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

Skills for Jobs – Albania - Montenegro
Vještine za posao – Albanija – Crna Gora

Memorandum of understanding and cooperation between project partners and representatives of competent institutions and the media in the field of Sustainable Employment and Inclusive Economic Growth of Cross-Border Region of Albania and Montenegro

Memorandum o razumijevanju i saradnji između partnera na projektu i predstavnika nadležnih institucija i medija u oblasti održivog zapošljavanja i inkluzivnog ekonomskog rasta prekograničnog regiona Albanije i Crne Gore

Bearing on mind that the joint problems analysis in the cross-border region between Albania and Montenegro suggested:

- poor employment prospects for young people and women in the border region, who either remain unemployed for not possessing skills that match the local labour market needs or migrate from less developed to more developed parts of the of Montenegro and Albania or abroad;
- lack of more adequate and targeted programmes of formal and informal education for youth and women and the insufficient use of dual education that could increase employment skills which are in demand in the labour market, but which must be preceded by larger consultations with the employers in the CB region

Imajući u vidu da je zajednička analiza problema u prekograničnom području Albanije i Crne Gore sugerisala da postoje:

- loši izgledi za zapošljavanje mladih ljudi i žena u pograničnom području, koji ili ostaju nezapošljeni jer ne posjeduju vještine koje odgovaraju potrebama lokalnog tržišta rada ili migriraju iz manje razvijenih u razvijenije djelove Crne Gore i Albanije, ili u inostranstvo;
- nedostaci adekvatnijih i ciljanih programa formalnog i neformalnog obrazovanja za mlade i žene i nedovoljna upotreba dualnog obrazovanja koje bi moglo unaprijediti vještine koje su tražene na tržištu rada. Unaprijeđenju navedenog treba da prethode konsultacije sa poslodavcima u prekograničnom području.



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Foundation Business Start-up Centre Bar in collaboration with Chamber of Economy of Montenegro and Albanian Investment Development Agency have developed project entitled **Skills for Jobs – Albania and Montenegro**.

Objective of the Project is focusing on **building employability and entrepreneurship skills of the unemployed youth and women** as the key target group, but also **provision of sustainable support to the employers in the CB area**, who are crucial stakeholders in tackling the unemployment challenges.

Given the priority development sectors in the CB area (tourism, ICT, hospitality, agriculture and interlinked sectors), and in consultation with the employers and other relevant stakeholders, the contribution to the Impact of the proposed Project will be achieved through three Specific Objectives/Outcomes:

OC1: *Increased professional skills and competencies of unemployed youth and women in the cross - border region to match the employment demands in the tourism, ICT and hospitality sector;*

OC2: *Developed self-employment / entrepreneurship skills - strategic planning, networking, marketing and sales, e-business - among young people and women in the cross-border region in the area of ICT, tourism, hospitality, gastronomy and traditional crafts; and*

OC3: *Established a cross-border brand for the promotion of local products and services, with the aim of improving competitiveness, self-employment, preconditions for further*

Fondacija Biznis start centar Bar je u saradnji sa Privrednom komorom Crne Gore i Albanskom agencijom za razvoj investicija razvila projekat pod nazivom "Vještine za posao – Albanija i Crna Gora".

Cilj projekta je unaprijeđenje zapošljivosti i preduzetničkih vještina nezapošljenih mladih i žena kao ključne ciljne grupe, ali i pružanje održive podrške poslodavcima u prekograničnoj oblasti, koji su ključni akteri u suočavanju sa izazovima nezaposlenosti.

