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MNE-ALB

IPA CROSS-BORDER COOPERATION PROGRAMME
MONTENEGRO - ALBANIA 2014-2020

Skills for Sustainable Employment and inclusive Economic Growth of Cross-Border Region of Albania and Montenegro - Skills for Jobs Albania-Montenegro

Foundation BSC Bar

CHAMBER OF COMMERCE OF MONTENEGRO

ALBANIAN INVESTMENT DEVELOPMENT AGENCY- AIDA

Total project
budget
290 000.00
EUR

Total grant
awarded
246 500.00
EUR

Project duration in months



Expected results of the project

- »» The overall objective of project is **facilitating the access to the labour market for young people and women** in cross-border areas of Albania and Montenegro
- »» **Expected results of the project are:**
- »» 1.1 Identified and assessed opportunities in the relevant development sectors in the CB region of Albania and Montenegro through a **Joint CB Conference, with the focus on the labor market trends and development prospects;**
- »» 1.2 Developed and implemented **joint theoretical and 3-month practical trainings** in the tourism, ICT, hospitality and interlinked sectors for 30 unemployed youth and women from the CB region (15 from each);
- »» 1.3 Implemented **recognized trainings for tourism agency business** in Montenegro and Albania for 10 unemployed youth and women from the CB region (5 from each);
- »» 2.1 Developed and implemented a **joint comprehensive mentorship programme** for self-employment/ entrepreneurship in the areas of tourism, ICT, hospitality, gastronomy, and traditional crafts for 30 unemployed youth and women from the CB region (15 from each).
- »» 2.2 Developed (at least) **10 inclusive business plans** to give the sustainability and follow up after the project completion **and register 5 start-up businesses** to provide additional impact to labour market in the CB area of Albania and Montenegro;



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Expected results of the project

- »»» 2.3 Created **one joint cross-border promotional video of the self-employment potentials** in the CB region, as well as evolution of business ideas/ models developed by the youth and women throughout the project and the expected impact on the border region of Albania and Montenegro;
- »»» 3.1 Developed, branded, and launched one **online marketing and selling point of products and services from cross-border area**, for the purpose boosting the local businesses and the prospects of future employment and self-employment in the CB region;
- »»» 3.2 Durable joint support, promotion, and online point of experiences exchange for potential entrepreneurs from the CB area achieved through the **creation of the “No borders” network** integrated into the project website/portal and promoted in social media platforms;
- »»» 4.1. Joint Communication and Visibility Plan created;
- »»» 4.2 **Project promotion and results dissemination** achieved through the set of joint public events activities, promotional tools, and available media channels.



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Target groups and impact

»» Target groups are

- »» **Jobseekers** with low level of education or qualifications and skills not matching labour market demand, particularly youth (age 15 – 29) and women in the CB area seeking employment.
- »» **Business owners/employers** from the border region that need to receive support for boosting competitiveness and employment to achieve the maximum impact and sustainability. The proposed Action be focused on the jobs in priority development sectors in the border region- tourism, ICT, hospitality, agriculture, crafts, and the interlinked sectors.
- »» Central and local levelled **employment and business support agencies, and local authorities** in the CB area of Montenegro and Albania with the role of provision of information and other needs within their own competencies, infrastructure and network

»» Project area

- »» **Montenegro:** Podgorica, Tuzi, Danilovgrad, Budva, Bar, Ulcinj and Old Royal Capital Cetinje
- »» **Albania:** Municipality of Shkoder, Municipality of Vau i Dejes, and Municipality of Malesia e Madhe

»» Impact of the project

- »» In order to facilitate the access to labor market to young people and women in cross border area we intend to:
 - »» **increase their professional skills and competencies in order to support their employability;**
 - »» **increase their self-employment and entrepreneurship skills so that they can create new businesses and new jobs**
 - »» **establish a cross-border brand for the promotion of local products and services, with the aim of improving competitiveness of cross border region and creating preconditions for further self-employment and start-up business**



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