



Local-Level Implementation

• Focus Areas:

- **Employment Support Services:** Improvement of local services, enabling companies to make informed hiring decisions.
- **Career Guidance and Counselling (CGC):** Expansion of CGC services, with a goal to embed these offerings within various local providers, including NES, private agencies, and schools.
- **Scaling of JOB INFO Centers:** E2E will support the establishment of JOB INFO Centers across more regions. These JOB INFO Centers will support young persons in the transition process from the education system to the world of work further connect job seekers with the local workforce needs and ideally receive co-financing by the local communities.



Private Sector Engagement

- **Industry-Led Training Solutions:** The E2E will provide advisory and support to those companies that aim to improve their internal training capacities. The E2E aims to strengthen internal training capabilities within Serbian companies by providing hands-on support for in-company training program development, mentors training, accreditation support, HR, advisory and other related services, ultimately enhancing the employability and skillset of new and existing workers.



National-Level Policy Development

- **Policy Reform and Advocacy:** E2E will use a bottom-up feedback to mainstream successful local innovations at the national level. This will include:
 - Supporting updates to the Law on Employment and Unemployment Insurance.
 - Supporting the development of a new strategic employment policy framework for the period 2027-2032.
 - Improving the career guidance and counselling system in Serbia
 - Enabling funding access for civil society organizations (CSOs) involved in employment initiatives.



Expected Outcomes

- **Benefits for women and men:** More women and men make use of better career guidance and counselling, improved employment support services and training solutions.
- **Benefits for Companies:** Improved internal training capacities and HR practices through professional E2E advisory services.
- **Policy Improvements:** Collaboration with policymakers to foster an environment supportive of employment and employability.



Beneficiaries

- **Primary Beneficiaries:** Women, men, vulnerable groups (including persons with disabilities and the Roma community), job seekers, and companies.
- **Key Stakeholders:** MoLEVSA, private companies, CCIS, DENQF, AoQ, NES, employment agencies, and CSOs.

What do we aim to achieve?

At the local level, the E2E project enhances the career guidance and counselling ecosystem, employment support services, and private sector training capacities by integrating its developed products and services into diverse providers such as private sector actors, NES and schools. It is realized through the hands-on provision of training advisory services and through a standardized and proven **JOB INFO Centres concept**. These JOB INFO centres are co-financed and embedded within the local community, acting as a bridge between the world of education and the world of work, supporting persons in career management and facilitating companies to improve their job offers and make objective and unbiased decisions when selecting competent workforce. Additionally, the private sector contributes towards the E2E mission by offering concrete practical, industry-led training solutions, which are further improved through the E2E training advisory and co-financed by the local self-government or national stakeholders.

At the national level, the E2E employs an evidence-based, bottom-up feedback mechanism to ensure that relevant innovations are mainstreamed, implemented and further funded through national employment strategic and legal frameworks. This process unlocks funding and provides access to Civil Society Organisations (CSOs). To facilitate this, revisions to the Law on Employment and Unemployment Insurance, development of a new strategic employment policy framework and improvements to the Career Guidance and Counselling (CGC) legislative ecosystem are supported. In Phase III, the E2E targets **35,000 young people** for career guidance and counselling and employment support services, aiming to assist, at least **30 companies**, willing to improve their training capacities.

Implementation:


NIRAS Germany GmbH (NIRAS)
Swiss Budget:
7 million CHF



Implemented by:

NIRAS

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