Imajući u vidu prioritetne razvojne sektore u prekograničnoj oblasti (turizam, informaciono komunikacione tehnologije, ugostiteljstvo, poljoprivreda i međusobno povezani sektori), uz konsultacije sa poslodavcima i drugim relevantnim zainteresovanim stranama, doprinos uticaju predloženog projekta će se postići kroz tri specifična cilja:

OC1: *Povećane profesionalne vještine i kompetencije nezapošljenih mladih i žena u prekograničnom regionu kako bi se zadovoljile potrebe za zapošljavanjem u sektoru turizma, informaciono-komunikacionih tehnologija i ugostiteljstva;*

OC2: *Razvijene vještine samozapošljavanja/preduzetništva – strateško planiranje, umrežavanje, marketing i prodaja, e-poslovanje – među mladima i ženama u prekograničnom regionu u oblasti ICT-a, turizma, ugostiteljstva, gastronomije i tradicionalnih zanata i*

OC3: *Uspostavljen prekogranični brend za promociju lokalnih proizvoda i usluga, sa ciljem unaprijeđenja konkurentnosti, samozapošljavanja, preduslova za dalje*



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MONTENEGRO-ALBANIA 2014-2020

employment and increase cross border business to business cooperation in priority sectors in the CB region.

Project is implemented in cross border region with specific focus on following areas:

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

We agreed that from first project conference organized in Bar on 24th and 25th April 2023 until the final project Conference which will be organized in Albania by the end of the project and until December 2024, we will work on encouraging the exchange of information between the business and academic sectors, competent institutions (from public and civil sector) and the media, and to further strengthen regional collaboration:

- Encouraging the exchange of professional knowledge and experience from professional practice that we apply in the area of Sustainable Employment and Inclusive Economic Growth of Cross-Border Region of Albania and Montenegro;
- Jointly work on development theoretical training program for increasing required employability skills for youth in cross border area
- Collaborate on promotion and support on-the-job training programme for the selected jobseekers to increase skills in the identified relevant sectors in the CB area

zapošljavanje i povećanja prekogranične poslovne saradnje u prioritetnim sektorima u CB regionu.

Projekat se realizuje u prekograničnom regionu sa posebnim fokusom na sljedeće oblasti:

Crna Gora: Podgorica, Tuzi, Danilovgrad, Budva, Bar, Ulcinj i Prijestonica Cetinje

Albanija: Opština Skadar, Opština Vau i Dejes i Opština Malesia e Madhe

Saglasni smo se da ćemo od prve projektne konferencije organizovane u Baru 24. i 25. aprila 2023. godine do završne projektne konferencije koja će biti organizovana u Albaniji do kraja projekta tj. do decembra 2024. godine, raditi na podsticanju razmjene informacija između poslovnog i akademskog sektora, nadležnih institucija (iz javnog i civilnog sektora) i medija, kao i na daljem jačanju regionalne saradnje kroz:

- Podsticanje razmjene stručnih znanja i iskustava u oblasti održivog zapošljavanja i inkluzivnog ekonomskog rasta prekogranične oblasti Albanije i Crne Gore;
- Zajednički rad na razvoju programa teorijske obuke za povećanje poslovnih vještina za mlade u prekograničnom području;
- Saradnju na unaprijeđenju i sprovođenju programa obuke na radnom mjestu za odabrane osobe koje traže posao kako bi se povećale vještine u identifikovanim relevantnim sektorima u prekograničnom području;
- Podršku promocije i razvoj mentorskog programa koji stimuliše



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MONTENEGRO-ALBANIA 2014-2020

