

> Job creation through quality management in agribusiness

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Job creation through quality management in agribusiness



A presentation of

RisiAlbania

Youth Employment Project of the
Swiss Agency for
Development and Cooperation)

at

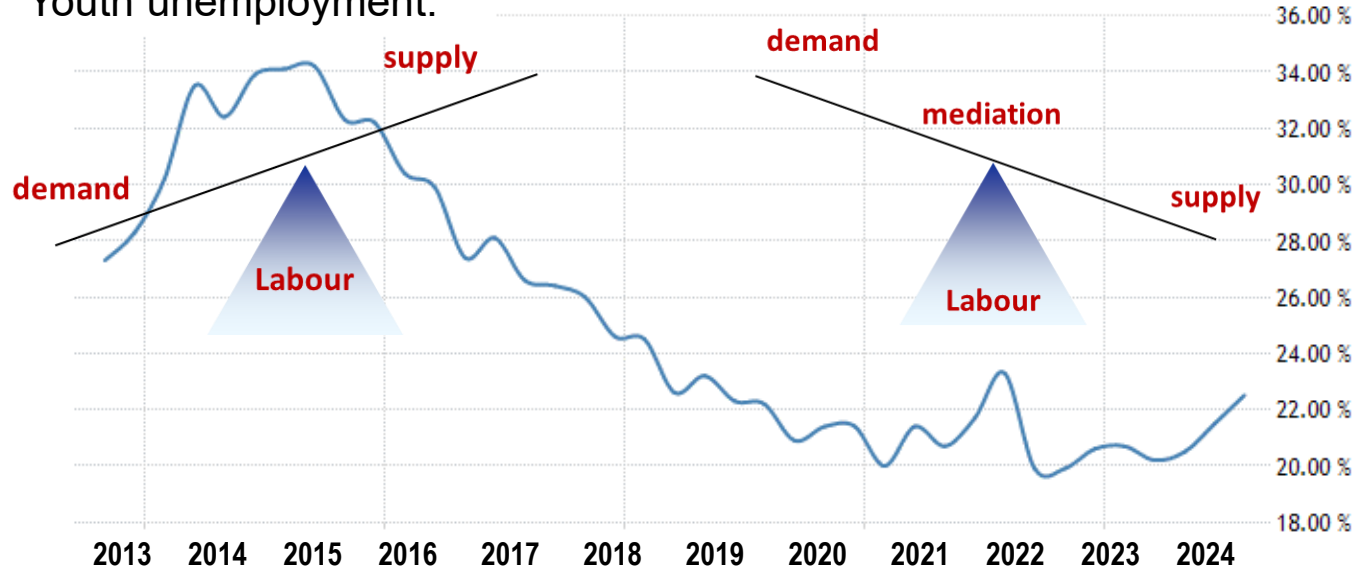
BEAM Exchange

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The RisiAlbania project in a nutshell



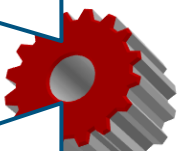
Youth unemployment:



... a youth employment project that works to provide **more & better employment opportunities** for young women and men in Albania, aged 15-29, in a sustainable way.

Labour demand (jobs)

- Private sector development
- Investment climate

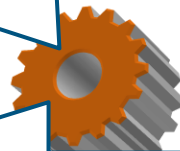


Labour- intense sectors

- Agriculture (f&v, MAPs)
- Sustainable tourism
- ICT/ BPO

Intermediation

- Career Guidance
- Employment Services

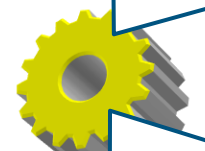


Any sector

- Career guidance services
- Employment mediation
- Labour market information

Labour supply (Skills)

