

# FACTSHEET - Labour Market Services and Information

Making the Labour Market Work for Young People in Albania



## Supporting young people to enter into the job market through an effective intermediation with employers

**Our goal is to improve the interaction between demand and supply on the labour market**, so that on the one hand, young women and men have access to labour market information and employment vacancies and services; and on the other, private businesses can find qualified personnel. "Entry into the labour market" here does not refer only to getting a first job, but more broadly, to the whole process of getting access to gainful jobs i.e. from the time young people have to choose a field of study (as early as 15 for those that enter VET schools), up to the time they find a stable, gainful job they really root for.

This will be achieved by enhancing the market system for information and job matching services and the labour market framework; and by promoting new and innovative solutions, focusing in particular on sustainable business models of the service providers. The focus of interventions under this outcome will be on achieving three main systemic changes:

- The profitable provision of labour market information by the media,
- The improvement of public and private job-matching service providers, especially in terms of relevance and outreach,
- The development of a public debate about effective promotion of youth employment that leads to improved education

## Media and Labour Market Information

RisiAlbania aims to stimulate national mainstream media to actively disseminate Labour Market Information to young people and their parents, thereby improving the education, career choices and employment opportunities of young job seekers. The goal is for mass media to inform this large audience regarding potential career choices and education options, developing attractive but nevertheless useful information under user-friendly formats and reaching them through the specific channels that young women and men follow nowadays.

RisiAlbania supports media organizations in TV, radio print and online to create attractive media products that will increase their audience and profit, increase the capacity of journalists and reporters to attractively report on labour market issues and ensure they develop a profitable business model around labour market information. Career guidance information will become a regular component of the media whereby other media organizations will follow suit in providing students with this highly relevant service, including in rural areas, where such information is most needed.

To further institutionalize the provision of Labour Market Information in the Albanian media landscape, RisiAlbania is supporting the Faculty of Journalism of Tirana to include it as part of their curricula.



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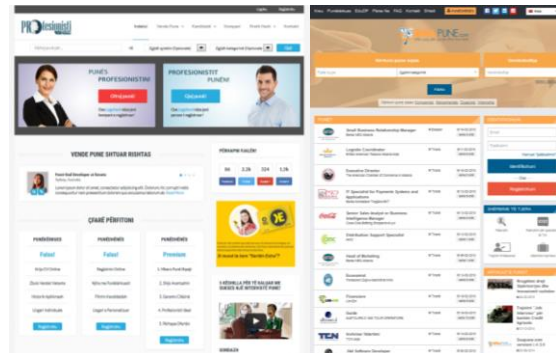
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## Strengthening private job matching services

Currently, job-matching companies only target a small number of job-seekers and businesses and lack complementary facilities such as career guidance and other business-related human resources services. This is even more true for low and middle skilled jobs. There is however a large potential for professional job matching services. Therefore, RisiAlbania will facilitate job search engines and new recruitment companies to offer an additional range of job matching services in a commercially sustainable way.



## Supporting the National Employment Services

The objective is for the National Employment Services (NES), which mainly caters to disadvantaged unskilled young people to improve its services by strengthening its interaction with private businesses. Building on its new service model, RisiAlbania is supporting NES to train staff and identify new instruments and approaches that can better respond to businesses' needs. In particular, the development of a performance-based management system is being supported

RisiAlbania is also supporting NES in the assessment and (re)design of its Employment Promotion Programs.

## Public debates inform policy changes

Public debate are expected to result in changes in practices, perceptions and policies related to youth employment. The public debates will have a special focus on skill needs & education, working conditions, hire and fire policies, access to knowledge about the labour code from the part of jobseekers, decent jobs etc. especially targeting the most vulnerable groups – i.e. young women. Consequently, awareness will be built around these issues - specifically of job-seekers, employees and employers, and policy makers will take into account the needs of the youth (and the private sector) and respond adequately. Improved coordination between the civil society, businesses and government bodies will therefore ensure that youth policies will continuously be adapted to meet the requirements of the youth and the private sector.



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