

FINAL PROPOSAL FORM
West Balkan Development Marketplace 2006:
Innovations in Job Creation in Formal Sector

ORGANIZATION INFORMATION		
1. Name of organization: MJAFT Foundation		
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8. City/ Town/ Village: Tirana		
9. Type of organization (tick in box below)		
Academic	Non-Governmental Organization	Private-for-profit
International NGO	Cooperative	Individual
Foundation X	Government agency	Other (specify type of organization)
BASIC PROJECT INFORMATION		
10. Title of your project proposal: UNE PUNOJ: A New Network of Online Employment		
11. Project Summary		
<p>OBJECTIVE: Our work is guided by the desire to find practical solutions to current employment problems in Albania. Our online employment services (www.unepunoj.com) will provide a better way for job seekers to access jobs and for employers to publicise job vacancies. It aims to give all job seekers the best possible access to the largest choice of jobs through an interactive website that connects people, organizations, and resources, by creating a virtual a space where people can secure employment, receive information on training courses, job fairs, career advice, as well as search for volunteer and internship initiatives.</p> <p>RATIONALE: One of the foremost challenges facing jobseekers, companies, institutions, and non-profit groups in Albania is the lack of information of the job market and the lack of transparency in the hiring process. Our goal then, became to find a means to connect the people with the job market and also link them with career service opportunities in an efficient and accessible manner. Due to the complexity of job hunting in current job market, there's so much one needs to learn before acquiring the perfect job. We noticed that there was no single directory that would make employment resources available on the internet easily accessible to the plentitude of people who were already online (mostly young professionals, students in Albania and abroad, etc.) <i>Why the internet? A recent survey shows that Eastern Europeans are embracing what are considered advanced uses of internet, and particular to this project statistics show that in Internet job searches, the percentages are 12 in the East and 7 in the West</i> (Victoria Shannon, International Herald Tribune, January 11, 06).</p> <p>EFFECTIVENESS: Responding to this need, we will set out to find career opportunities--and to arrange all of these resources in an accessible website, thereby creating a 'Virtual Contact Center'. In this context www.unepunoj.com is conceived to build a network that would act as a one-stop shop for volunteer, internship, hiring, and job seeking opportunities and employment services for Albanians living in the country and abroad. To make the service more complete the website to give you a complete, up-to-date and comprehensive job search and employment guide, covering everything one needs to know in their job hunting endeavor including career planning, resume writing, job search, interview skills, salary negotiation, resignation, self employment etc.</p>		

This online system encourages transparency, reliable service, allows job seekers and employers to cut the costs and hassle of advertising while opening up the pool of potential employees by reaching more people, even those outside the country.

12. Total amount needed to implement the project proposal (in US\$): \$ 42, 200

PROJECT DETAILS

13. How will your project address the problem of unemployment? (Suggested limit: 200 words):

Employment ONLINE, www.unepunoj.com:

1. Aims to facilitate and improve job seekers access to, and integration into the labor market through an easily navigated website that will offer the most comprehensive listing of job openings in the country.
2. Acts as a much needed Career Center as it will offer a complete set of employment accessories, such as skill building (Resume writing, interview skills, etc.) complemented by a wide array of training workshops, courses, etc., held by various NGO's and institutions which can also bring one along a much desired career path.
3. The third asset of the website in its effort to address the problem of unemployment, is the opportunity it will offer to connect with volunteer and internship opportunities, creating a means to keep people engaged and involved, by fighting apathy and displaying a wide range of opportunities.

Individuals can use our website to:

- Search and browse jobs opportunities and company profiles
- Apply directly either online or by directly contacting the companies for those jobs and opportunities provided in our site
- Define what information they would like to receive through personalized weekly email updates from among the job openings, volunteer opportunities, internships, events and resources posted on our site.
- Design professional profiles with interests, skills and schedule that can be viewed by various employers after being posted on the website.
- Commence their career track by volunteering and interning thus presenting their skills to institutions that may in turn hire them (long-term) after the initial trial period (a practice much used in other countries yet not so developed in Albania)
- Utilize our special career service section including sections on various training courses, attending career fairs, hone their skills on how to write resumes, how to give an interview, etc.

Organizations/ Institutions can use our website to:

- Post job vacancies, volunteer opportunities, events, internships, campaigns on our website. While these posting will be distributed in one easy step to our subscribers through fast and reliable email.
- Receive **direct (online or onsite)** applications from the people that are interested in filling the advertised positions and **choose** among the pool of applicants to find suitable employees, volunteers, etc. that match their interests.
- Participate in Career Fairs and meet with potential employees.

