

12 Years of Impact

Enhancing Youth Employment (EYE) Project in Kosovo

Donor: Swiss Cooperation Office Kosovo | Implementing Partners: HELVETAS, MDA

Our Mission

To create sustainable employment opportunities for youth in Kosovo by addressing systemic challenges in skills development, employment services, and career guidance.

Key Focus Areas



Vocational Skills Development:
Tailored training for high-demand sectors



Employment Services:
Revolutionizing job matching processes

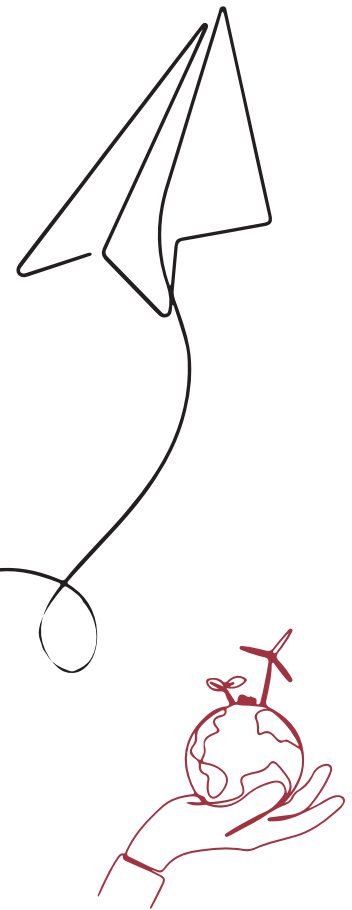


Career Guidance:
Establishing centers for sustainable career support in VET education

Scaling Success

The EYE project's models and strategies will lead to continued improvement and serve as a blueprint for other donors and organizations.

A similar impact can be achieved in other regions facing youth employment challenges by using a market systems approach.



Sustainability Focus

EYE's business model approach has ensured that training centers, employment services, and career guidance centers remain operational and effective beyond the project's duration.

Skills Development

21,000

youth equipped with market-relevant skills

104

new training packages developed in partnership with 30+ training centers

270

companies benefited from new training solutions

57

companies contributed to relevant vocational skills development

10

new training centers were launched from the ground up, all of which remain operational thanks to sustainable business models.

Sectors Impacted



ICT



Retail



BPO



Wood



Metal



Pastry and Bakery



Solar energy

Highlighted Achievement



Enhanced partnerships between skills providers and the private sector.



Stronger involvement of business associations in skills development initiatives.



Increased Business Investments dedicated to skills development and workforce training.



More industry led training solutions available in the market.

Employment Services

633,536

Youth accessed and used new improved labor market information from job matching services

10,000

Job postings facilitated, covering **40,000-50,000 annually**

70-80%

Of all job vacancies in Kosovo now advertised through platforms **supported by EYE**

8,000+

Youth matched to jobs via the **superpuna platform**



Highlighted Achievement



Increased the number of businesses paying for job advertisements.



2 major employment platforms (KosovoJob and PortalPune) transitioned from start-ups to market leaders.

EYE Project supported the LAUNCH of the first public employment platform SuperPuna.



Career Guidance



19

Career guidance centers established in VET schools by EYE and **6** by other donors copying the model of EYE

150,000

Career orientation services provided

2,300

Businesses collaborated with VET schools through these career centers

210,000

views of career development content on social media created **by influencers**

Highlighted Achievement



Successfully integrated career guidance into Kosovo's VET system, ensuring long-term sustainability through secondary legislation.



EYE's model has been adopted by other actors, leading to a total of **25 career centers in Kosovo.**



Recognition of the profession of career counselors and their qualification through the program accredited by NQA.



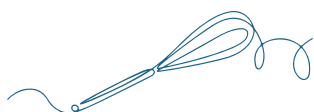
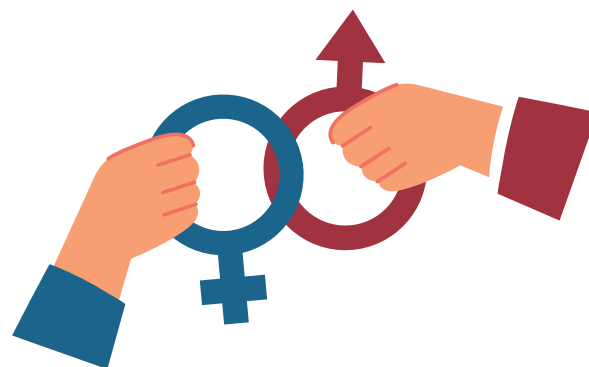
Career centers have become the main bridge connecting VET schools with businesses to strengthen students' work-based learning.

Gender Equality & Social Inclusion

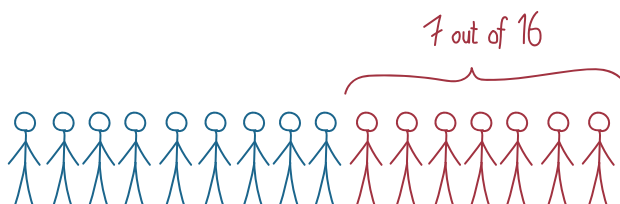
34% 31%

Out of **21,000** youth trained **34%** of participants were women.

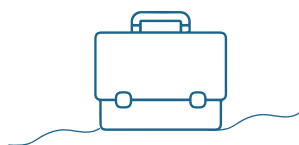
Out of the **496** individuals who gained better employment, **31%** were women.



Supported Serbian-speaking women with tailored training programs in bakery and pastry, enhancing their inclusion in Kosovo's labor market.



EYE facilitated the certification of RAE community members as welders, leading to immediate employment for 7 out of 16 trainees.



Supported employment platform managed through Medija Center to serve to businesses and jobseekers in Serbian municipalities

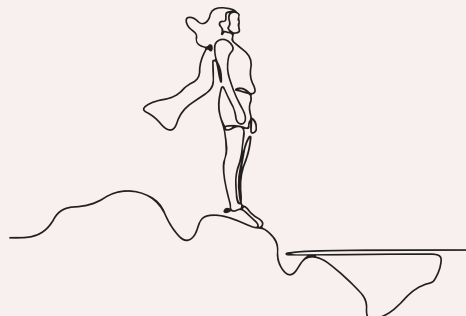


Supported initiatives of Gračanica Innovation Center to train youth in IT fields in Serbian language.

Supported Initiatives for Gender Inclusion

Women in online work (WOW)

Training focused on entrepreneurship and business communications for women, co-financed with the World Bank.



Career Guidance for Women

41% of those benefiting from career services were women, helping to close the gender gap in labor market participation.



Promoting Women's Employment

In sectors like ICT, retail, and textile, empowering

over 1,217 women

to gain employment through targeted training program.

Initiatives

Women in ICT conference and Women Online Work (WOW) programs have increased female participation in ICT and other sectors.

Traditional events
supported and organized

Skills For Growth

•••
POWERTOHR
Global HR Summit by KOSOVA JOB
PowertoHR


International career guidance academy


Girls in ICT

VET SUMMIT 2023
Vet summit


Dokutech

