



Rron Cena (left) and Florian Piraj

Many young people still do not consider a career in the tech sector. "We are part of a wider process to change people's mindsets about entrepreneurship and technology", explains Rron.

Making 3D Printers Household items

Helvetas Swiss Intercooperation management visits Kosovo projects

Building new Public Employment Offices

Competing for jobs on TV

Quality Career Guidance for faster entry into the labour market

New service for loyal customers

Making 3D Printers Household items

While personal computing was hailed as the engine for innovation, technological advancement and growth in the 1970s, the same mantle is bestowed upon 3D printing today. The vision of 3D printers becoming a mainstream gadget at schools, homes and work has gained momentum beyond a small fringe circle of 3D enthusiasts – it has commercial backing. At the forefront of it all, Formon: a start-up in Kosovo that seeks to deliver its state of the art 3D desktop printers across the world.

Rron Cena, founder and CEO of Formon, started toying with the idea of designing a 3D desktop printer a couple of years ago. An architect by training, Rron is not only deeply passionate about combining design and technology, but firmly believes that affordable robotics and 3D printing are the next technological frontier. In 2015, Rron and his five friends took the plunge. They established Formon and began to work on a design to reduce the cost of 3D printers and transform them into a mainstream household item.

The result is striking. Formon designed a plug-and-play 3D desktop printer which comes with a software that prepares files for 3D printing. Even more impressively,



Formon thinks big: it is adapting its 3D printer design to a variety of materials, making its printers even more marketable and competitive.

Formon's 3D printer is priced at € 600 - half of the going market rate for similar 3D printers.

Formon has already been internationally recognized for its visionary 3D printing design. The start-up received the coveted Innovation of the Year 2015 reward from the Albanian ICT Awards as well as the FIDES Award for Innovation in 2015. Formon came in first at the USAID-backed TRACTION Camp, which supports scalable technology start-ups from the Balkans.

The next step is to assemble and distribute the 3D printers. The prospects are encouraging: the start-up has already registered 60 preorders for the European market. In order to distribute its 3D printers to Europe, the tech company has to comply with European quality standards – an arduous and expensive process. This is where the Enhancing Youth Employment project intervened. Together with the European Bank for Reconstruction and Development, EYE supports Formon in its certification procedure. Once Formon obtains all the necessary certifications, it will be able to deliver its 3D printers across Europe.

For Formon, this is only the beginning. It has already developed a new 3D printing model, which makes the printer suitable for a variety of materials from wood, plastic and fabrics, broadening its application beyond metal. Similarly, Rron and his team are planning to enter the retail market – a critical step in making its printers even more widely accessible.

Formon sets a remarkable precedent for the tech start-up scene in Kosovo. Hopefully it will inspire many more young people to follow suit.

Quality Career Guidance for faster entry into the labour market

Matching skills with real market needs is pushing relevant institutions such as the Ministry of Education, Science and Technology (MEST), public and private Higher Education Institutions (HEI) to address and enhance the quality of the career guidance and counseling services offered to students and future professionals entering the labour market.

This initiative is being guided by the Career Education and Guidance Strategy 2015-2019 and Action Plan 2015-2017, developed by MEST with the support of EYE and other stakeholders, ensuring sustainability. This represents a significant strategic framework and platform for institutionalization, sustainability and further development of career guidance services in Kosovo; thus, changing the emphasis from career selection in the past to career building, leading to easier entry into the labour market.

One of the key measures deriving from the Action Plan is development of the Occupational Standard for Career Guidance Counsellors which was recently completed and is awaiting full transformation of this standard into Qualification by



First Career Fair organized by Career Center of the University "Haxhi Zeka" in Peja

respective MEST bodies. This will create qualified guidance staff, to more effectively support transformation from school to work of youth in Kosovo.

Complimentary to the initiative undertaken for creating an Occupational Standard for Career Guidance, EYE has also supported the development of the software for the Career Guidance and Counselling centres (CGCC), the so called "Career Counselling Information System"

(CCIS). This system will allow CGCC's to develop the portfolios of students and future jobseekers as well as various services that will enhance the employability of students in the future. This software is expected to be linked to the Higher Education Information System that is being developed by MEST as the overall source of information for the skills provided by all education institutions relevant for the labour market and future education reforms.