14. Briefly describe what makes your project innovative. (Suggested limit: 200 words) (Please refer to Annex B for the "Typology of Innovation" at the end of this form):

- **New delivery method and support process:** Albanians studying abroad and those living here that enter the process of seeking employment, encounter particular difficulties as a result of the fact that companies and institutions that are hiring a new worker employ unorthodox and often not very transparent methods for advertising a new job and for hiring the new employee. The Mjaft Foundation, with this project, aims to cover the need for the rationalization of the employment method in the formal sector, creating a transparent and technologically savvy method for hiring new employees.
- In addition, this online method, will not only institutionalize a new way for searching the job market and hiring

new employees, but aims to offer an alternative to hiring through connections or through informal recommendations, normalizing thus the processes leading up to employment. It is essential for a developing country to utilize new technologies. As the statistics show that more and more young people in Albania (*youth in professional/ trade schools, college graduates and young professionals*) are turning to the internet to read newspapers, collect information, it is time to provide a new comprehensive employment service to cater to their needs. This primary objective will be reached by:

1. creating a large website with significant employment opportunities and
 2. creating a solid relationship of trust with the people seeking employment as well as with the companies that utilize our website.
- **New beneficiary groups:** It can be noticed that an increasingly larger number of young people educated abroad return to Albania to find a job. Referring to the regular contact that we have with such a demographic (as a result the internship project with Youth studying abroad, our Youth clubs around the world, our board members living in Diaspora) we have come to realize that one of their greatest concern is the lack of an employment network that can informed them on the job market in Albania prior to their return. Employment online seeks to provide a service for both these groups.
 - **Innovative services:** What will make this website unique will be the inclusion of features such as job fairs, training courses, resume writing, etc. These services will make the process even more open, and help institutionalize hiring through CV-s, personal interviews, and also creating a greater link between qualified people and companies.

15. What are the expected results and beneficiaries of your project at the end of the one-year implementation period? Indicate how many beneficiaries your project expects to reach within the funding and duration of Development Marketplace support (**Suggested limit: 150 words**):

We expect a growth in the visibility and prestige of the website along with the durability of the project, through various publicity campaigns and through word of mouth. The one year implementation period is expected to have significant and tangible results in the employment sector primarily in Tirana but also in other cities around the country by procuring employment, skills and volunteer opportunities for those that utilize its services.

Success will be measured by controlling several parameters such as:

- the number of people that surf the website during this time,
- the number of companies that accept to post their job opening online,
- the employability rate of those utilizing the service,
- the access we offer with our career service help
- and finally the attendance of career workshops and job fairs.

Beneficiaries:

- Individuals that utilize the services of the Employment website will be targeted by:
 1. Distributing information to Mjaft clubs in 15 cities
 2. Reaching out to recent college and professional school graduates
 3. Connecting with different target groups with one thing in common: unemployment
- Albanians in Diaspora
- Companies and Institutions

Goals and Results:

- Secure a number of 200 volunteer and internship opportunities,
- and over 250 job openings in the website over the period of 12 months
- Host 2 job fairs and 4 periodic career service workshops
- Train people in basic skills such as interview skills, resume writing, etc. through our online service
- Get a significant pool of people (target 100) to subscribe to our emails and employment updates

16. Briefly describe how your project can be replicated/expanded (Suggested limit: 150 words):

Online employment is not a unique concept as it has been utilized and proved to be successful in many countries. From its conception the online employment project aims to have a wide reaching impact within Albania as well as outside its borders, precisely in those countries where there are Albanians studying or living in Diaspora.

An online employment website will create a new form of accessibility into the job market and will offer these target groups the opportunity to assess the job market in Albania, to search for job opportunities long distance, and finally the ability to connect with potential employers at ease from their computer. We expect a quick expansion of the service both in the demand side (number of people that use the site) and in the supply side (number of employers that are attracted by the idea of using our site to publicize their employment needs)—along with the growth of the popularity of the service.

This is *an innovative and inexpensive method* for securing employment, and in time it can expand to include job opportunities with the Balkan region, initially by involving Albanian companies (such as INSIG, Sigma, etc.) that have expanded their business in Macedonia and Kosovo, and secondly with foreign companies, creating a website where one can access a regional job market. This online connectivity between people and businesses can act as a strong propeller for development, economic prosperity, and cooperation in the Balkans and beyond.

17. Is your project addressing the issue of youth unemployment and/or regional cooperation? If yes, briefly describe how (Suggested limit: 150 words):

It is essential to note that the online website will offer employment opportunities in direct connection with the needs created by the Albanian job market, and as such it will be open to all those that are looking to find or switch jobs.

Despite this fact, it can be noted that there is *a strong inclination towards a more youthful clientele* for several reasons:

1. It is the youth that is more attracted and predisposed to use the internet as a tool for seeking employment
2. Services such as career advice/ skills training, internships and volunteer opportunities will be primarily targeted and utilized for youth that have not yet finished their education or that are new to the job market.

