

Enhancing Youth Employment (EYE)

NEWSLETTER

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NEW CAREER GUIDANCE SERVICES



TV SHOWS ON THE WAY IN SUPPORT OF YOUTH EMPLOYMENT



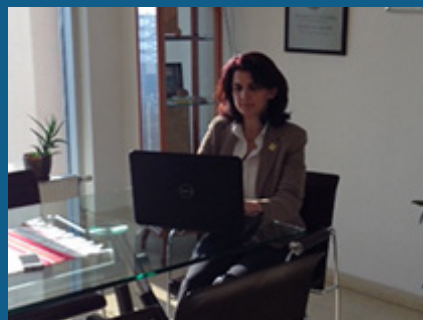
OPPORTUNITIES FOR NORTH OF KOSOVO



LATEST MARKET DEVELOPMENTS BY **EYE PARTNERS**

Changing fortunes for women in labour market

Competition in the labour market is very limited for women who want to build up prosperous professional career...



The Power of Diaspora

The Kosovo Diaspora is now well established in mature economies such as Switzerland, Germany, US and Scandinavia, offering a bridge on human linkage between market opportunities abroad and production opportunities in Kosovo.



Happy Holidays



NEW CAREER GUIDANCE SERVICES



Training program on Career Counseling Core Competencies

Mejreme Millaku - Ajvazi works at AAB University as a Career Counselor. She has recently attended the training program on Career Counseling Core Competencies that was facilitated by EYE for 19 career counselors from education and employment institutions, and conducted by the organization My Career from Macedonia. These counselors will apply newly gained experience on career guidance service provision for hundreds of students who seek advice for their future career path. Mrs Millaku-Ajvazi stated for the news portal Albinfo.ch that "after this two-week training, for the first time I will get the certificate for career counseling as a proof of our newly gained skills", a recognition that was never offered before in Kosovo.

Moreover, Kosovo's education system currently doesn't offer specialized university programmes in guidance at the undergraduate and/or graduate levels, while career/guidance counsellor as such is not a regulated profession in Kosovo. Due to this fact, the guidance counsellors from education and employment institutions cannot get further education in this field to better support needs for delivering career guidance

services to their students and unemployed youth. Therefore EYE project supported these tailor-made modular courses for competence development of guidance staff from employment and education sector.

In cooperation with the Organization of Career Counselors (OCC) of Kosovo, EYE has facilitated development of a Career Guidance Handbook, a practical manual to be used by guidance professionals from education sector in order to ensure quality services built on staff performance and skills/competencies.

"through Career Guidance Center we are aiming to employ around 500-600 [from 7000 stated above] graduates from VET Schools of Prishtina that enter into labour market immediately after graduation, and do not continue higher education."

Shpend Ahmeti, Mayor of Prishtina

In addition, EYE has recently signed a Memorandum of Understanding with the Municipality of Prishtina to support establishment of Career Guidance Center for students of VET Schools in the city of Prishtina that count around 7000. The Mayor of Prishtina, Shpend Ahmeti during the signing ceremony of MoU with EYE stated that "through Career Guidance Center we are aiming to employ around 500-600 [from 7000 stated above] graduates from VET Schools of Prishtina that enter into labour market immediately after graduation, and do not continue higher education. This Center will ensure businesses that students are well prepared and advised for their future jobs, beside the education that they get in VET Schools".

Training for competence development of guidance counselors, development of Career Guidance handbook, as well as establishment of Prishtina Career Guidance Center, are core activities that EYE is facilitating to further enhance the much needed advice for students who want to plan ahead their career and have better chances for employment.

TV SHOWS ON THE WAY IN SUPPORT OF YOUTH EMPLOYMENT

In order to increase and improve the reporting on the broadcast and social media on issues of youth employment, EYE has entered into

agreements with Trembelat and Monostudios to facilitate the production of two TV shows. The "PunPun" and the "Here & Now" TV Shows will be transmitted in two national TV stations at the prime time. The format of the shows is different, one being a reality show and the other a studio based show. The purpose of this intervention is to change the media behaviors in regard to employment issues and stimulating the production of youth employment programmes which would be both entertaining and educational for the wider public. The Trembelat produced show will be aired at KTV and the first of the eight episodes will be featured on January 23. The "Here and Now" Show produced by Monostudio will be aired in the beginning of March.

