



QUICK FACTS

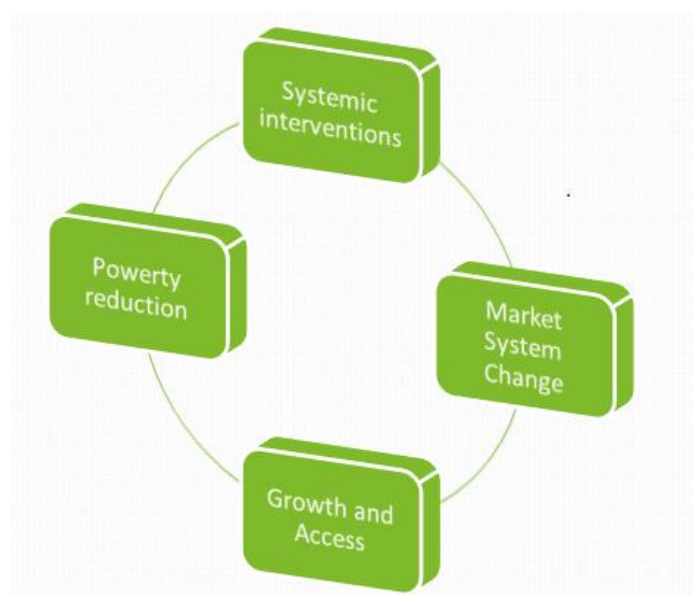
Location	Bosnia and Herzegovina
Duration	8 years
Project start	October 1 st , 2012
Current phase	Phase I
Budget for current phase	5 million CHF
Implementing consortium	Helvetas Swiss Intercooperation Development Studio Ltd./Posao.ba
Fully supported by	Swiss Agency for Development and Cooperation

THE APPROACH

MarketMakers is using the M4P implementation approach.

This approach provides principles and frameworks that help projects systematically think through intervention strategies to achieve scale and sustainability of impact.

M4P defines the role of development programmes as **catalysts for change**. Project implementors stimulate development partners to take on new roles based on their capacities and incentives rather than providing services and solutions themselves.



CONTACT INFORMATION

Website:	www.marketmakers.ba
Email:	info@marketmakers.ba
Telephone:	+387 33 942 294
Fax:	+387 33 942 296



Photo: Atlantbh company offices, Sarajevo – December 2013

THE PERSPECTIVES

The MarketMakers project's overall goal is **improved access to gainful and decent job opportunities for young women and men**.

MarketMakers project's expected outcome is that **the private sector in supported markets expands and invests into job creation**.

MarketMakers project expected outputs are:

1. **More service providers offer better and needed support to the private sector in selected markets.**
2. **Regional Development Agencies play a strategic role in identifying and facilitating development in markets with growth potential.**
3. **Regulatory framework is more conducive for business investment and growth in selected markets.**



THE PROJECT

MarketMakers' goal is enhancing young (aged 15-29) women and men's access to gainful and decent employment opportunities.

This goal will be achieved by stimulating private sector investment into job creation in selected markets, addressing growth related opportunities and constraints.

Co-facilitation partners are regional development agencies and other suitable local organizations.

MarketMakers has an overall duration of eight-and-a-half years, and is divided into two implementation phases of four years each and an inception phase.



Photo: M4P training for potential partner organizations held in Jahorina – September 2013

THE CONTEXT

A high unemployment rate (27,6% in mid-2011 and 28% in 2012) remains a key concern of the BiH government and its international development partners, given particularly the social fragility of post-conflict context. Some of the key characteristics of the labour market in BiH include:

- The majority of registered unemployed people are long-term unemployed.
- Young women and men represent 58% of the total registered unemployed.
- There is a large gender difference in the sectorial composition of employment.
- In 2010, more than half of all employed women worked in the service sector, while their participation in industry comprises less than one fifth of employment in that sector.

WORKING AREA

MarketMakers project is designed to address youth employment in a sustainable manner focusing on market opportunities in the private sector and addressing those constraints that prevent private sector from expanding through systemic interventions.

The project will implement three Market Development Initiatives (MDI) in phase 1 and three more in phase 2.

MarketMakers operates through a co-facilitation model, whereby it is foreseen that development partners with different regional focus in BiH increase the leverage and outreach potential of the project.

MarketMakers is a project with national outreach and therefore operates in the whole territory of BiH.

ACHIEVEMENTS SO FAR

- MarketMakers team conducted a market selection and analysis exercise in collaboration with the Regional Development Agency of Greater Sarajevo Region (SERDA). Information & Communications Technologies (ICT) was chosen as the first sector with high potential to generate income and employment opportunities for young people in the region. Following the scoping and selection of markets, the team conducted an in-depth analysis of the ICT market in order to identify opportunities for job creation and feasible intervention points.
- MarketMakers collaborated closely with Development Studio Ltd. (Posao.ba) in conducting a study of the youth labour market in BiH using a gender sensitive approach. The study was a result of a survey conducted amongst 620 young women and men, as well as focus group discussions which were conducted with the support of a psychologist. The findings provide an interesting and complementary view to other studies on the labour market.
- MarketMakers supported the establishment of the first IT HUB in Bosnia and Herzegovina, which will host small and medium sized ICT companies and facilitate cooperation and joint activities.
- MarketMakers is cooperating with BiT Alijansa (Software Developers Association) on issues of education and training, promotion of ICT sector and advocacy efforts.