

PROJECT FACTSHEET

MarketMakers Project - Solving essential problems of youth unemployment

Bosnia and Herzegovina – February 2022



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Bosnia and Herzegovina



SECTORS WITH POTENTIAL FOR GROWTH AND DEVELOPMENT

INFORMATION AND COMMUNICATION TECHNOLOGIES, EXPORT-ORIENTED SERVICES, SELF-EMPLOYMENT AND ENTREPRENEURSHIP

The MarketMakers Project stimulates the development of the private sector with the aim of creating new employment opportunities and career development for young people between the age of 15 and 30. To achieve the goal, in cooperation with partners, the Project seeks to identify and remove key barriers to the growth and development of the private sector through the creation of inclusive and sustainable systemic change. The Project operates within industrial sectors that have great potential for job creation and these three sectors are information and communication technologies, business process outsourcing, as well as self-employment/entrepreneurship.

One of the greatest challenges that Bosnia and Herzegovina (BiH) is facing is the issue of reducing the high unemployment rate, particularly youth unemployment. Furthermore, the number of employed young people working in inadequate conditions and in a business environment that does not allow career promotion is not negligible. The inability to get a profitable and decent job is one of the factors that make young people look for a job outside BiH, mostly in Western European countries.

Therefore, the goal of the MarketMakers Project is not only to stimulate the creation of new jobs but also to be strategically oriented towards creating conditions within the private sector that will make jobs attractive, stimulating and competitive in the global labour market. In addition, a strong focus is placed on promoting inclusiveness and gender equality, both in employment and in other aspects of career development. Developing new and improving existing business models, practices and services within the ecosystems of selected sectors can contribute to the realisation of these efforts.

Consequently, the MarketMakers Project invests in innovative market solutions along with a large number of partners including private companies, industry/sector organisations representing their members, the public sector and development agencies. The participation of development agencies is extremely important as it ensures local ownership and allows the Project to be integrated and aligned with local initiatives. All investments are aimed at building market ecosystems, which means that special efforts are made to make investments generate growth and create new jobs at the level of industry and not individual companies, i.e. to avoid non-competitiveness and exclusivity.

Finally, an essential component of the MarketMakers Project's work is to support public and private dialogue using evidence-based research to stimulate discussions of mutual interest.

ACHIEVEMENTS OF THE MARKETMAKERS PROJECT SO FAR:

The Project has contributed to the creation or preservation of more than 3,600 jobs during its two phases, i.e. over the period 2012-2021. Systemic changes and initiatives implemented by the Project's partners have mobilised approx. BAM 33 million of private sector investment over this period.



In Phase 3, which started in June 2021 and will last until May 2023, the Project will aim to contribute to the creation of 900 additional jobs, enhance the employability of 500 young people through upskilling activities and support the growth of 55 micro-enterprises and 40 SMEs, with additional BAM 3.5 million of private sector investments.

PROJECT IN BRIEF

NAME:

The MarketMakers Project

DOMAIN:

Economy

LAND/REGION:

Bosnia and Herzegovina

PARTNERS:

HELVETAS Swiss Intercooperation

Kolektiv d.o.o.

PARTNERS:

Private sector

Public sector

Development agencies

Non-profit organizations

STARTING POINT / BACKGROUND INFORMATION:

Poor economic performance has led to insufficient creation of new jobs, and the with the unemployment rate of young people reaching almost 60%. Even those young people, who are employed, often work informally and under bad conditions. The general situation is forcing a significant number of young people to leave the country, and seek employment abroad.

PROJECT OBJECTIVE:

The MarketMakers Project aims to create new employment opportunities for young people, in private companies across three economic sectors: Information and communication technology, Business process outsourcing, Entrepreneurship/Self-employment.

TARGET GROUP:

The MarketMaker Project end beneficiaries are young women and men aged between 15 and 30 years seeking employment, whether they are unemployed, working in bad conditions, currently in secondary school, university or in vocational training schools.

COSTS:

13.42 million CHF (25.2 million BAM)

DURATION:

02.04.2012 – 31.05.2023

Together, we move forward