Both shows aim to be produced beyond EYE funding period and their sustainability model was one of the main factors for this agreement. EYE believes that the show will contribute to educating the public about the main constraints of youth employment, the importance of career choices and promoting existing services for the young job seekers and unemployed in Kosovo.



Shooting of "PunPun" TV Show

OPPORTUNITIES FOR NORTH OF KOSOVO



Training for entrepreneurs in Business Center in Zvecan (BCZ)

Zdravko Milovic is an entrepreneur from the Municipality of Zvecan in the north of Kosovo that is populated mostly with Serbian minority.

He has attended a new training module provided by Business Center in Zvecan (BCZ) and with the support of EYE, while 45% of participants are young women with the entrepreneurial prospects. Mr Milovic and many other young entrepreneurs are benefiting from a recent substantial focus by local and international organizations to supporting projects that will incite employment, business and economic development of this specific area of Kosovo.

For Mr Milovic, attending training in BCZ brought him new opportunities as he explains "until now I have passed through three training modules, and I have also used consultancy services in Business Centre Zvecan. I learned a lot of new things from experienced trainers (theory and practice in business management). Thanks to gotten knowledge from these trainings, I have decided to start my business already planned for

a long time and it is production and breeding of chicken."

EYE has recently signed partnership agreement with Kosovo Center for Business Support (USAID funded project) to jointly fund grant scheme that will support the total of 126 farmers in the north of Kosovo. These grants will allow farming families from this region to have better equipment, improve production techniques, and better access to their markets. This joint investment by EYE and KCBS is expected to increase the number of employed from 126 to 252 and will secure higher incomes up to €600/month (from €300). In the next two years the projected income from sales should reach more than € 200,000 and enable the families to increase their wealth, hence contribute to the reduction of unemployment.

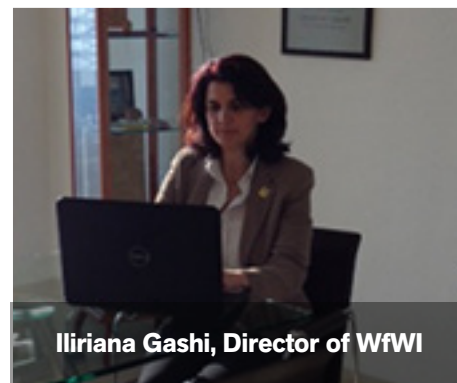
EYE will cover 1/3 of the grant scheme provided to the beneficiaries, while whole intervention has potential to increase production and enhancing the path towards more commercial farming in the north of Kosovo.

EYE will remain committed to offer equal opportunities to non-majority communities in Kosovo with the goal of enhancing employment throughout the country.

CHANGING FORTUNES FOR WOMEN IN LABOUR MARKET

Competition in the labour market is very limited for women who want to build up prosperous professional career. Poliksena Berisha is one of the young aspiring women who seek to become full time employee in ICT sector where, according to Kosovo Association of Information and Communication Technology (STIKK), only 2 in 8 employees in this sector are women. Moreover, the official data in Kosovo suggest that 40% of active-job seeking women are unemployed, one of the highest in this region. These are some of the harsh facts that make it hard for Mrs Berisha to compete in the labour market. When asked about her employment prospects, she stated: "for women to compete in the labour market is very difficult. As an illustration, I was working as intern in one local company and at one point, company decided to offer jobs for the interns working there. At the end all of the newly hired employees were men, with only one woman hired as office assistant". To compete in this challenging environment, Poliksena has registered in the all new training program "Female in IT" offered by AUK Institute and supported by EYE. 50 females, including Mrs Berisha, are expected to gain new skills so they can stand with better chances to get a full time job in the future.