- Innovative methods
- LM related offers



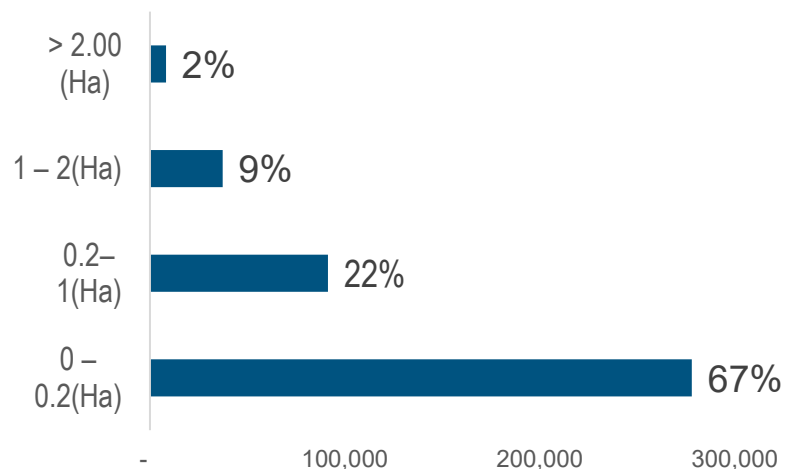
Private training providers

- Tourism/ HORECA
- ICT/ BPO
- Green- & softskills

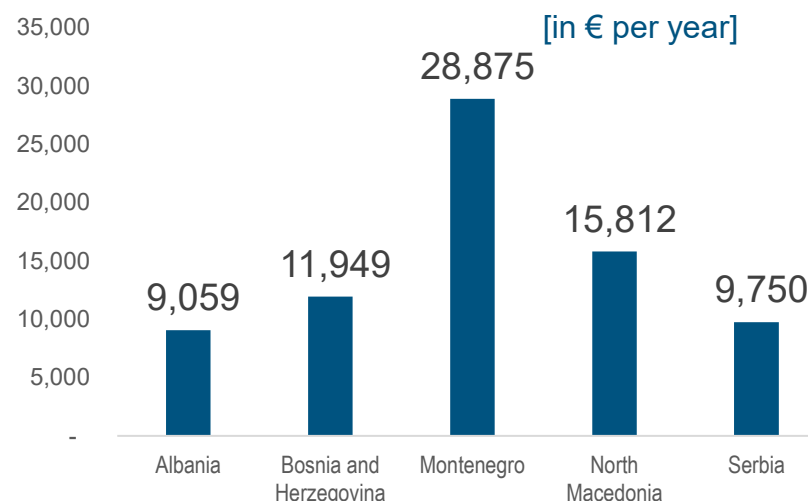
Glimpse on the agricultural sector



Structure of farms (INSTAT 2023)



Labour productivity-AgGVA/ employee



Export of greenhouse- fruits and vegetables:

- Few companies sell small volumes predominantly to neighboring/ Western Balkan countries
- Low in quality, non- standardised
- Opportunistic export (high client-acquisition costs year on year)

Where are the potentials for youth employment?



- Market analysis: where are **comparative cost advantages** of Albanian agricultural products?
- Optimize **opportunity windows** (advantages in terms of agro- climate- features and assets)
- Penetrate new markets with **quality management systems**, increase value added through **certification**
- **Focus** on employment opportunities for women re-entering the labour market
- Emphasise aspects of **decent work**, increase labour productivity through **mechanisation/ digitalization**
- Open prospects for self employment and entrepreneurship across the value chain

Intervention focus and diversification



Constraints

2018

2019

2020

2021

2022

2023

2024

Lack of information

GGAP conference

Online platform

Info campaigns on print- & social media

Lack of scale

Pilot GGAP group certification

GGAP Certification diversification

Capacities (HR)

GGAP Academy training (Albinspekt)

Export manager course (University)

Entrepreneurship

Facilitate BDS

Lack of expertise

Restricted market access

STOP tour

Fairs (inter)national

international broker support

⇒PULL

Access to finance

Compliance

Packaging

Traceability solutions

Expensive services

Support to National certifiers

Legal framework

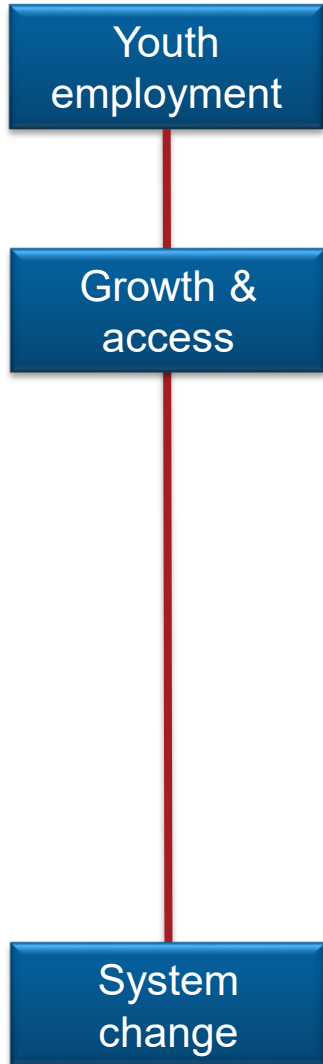
Lobbying of farmer council, fruit and vegetable exporter association