Building new Public Employment Offices

The ceremony of the cornerstone of the Employment Office in Rahovec Municipality was held this month as part of the Ministry of Labour and Social Welfare supported by EYE and GIZ. The ceremony was attended by the Minister of Labour and Social Welfare, Mr. Arban Abrashi, the Mayor of Rahovec Municipality, Mr. Idriz Vehapi, the EYE Project Manager, Mr. Driton Dalipi and other representatives of the Kosovo Government and German GIZ.

Minister Abrashi on this occasion presented this last infrastructural project as a part of the MLSW's strategy to provide good quality services for employment through the Employment Agency and modern offices throughout Kosovo.

Whilst the EYE Project Manager, Driton Dalipi also emphasized the need to address the demands of jobseekers and provide the necessary conditions in order for the services provided to jobseekers such as mediation in employment, training and finding practical work, to be closer to citizens.

Moreover, in cooperation with GIZ's YEPiK Project, the building of the Model Employment Office in Rahovec; as well as

with UNDP, The Renovation of Employment Offices in Ferizaj and in Mitrovica, will provide employment services according to the new model of service provision.

Meanwhile, this activity was the top achievement during the joint four-year work since 2013 which has included other important activities for capacity building in MLSW in the service of jobseekers in Kosovo. Among other, EYE has supported: the creation of the Performance Measuring System for the staff of Employment Offices (in cooperation with UNDP), creation and promotion of online services (multichannelling) which will soon be launched when the Employment Agency of the Republic of Kosovo will become operational, the creation of the Internal Training System for the Employment Agency staff etc.

The addressing of issues related to youth employment in Kosovo remains a challenge for all relevant stakeholders whilst MLSW remains committed in cooperation with various partners such as EYE to increase the infrastructural presence in Kosovo as well as the quality of the services provided by Employment Offices.



The ceremony of the cornerstone of the Employment Office in Rahovec Municipality was held this month as part of the Ministry of Labour and Social Welfare supported by EYE and GIZ



Competing for jobs on TV

Visar Arifaj is preparing himself for the last scene of the final episode to be shot by a crew of cameramen from KTV, the national TV station that will air the second season of the PunPun TV show. He is well known by Kosovo's audience for his idiosyncrasies as the so called "Legendary President" of the Strong Party, a sarcastic political movement that ironically illustrated extravagant promises given by political elites starting from infrastructure projects to employing thousands of Kosovars, which of course never took place. According to Mr. Arifaj, he wants to bring something new into the media market by "applying a similar sarcastic platform as part of a new reality TV Show that will try to raise awareness about real issues in the labour market as well as prepare Kosovo youth to better manage their employment prospects".

This competitive reality show will allow 28 young Kosovars to compete for the top prize, a full-time employment opportunity. This award will by no means have any sig-

nificant impact on the overall unemployment rate in Kosovo which is one of the highest in Europe. Rather, the aim of the



Scenery from the shooting of the second season of PunPun

show is to illustrate to the wider audience what it takes to get a job in Kosovo and to promote a process that differs from the general perceptions that informality, nepotism, and corruption are the keys to finding a job in Kosovo.

Moreover, the second season of PunPun grew in number of competitors, and most importantly in number of episodes too, from 8 in first season to 16 in the second. Another important fact which occurred in the second season is the increase in the number of sponsors, with the Ministry of Labour and Social Welfare, the private sector, and other donors joining EYE in providing a sustainable platform for PunPun to grow in the future.

For the "Legendary President" it has been "a marvelous journey hosting PunPun, allowing myself to recognize the true spirit of those young Kosovar professionals who want to get a job in a very aggressive market, with few good jobs available for many jobseekers". The most difficult part for him and his crew was to go through a process of auditions and identify those that not only are seeking a job, but are ready to go through a reality TV show in front of cameras. The second season will illustrate how challenging it is for young Kosovars to receive full-time employment opportunities in their country.