Our belief is that promoting the employability of young people is a key requirement for preventing and combating youth unemployment: young people therefore need to increase their ability to adapt to technological and economic changes and to develop skills relevant to the real job market. Bridging the gap between school and work, through volunteer opportunities, internships and apprenticeships, is one way of doing this.

ACTIVITIES OF THE PROJECT

18. Project implementation and milestones (Suggested limit: 800 words)

Implementation Activities/ Milestones after first payment:

- Set up Project Team and Director
 1. 5 job and employment scouts
 2. 1 Project Director that will oversee the implementation and monitor the progress of the project
 3. 1 Web designer and webmaster
- Collect information and give attention to identifying the characteristics, features, aspirations, motivations, needs and wants of those seeking jobs in Albania in cooperation with partners such as the Chamber of Commerce (Albanian, American and British)
- Scout individual businesses not affiliated with our partners to inform them of our activity and create a large and comprehensive data base for employment, internship and volunteer opportunities.
- Creation of website offering all of the services listed below:
 1. Job links
 2. Volunteer opportunities
 3. Internship opportunities
 4. Information on Programs/ Conferences/ Trainings that are open to the public

5. Resume posting
6. Sign up for personal email updates matching the persons interests
7. Question and Answer Forum
8. Feedback Forum/ Poll
9. Career Service Information (resume writing, interview skills, etc.)

Implementation Activities/ Milestones after second payment

- Publicity Campaign
- 2 Comprehensive Job Fairs (one every six months)
- 4 Comprehensive career service workshops (one every 3 months starting from the date the website is launched)
- Constant upgrading of the website and the services adding and completing the list above
- Monitoring and evaluation (as explained in this project proposal)

19. Organizational Sustainability: Project Team and Partners (Suggested limit: 200 words)

Applicant Organization: Describe the role of the applicant organization.

The Mjaft Foundation has a strong precedent in working with employment in Albania, including its projects Youth Business Albania (which offers micro credit to young people with exceptional entrepreneurial promise to open their own business), and Praktika 2005 (which brought 60 Albanian youth educated abroad to intern in private and public institutions in the country). Our credibility as well as our strong ties with companies, institutions, the Chamber of Commerce, etc., make our organization a good candidate to create, launch and manage a successful online employment website. The Mjaft Foundation, thus, through the creation of an exceptional project team will carry out the implementation of the project, including scouting for the information to be posted on the site, creating the website, publicizing and monitoring its progress.

Main Partner Organization: The Mjaft Foundation will partner with various organizations to secure maximum collaboration from the business community in order to maximize the number of jobs and opportunities that will be offered on the website. Our partners will be:

- **Albanian Chamber of Commerce**/Bashkim Sala /bsala@cci.gov.al/ Tel: 04 234511/ Rr: Kavajes, Nr 6
- **The American Chamber of Commerce in Albania**/ +355 (0)4 259779/ Rr. Deshmoret e 4 Shkurtit, Pall. 1, Kati 2, Ap. 5
- **The British-Albanian Chamber of Commerce**/ Zenel Hoxha/ 0692099028/ Rogner Hotel

The role of these partners is: lobbying within their members to post vacancies in our website, extend networking and publicity for our services, and participated in our job fairs. various Chambers of Commerce will empowers businesses to lobby in a group with leading companies.

- In addition the Mjaft Foundation is working to create partnerships with paper based employment newspapers and magazines, primarily the well-known **Gazeta Celsi**, so that we can post their jobs on our site through a common agreement.

MONITORING

20. Briefly describe how will you monitor the progress of the project (Suggested limit: 150 words):

Monitoring (this phase will be carried out in several steps which are closely tied to one another) :

1. The Internet webpage will be organized in an interactive manner to facilitate the process of receiving feedback from those that are utilizing its services. Precisely, this will be carried out through the design of a **feedback forum** and an **online poll** which will help us assess our services including here the quality of the webpage, the accessibility in navigation and information, the quality and range of services offered, etc. This feedback will be used to improve the quality of the website as well as the services offered.
2. In addition, we will keep a constant relationship with the companies and institutions that offer jobs and internships through our website to receive their comments of the efficiency of our services and the quality of applicants through our site.

3. Feedback will also be required periodically from our partners such as the Chambers of Commerce (Albanian, American and British) so that we may constantly tailor the service to accommodate their needs and those of their members by offering sustainable and reliable service through our website.
4. The Director of the project will keep under scrutiny the job of the webmaster and well as the assistants of the project that will collect the data and arrange it for the website to ensure both quality and quantity in the jobs and opportunities offered. The project team will produce two site-specific and crosscutting reports describing the services and assessing their effects for the donors of the project.