National Technical Working Group



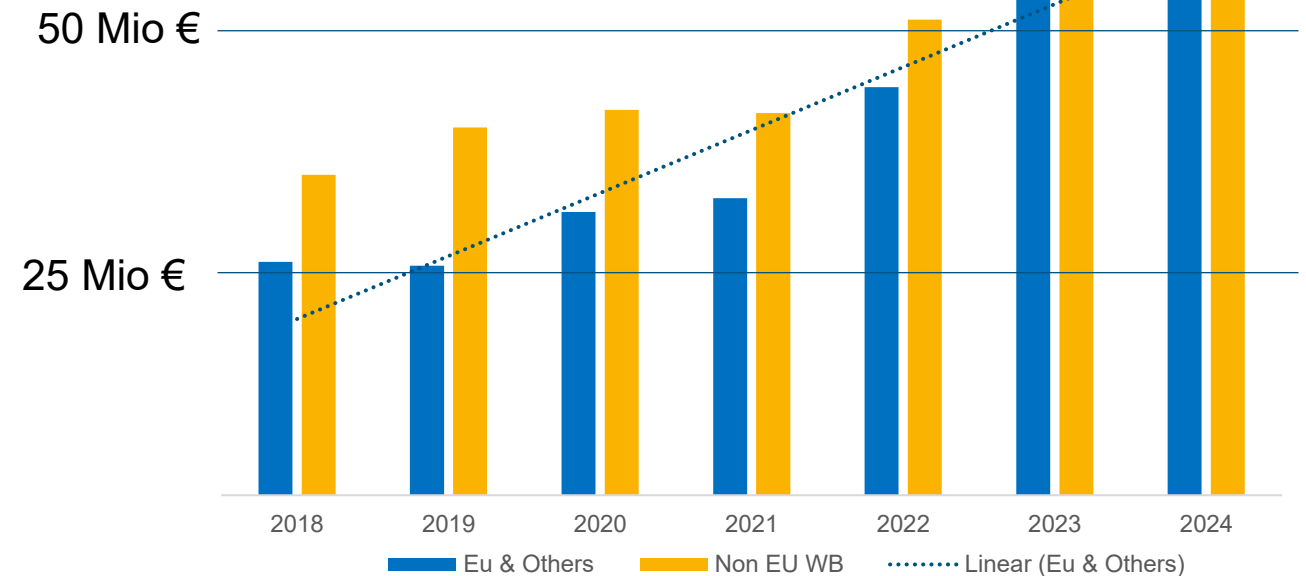
Results





- 1'200 jobs created, 605 women and persons from marginalised groups employed.
- An increasing number of **young people have prospects**, many become self- employed/ entrepreneurs

- Companies invest in infrastructure/ equipment
- **EU market becomes the main export destination for the F&V (24 companies)**