HELVETAS SWISS INTERCOOPERATION MANAGEMENT VISITS KOSOVO PROJECTS

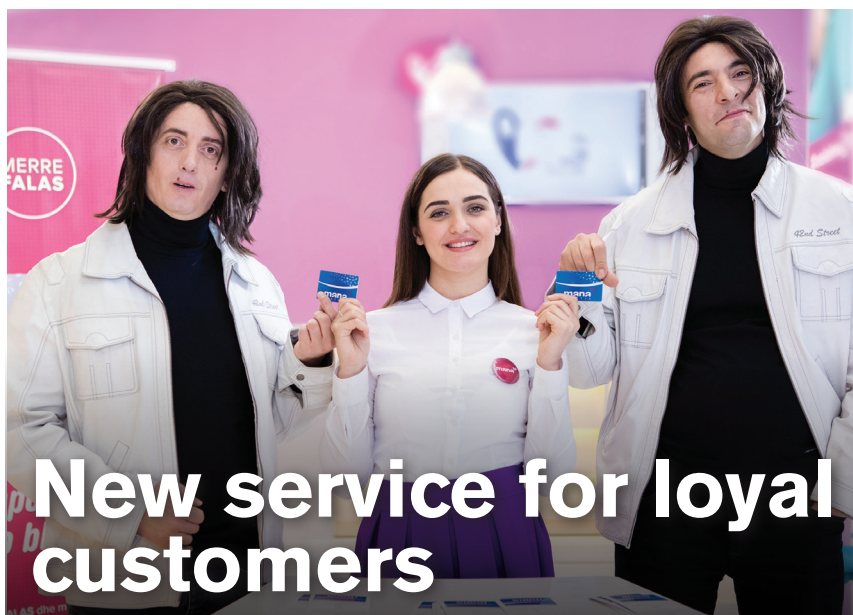
In April month of this year, the management of Helvetas Swiss Intercooperation (HSI) visited development programs implemented by the Swiss organization in Kosovo. The delegation, led by the executive director of Helvetas Mr. Melchior Lengsfeld, visited the towns of Prishtinë, Gjakovë, Kamenica, Novo Bërdë and Graçanicë.

Delegation of HSI Switzerland met with most important partners related to 3 projects HSI is implementing in Kosovo DEMOS, EYE and S4RE. The delegation met with officials from Swiss Development Cooperation (SDC) Office in Kosovo including the director Mr. Patrick Etienne. SDC is funding the two projects DEMOS and EYE. Among the visited partners of the three projects were Mimoza Kusari-Lila, Mayor of Gjakova; Begzat Sinani, Mayor of Kamenica; women groups engaged in tailoring company Er-Rosi and Arva; Malësia, a dairy and collection business established by remittances; a youth group, M-Net; Bon-vev- as an innovative community center, as well as Prishtina Career Guidance Center, established recently by Municipality of Prishtina.

This visit also included a round table meeting on economic development and governance with key informants from public and private sector, as well as other important stakeholders active in development, governance, and labour market issues.

Mr. Heini Conrad, Director of HSI Kosovo, emphasized the importance of this visit by high delegation from Switzerland as an evidence of continuous efforts by HSI and Swiss Government as well as rural development in Kosovo.

During the field visits, the delegation of Helvetas Swiss Intercooperation had insightful information on the progress and the social impact of Helvetas development projects in Kosovo, most notably with various services and programs that were designed to offer better solutions in managing municipalities, creating income and employment in various sectors.



New service for loyal customers

MANA is the latest tool used as an intermediary between buyers and sellers being the first and only Loyalty Partnership Program offered in Kosovo. It was officially launched on January 21st 2016 and already it has grown to 60,000 active users. The program initially released a Partnership program with 7 Companies/Partners and as of today has managed to gather a total of 17 Partners, all coming from leading sectors in Kosovo such as: telecommunications, gas and oil, food, retail, electronics, household products and service industries. Recently, Super Viva, a leader in retail industry with 16 sales locations and yearly revenues exceeding 80 million euros, joined the group.

Mana was supported by EYE as a new innovative service to enhance private sector development therefore will allowing leading companies to increase their revenue by enhancing their customer care and outreach, in one hand, while

rewarding their existing customers who gain more benefits through their actual purchases in various stores.

Moreover MANA helps its Partners/Companies understand their customers better, therefore analyzing and addressing the satisfaction of the new customers, and loyal customers. Through various promotional activities, MANA encourages customers from specific companies to carry on their purchases to other Partners of the Loyalty Program as well, enabling effective cross selling.

Pleurat Halili, who is the Owner of MANA CARDS said that: "The Mana Loyalty Program has exceeded our expectations, both for the number of registered members as well as the interest of companies to be part of the Partnership Program, during such a short period of time. Especially considering the fact that the concept of a Loyalty Program was something new to the people of Kosovo".



Kosovo comedians promoting Mana Card

Project of:

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Cooperation Office Kosovo

Implementers:



HELVETAS
Swiss Intercooperation

KOSOVO

Management
Development
Associates **MDA**

Address: Nazim Gafurri 33,
PO Box 2, 10000 Prishtina
Tel: 038 517 715
www.eye-kosovo.org
info@eye-kosovo.org