Meanwhile, another organization is also working with marginalized women affected by war, or with low education. Women for Women International (WfWI) is an organization able to serve no less than 30 thousand women from 1999 by offering them different support schemes such as trainings, small start-up grants, as well as facilitating permanent job opportunities through their Job Placement Office. According to the Director of WfW Iliriana Gashi, "WfWI was able to facilitate the process of placing 420 women in different businesses such as factories, retailers and so on". A solid step in opening up labour market for more women! Limited access to labour market is also because of the fact, as Mrs Gashi explained, that "women engagement with Government and other job matching agencies is limited, and WfW is specifically advocating to change this market behavior by building a database for women job-seekers and their profiles, hence contributing to better chances for women to get jobs in the future". More specifically EYE has supported WfWI in offering Career Guidance courses for better career planning for women. There are other open constraints such as provision for maternity leave within Labour Law that allow women to take up to 12 months leave days. According to media reports on the topic, many companies opt not to hire women just because of this fact!



Iliriana Gashi, Director of WfWI

All of these market constraints may give a pessimistic outlook for the inclusion of more women in the labour market, though the personal commitment by Mrs. Berisha and Mr. Gashi are good examples of how to change this negative stream by inclusion of more women into the labour market.

EYE is working closely with AUK Institute, WfWI, and other partners to design and implement programs that will allow more women join labour market, and therefore increase equality and fair competition for jobs for men and women in Kosovo.

THE POWER OF DIASPORA

The Kosovo Diaspora is now well established in mature economies such as Switzerland, Germany, US and Scandinavia, offering a bridge on human linkage between market opportunities abroad and production opportunities in Kosovo. A few young entrepreneurs who were brought up and educated in Switzerland, amongst others, are now investing in Kosovo making full use of their language skills and networking for easier access to the German-speaking markets of Germany, Austria and Switzerland.

One of these successful Swiss-Kosovar companies experiencing exponential growth is Baruti GmbH. As an EYE partner Baruti is proving very successful, in three years of existence, Baruti has already employed more than 150 staff, and is in the process of hiring and training another 150 staff in order to cope with new international contracts.

EYE supported Baruti GmbH in acquiring two ISO standards on Management, and Information Security respectively, while continuous evolution of their brand enabled them to sign contract with leading firms in Germany and Switzerland. One of their key decisions that enabled them to increase their market share was to diversify Baruti's portfolio and include 'over the phone research' services.

Until this point the focus had been entirely on supplying Inbound Services, in line with a classic Call Center. According to Mrs Drenusha Shala, Managing Director of Baruti GmbH, "it turned out that as a Start-up company winning clients for the Call Center business was difficult, while we were more quickly successful in acquiring our first client for the market research business", she admits and continues, "Staying flexible and open minded about new market opportunities is one key to our success". Valon Asani, is another energetic entrepreneur that brings a perfect fusion of Swiss business practices and entrepreneurial spirit of Kosovo. He is the owner of MIK Agency and he admits that the potential for investment by Diaspora is evident though more work has to be done in providing quality education and more training for local staff in order to be competitive individually, and as a firm in foreign markets. MIK meanwhile is growing steadily and in cooperation with EYE has invested in creating training modules for 15 recently hired interns with potential to be hired after they complete successfully their trainings. This young company is also part of a Swiss-based business platform, which will assist at least 6 Kosovar businesses to enter the Swiss market, in cooperation with EYE starting from January 2015.

To support these young growing business EYE together with the Municipality of Prishtina are in the process of developing "Prishtina HUB". This entity will offer affordable space and business services that will incite further growth in graduated start-ups, business older than 2 years that are operational and growing and have potential to export services.

EYE's mission remains to identify the bridge makers and scale-up the cases of Baruti and MIK, while institutionalized support by Municipality of Prishtina will make the alliance even stronger in Kosovo's quest to reduce unemployment. (Jakob Mod  r, Private Sector Development Expert, contributed to this story)



Valon Asani, Owner of MIK Agency

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Implementers:



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