- Support the promotion and development of mentoring program stimulating self-employment for the selected youth and women wanting to start their own businesses in the CB area;
 - Jointly encourage employment and creation of start-up businesses in cross border area
 - Jointly support development of (at least) 10 inclusive business plans to give the sustainability and follow up after the project completion;
 - Work on development of durable and sustainable support to the employers in the CB area to improve competitiveness and create jobs to boost employment in the border region.
 - Support and promote visibility activities of the project, dissemination of results, and the counselling/ experience exchange support through establishing online and communication tools.
 - Mutually exchange and support research-based information related to the: employment, labour market trends and development prospect in CB area, with the aim of better informing relevant subjects in the region;
 - Collaborate on identification and assessing opportunities in the relevant development sectors in the CB region of Albania and Montenegro.
- samozapošljavanje za odabrane mlade i žene koje žele da pokrenu sopstveni biznis u prekograničnom području;
- Zajedničko podsticanje zapošljavanja i stvaranje novih preduzeća u prekograničnom području;
 - Zajedničku podršku razvoju (najmanje) 10 inkluzivnih biznis planova kako bi se obezbijedila održivost i praćenje nakon završetka projekta;
 - Razvoj trajne i održive podrške poslodavcima u prekograničnoj oblasti radi poboljšanja konkurentnosti i otvaranja radnih mjesta za povećanje zapošljenosti u pograničnoj oblasti;
 - Promociju aktivnosti vidljivosti projekta, diseminaciju rezultata i podršku savjetovanju/razmjeni iskustava kroz uspostavljanje onlajn i komunikacionih alata;
 - Razmjenu i podržavanje informacija zasnovanih na istraživanjima, a koje se odnose na: zapošljavanje, trendove na tržištu rada i perspektive razvoja u prekograničnoj oblasti, sa ciljem boljeg informisanja relevantnih subjekata;
 - Saradnju na identifikaciji i procjeni razvojnih mogućnosti privrednih sektora u prekograničnom području Albanije i Crne Gore.



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We agree to respect this Memorandum of Understanding and Cooperation and promote the signed members during their professional activity, as well as the idea of regional association with the aim Sustainable Employment and Inclusive Economic Growth of Cross-Border Region of Albania and Montenegro.

We agree to create and implement a platform which will be 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. This platform will enable easier communication and promotion of project outputs as well as promotion of stakeholders: representatives of the business sector, public institutions, research and development, the academic sector and the media that are signatories to this Memorandum.

Saglasni smo da poštujemo ovaj Memorandum o razumijevanju i saradnji i promoviramo potpisane članove tokom njihovog poslovanja, kao i ideju regionalnog udruživanja u cilju održivog zapošljavanja i inkluzivnog ekonomskog rasta prekograničnog područja Albanije i Crne Gore.

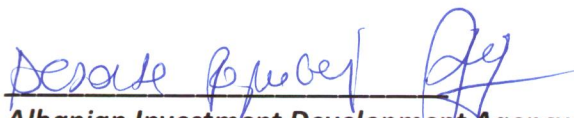
Saglasni smo da kreiramo platformu koja će biti sredstvo onlajn marketinga i tačka prodaje proizvoda i usluga iz prekograničnog područja, u cilju podsticanja lokalnog poslovanja i perspektive budućeg zapošljavanja i samozapošljavanja prekograničnom području. Ova platforma će omogućiti lakšu komunikaciju i promociju rezultata projekta, kao i promociju zainteresovanih strana: predstavnika poslovnog sektora, javnih institucija, istraživanja i razvoja, akademskog sektora i medija koji su potpisnici ovog Memoranduma.

The undersigned/ Potpisnici:

For project partner institutions/ Za partnerske institucije:


Foundation Business Start up Centre Bar
Fondacija Biznis start centar Bar


Chamber of Economy of Montenegro
Privredna komora Crne Gore


Albanian Investment Development Agency
Agencija za Investicioni Razvoj Albanije



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MONTENEGRO-ALBANIA 2014-2020

For competent institutions and the media/ Za nadležne institucije, NVO sektor i medije:

Milica Marković
Zavod za zapošljavanje Crne Gore

Opština Bar

Go2Albania

Caritas Barske Nadbiskupije

M.A.S. Code

Ajla Javadi
Liga mladih preduzetnika Crne Gore

Antela Gajević
Ministarstvo ekonomskog razvoja i turizma

Biljana Dabić - Primorski portal

Beena Byard - NVO "Akcelerator preduzetništva"

April 25th, 2023 in Bar, Montenegro (25.04.2023. Bar, Crna Gora)



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