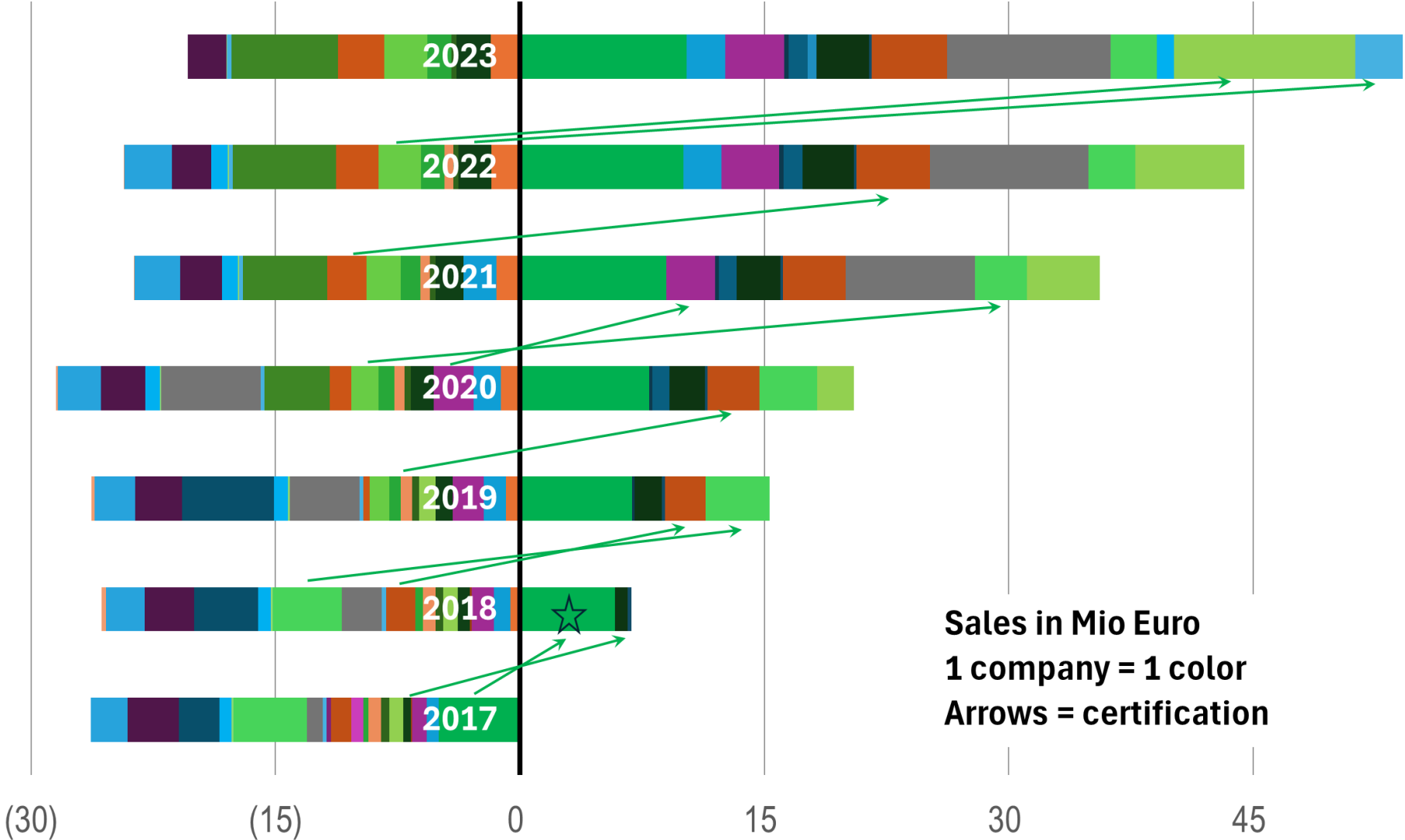
- Increased importance of **Quality Management Systems (QMS)**; **mindsets** have changed
- **Diversification** of product range, increased number of destination countries
- Supply **industries and services** adapted to **QMS**
- Improved **conductive** (regulatory) **framework**.