EVALUATION

21. Briefly describe what will you consider to be the success of the proposed project (Suggested limit: 150 words):

Target Objectives of www.unepunoj.com :

- The creation of a more prolific model for job growth;
- improvement in operation of the labor market;
- upgrading of training systems through online support
- promoting local partnerships in support of job creation;

The success of the online website in inducing and facilitating employment in the framework of the target objectives listed above will be measured both quantitatively (by assessing the actual ability of the website to procure and sustain employment opportunities during a period of one year) and qualitatively (by assessing and controlling the quality of services offered on the internet site). In unison these two components will serve to measure the overall success of the proposed project through these parameters:

1. The number of users that browse and utilize the internet site
2. The on-side polls to assess the opinion of the individuals and businesses that are utilizing this service.
3. The online feedback forum accessible to all users.
4. The number/ type of jobs and internships that are secured by our users
5. The periodic collection and evaluation of information on the overall quality of the Albanian job market.

This comprehensive information will aid to understand the needs of the clientele of the project and modify our services accordingly.

BUDGET

22. Please provide financing information and a detailed estimate of the budget for project activities:

CO-FINANCING

CO-FINANCING	AMOUNT (IN USD)
A. <u>APPLICANT CONTRIBUTION</u> 1). Cash 2). Non-Cash	\$ 5,000 Office rent, printers, volunteers,
B. <u>West Balkan DM CONTRIBUTION</u>	\$ 35, 200
C. <u>OTHER SOURCES (if any)</u> D. German Embassy in Tirana (they have received our application for the project and we are waiting their approval)	\$ 8, 200

TOTAL FINANCING (A+B+C)

\$48,400

PROJECT COST

Activity	A	B	A*B	Total \$
	Unit cost \$	Number of units	Total cost \$ (A*B)	
Personnel <ul style="list-style-type: none"> • Director of Project • Employment Scouts (5 people) • Webmaster/ web maintenance 	\$ 500 \$ 400 \$ 350	12 12 12	6000 24,000 4200	34,200
Materials and Equipment <ul style="list-style-type: none"> • Computers (2) • Communications • Website design 	\$1000 \$1000 \$1500	2 1 1	\$ 2000 \$ 1000 \$ 1500	4,500
Training (if any) <ul style="list-style-type: none"> • Job Fairs • Career Service Training 	\$ 1500 \$ 300	2 4	\$ 3000 \$ 1200	4,200
Travel (if any) <ul style="list-style-type: none"> • Travel expenses (scouting for jobs) 	\$ 2000	1	\$ 2000	2,000
Other <ul style="list-style-type: none"> • PR Campaign (advertising for website) 	\$ 2000	1	\$ 2000	2,000
Evaluation	\$ 1500	1	\$ 1500	1,500
TOTAL				48,400
DM Funding			35,200	
Applicant Funding			5,000	
Other Sources			8,200	
Total				48,400

23. How will your project continue beyond the phase funded by the West Balkan Development Marketplace? Provide an estimate of when you expect to cover your operational costs through revenues. (Suggested limit: 150 words, beside the table):

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The online employment website is expected to procure revenue by the second year of its existence. We expect to raise funds through advertising for companies in the website that will be visited by many, by approaching businesses that utilize our services to donate a required cost only after successfully hiring and gaining employees and interns through our services, as well as through support from the Chambers of Commerce, our partners in this project. To fundraise the rest of the cost to secure the longevity of the project we will continue to approach funders such as the German Embassy, etc. by showing them the concrete results of the first year of application.

It is essential then that we receive the first amount from DM, World Bank in order to set up the project in its pilot phase, while in the second we will continue with fundraising efforts through the dedicated project staff. A detailed chart of this information (the projected income statement is delineated below)

PROJECTED INCOME STATEMENT

	YEAR ONE	YEAR TWO
REVENUES		
Sale of Goods and Services	\$ -	\$ -
Advertising	\$ 5,000	\$ 15,000
Contribution from Companies (Chamber of Commerce Fundraising)	\$ 1,000	\$ 10,000
Continuous Fundraising from other sources such as the Germany Embassy that will donate again if the project is successful	\$ -	\$ 20,000
Totals	\$ 6,000	\$ 25,000
EXPENSES		
Personnel	\$ 34,200	\$ 35,000
Material and Equipment	\$ 4,500	\$ 2,000
Training	\$ 4,200	\$ 5,200
Travel	\$ 2,000	\$ 2,000
Other	\$ 2,000	\$ 0
Evaluation/Dissemination	\$ 1,500	\$ 1,500
General/Overhead	\$ 0	\$ 0
Totals	\$ -	\$ -
NET GAIN (LOSS)	\$ 42,400	\$ 700

Please sign below to affirm that the information you have provided is to the best of your knowledge true and complete. If you provide any information which you know is false, or if you withhold relevant information, this may lead to your proposal being rejected and disqualification from participating in the competition.

Signature of organization contact person: Jona Repishti	Date: June 19, 2007
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