- Project Manager
- MRM Specialist & Financial Coaching Coordinator
- Private Sector Coordinator
- Training and Coaching Facilitator
- Private Sector Coordinator and Logistics
- Coaching Coordinator for returned migrants
- Project Director
- Project Manager
- Component Manager for VET and New Ways of Learning
- HR & Component Manager for Business Relations and Organizational Development
- Component Manager for Labour Market Insertion
- Expert for Labour Market Insertion
- Expert for Business Relations and Organizational Development
- Driver & Logistics
- Expert for New Offers in Vocational Skills Development
- Expert for VET and Gender
- Expert for Monitoring and Results Measurement
- Communication & Digital Marketing Officer
- Project Assistant
- Senior Admin Officer
- Expert for IT and New Ways of Learning
- Logistics Officer
- Senior Finance Officer
**Swiss Entrepreneurship Programme (SEP)**

- Jakob Modeer: Regional Entrepreneurship Programme Manager
- Arlind Haxhijaj: Ecosystem facilitator
- Blendina Cara: Project Officer & MRM specialist
- Kasianilda Nika: Finance Manager and Administration Officer
- Vasken Spiru: Digital Media Content Coordinator

**Swiss Import Promotion Programme (SIPPO)**

- Vasil Kolezi: Export Promotion Manager
- Nensi Bushati: Finance Assistant

**Team Bosnia and Herzegovina**

**Swiss Entrepreneurship Programme (SEP)**

- Alema Pelesić: Ecosystem Facilitator

**Swiss Import Promotion Programme (SIPPO)**

- Boris Tadić: Export Promotion Manager

**Team Kosovo**

**Coaching For Employment**

**And Entrepreneurship (C4EE)**

- Zhaneta Prenkaj: Coaching Coordinator for Kosovo

**Promoting Private Sector Employment (PPSE)**

- Argjentina Grazhdani: Country Director Kosovo and Programme Manager
- Fisnik Reçica: Deputy Programme Manager
- Agim Malazogu: Logistics
- Alida Muaxhiri: Market Sector Facilitator, Food and Natural Ingredients
- Avni Ramadani: Market Sector Facilitator, Food and Natural Ingredients
- Besnik Cecelia: Market Sector Facilitator, Food and Natural Ingredients
- Blerina Batusha-Xërxa: Market Sector Facilitator (Tourism)
- Dren Zatriqi: Market Sector Facilitator (Tourism)
- Fisnik Bajrami: Monitoring and Result Measurement Specialist
- Hana Hoxha: Market Sector Facilitator, Food and Natural Ingredients
- Ibrahim Bejtullahu: Opportunity Fund Manager
- Ivana Bozić: Social Inclusion Fund and Minority Facilitator
- Linda Balet: Public Relations and Communications Specialist
- Lindita Daka: Head of Finance and Administration
- Malva Govori: Market Sector Facilitator, Tourism
- Venera Dyla-Azemi: Administration and Accounting Officer
Team North Macedonia

*Increasing Market Employability (IME)*
- Rozandi Louw
- Angel Miloshev
- Dejan Stojanov
- Elena Ivanova
- Ema Ilkovska
- Emilia Jovanova Stoïkova
- Gabriela Micevska
- Igor Mishevski
- Stojan Mishev
- Zaklina Gestakovska Aleksovska
- Zoran Todorovski

Country Director Macedonia and Programme Director
Driver and Logistic Support
MRM and Communication Officer
Tourism and Hospitality Manager
Finance and Administration Manager
Skills Development Expert
Green Economy Facilitator
Green Economy Sector Manager
Communication and Project Officer
Gender Specialist
Tourism and Hospitality Facilitator

*Swiss Entrepreneurship Programme (SEP)*
- Nina Nikolikj

Ecosystem Facilitator

*Swiss Import Promotion Programme (SIPPO)*
- Natalija Puntevska
- Vartan Surmejan

Regional Representative
Export Promotion Manager

Team Serbia

*Swiss Entrepreneurship Programme (SEP)*
- Luka Prišunjak
- Milena Milic
- Miloš Lazović
- Svetlana Basarić Rajković

Ecosystem Facilitator
Ecosystem Facilitator
Project Officer & MRM specialist
Financial Officer

*Swiss Import Promotion Programme (SIPPO)*
- Ljiljana Rsumovic

Export Promotion Manager
We create opportunities.

Swisscontact – Swiss Foundation for Technical Cooperation

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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 an UN Global Compact.