Shift towards certified fruits and vegetables exports



Revenues non-certified exporters

Revenues of Global G.A.P certified exporters



Quality Standards Development 2018 - 2024



No of Exporters with SMETA

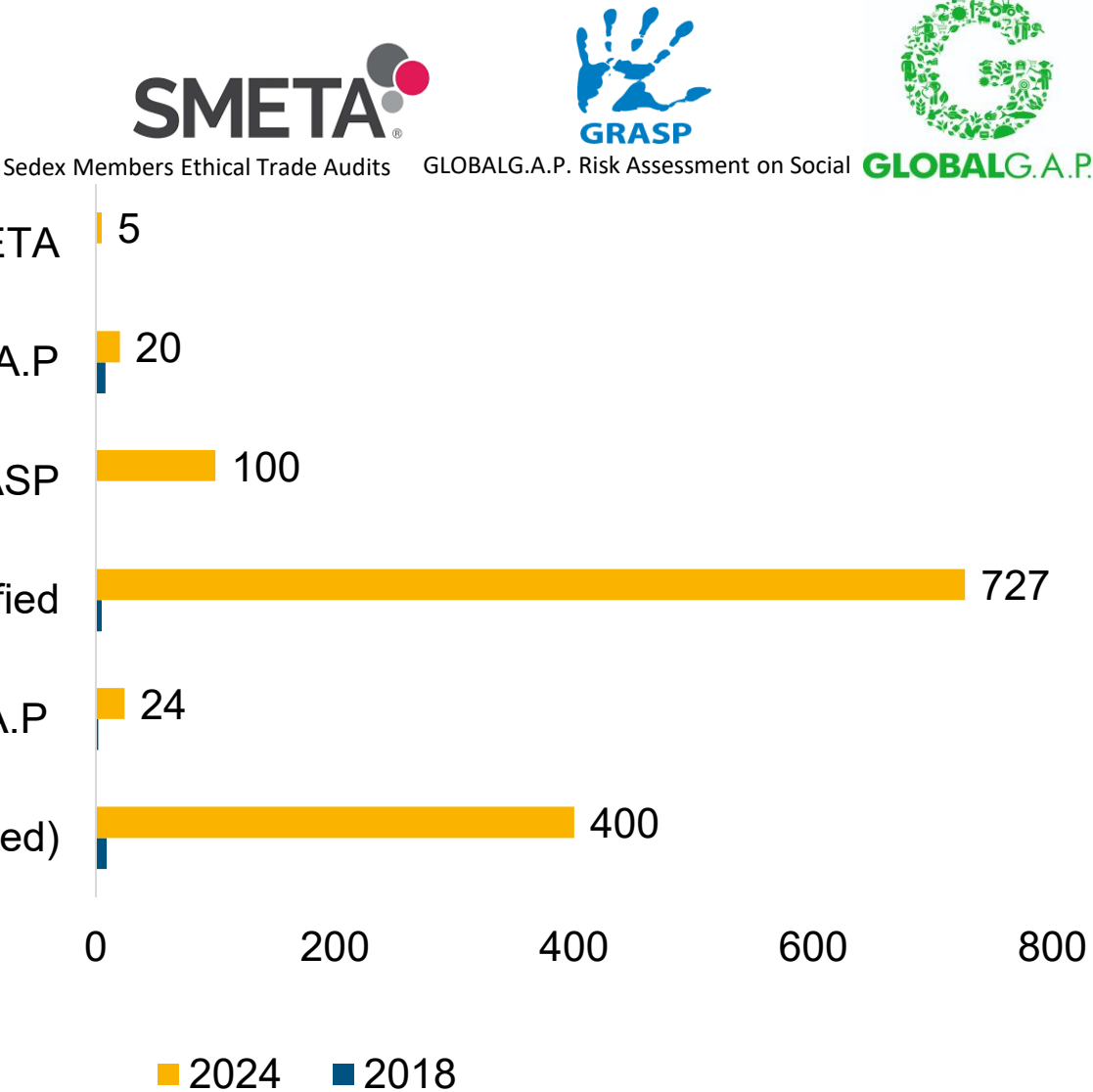
No Commodities certified GlobalG.A.P

No of Producers with GRASP

Area (Ha) GlobalG.A.P Certified

No of Exporters invloved with GLocalG.A.P

No of Producers(Exporters Certified)



Systemic development & sustainable impact

Response

Expansion

Adaptation

Adoption

Actors

Farmers

Exporters

Buyers

Input suppliers

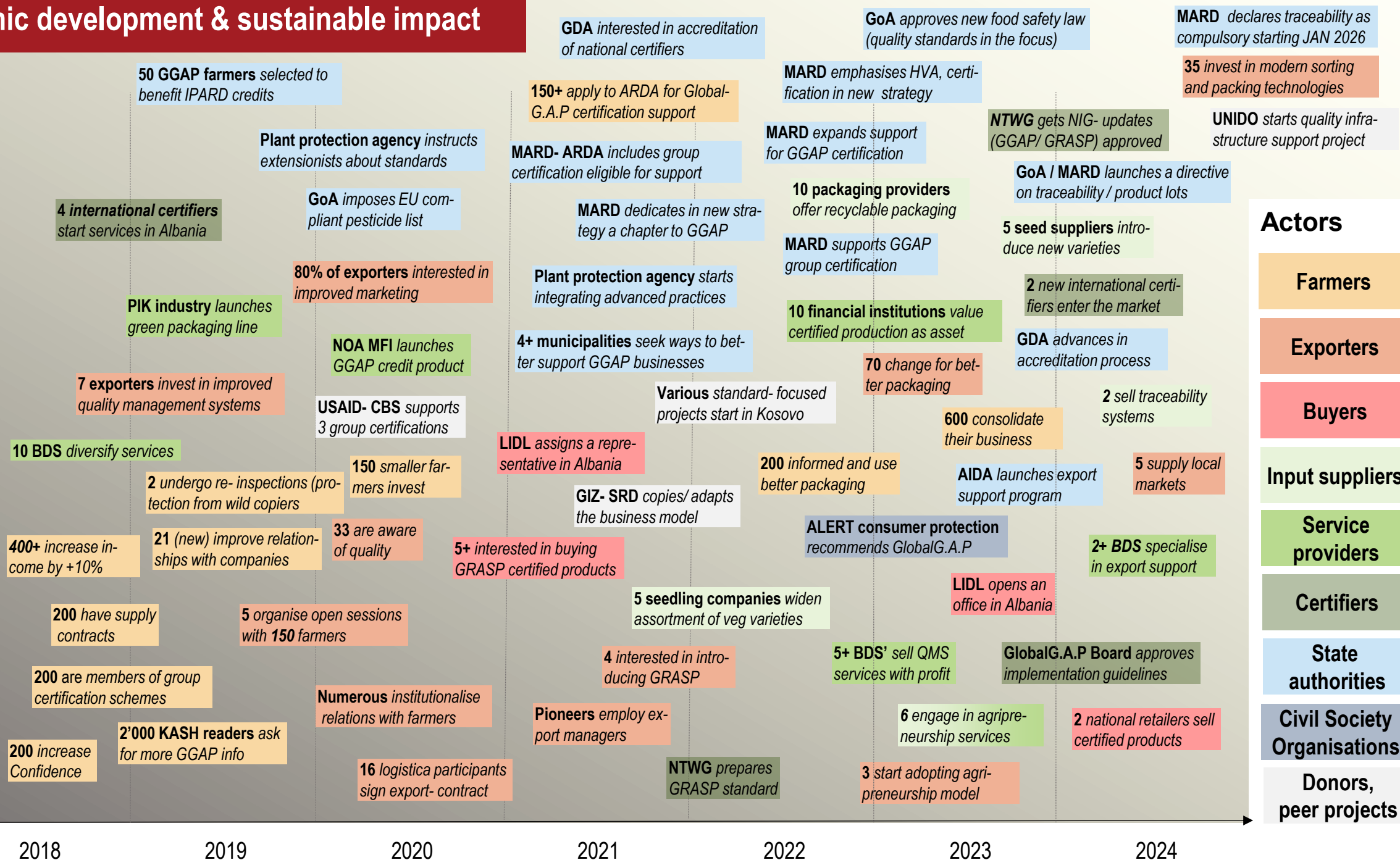
Service providers

Certifiers

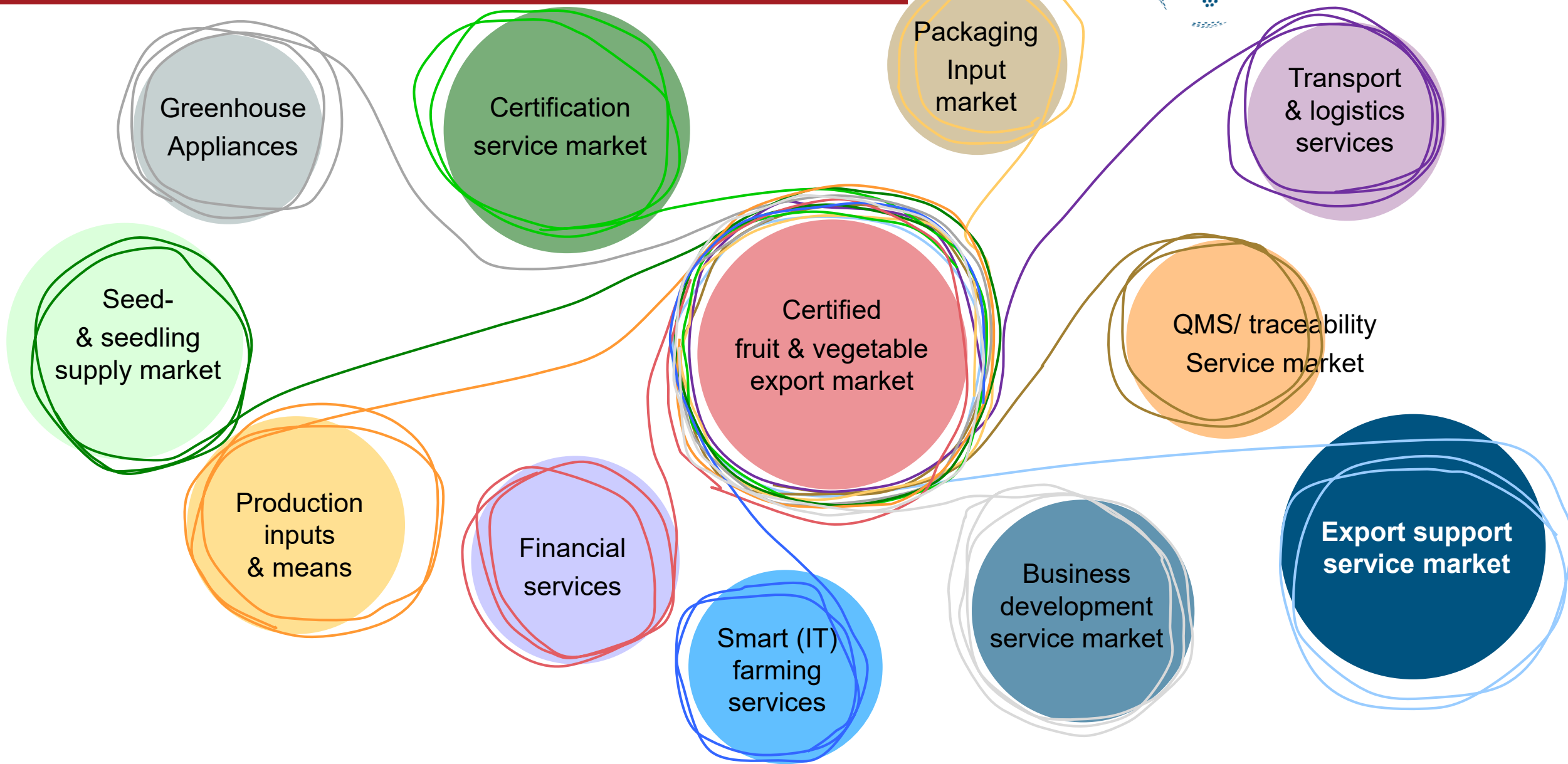
State authorities

Civil Society Organisations

Donors, peer projects



One market develops another



Lesson Learned



✓ What Worked?

Cooperation with exporters can drive positive change for hundreds of farmers.

Quality management systems and certification acted as **door openers**.

Group certification was a game changer.

Early involvement of Business Development Services (BDS) was crucial.

Establishing the **National Technical Working Group** created a **valuable platform** for improving cooperation.

● What didn't work?

Certification alone is not a **guarantee for success**.

The development of local g.a.p is not **attractive** to domestic supermarkets.

Certification has limited value for exporters who are **not** ready or committed to entering **high-value markets**.

Certification does not add value for **exporters who do not treat farmers as partners** or fail to incentivize them to improve quality and implement standards.

📌 Lessons Learned

A focus on **entreprises** and **entrepreneurs** is inalienable

Relationships matter. Building **trust**, ensuring **transparency**, and demonstrating **commitment** were **key drivers of success**.

Close **cooperation** with/
lobbying towards the government and state agencies **bears fruits**

Thank you for your interest and see you soon in Albania



In a greenhouse ?

Or as a guest at our table?





Q&A session

