

RECONOMY in Serbia

RECONOMY is supporting Serbia to unlock new opportunities for youth and women by transforming how markets, institutions, and businesses operate. From transport and logistics to outsourcing, gaming, and green construction, systemic models in Serbia are demonstrating how innovation and partnerships can drive jobs, investment, and long-term prosperity across the Western Balkans.



TRANSPORT AND LOGISTICS WITH A FUTURE



Serbia is helping shape a modern and competitive transport and logistics sector across the region, combining stronger skills with digital innovation and regulatory reform.

Skills and schools

- ➔ A new HDIV mechatronics technician program was developed with private-sector input and Volvo expertise, and was officially approved in Serbia through the Čačak partner school. Four VET schools are engaged (Čačak, Niš, Novi Sad, and Belgrade) equipped with Volvo gearboxes and specialized tools for hands-on training.
- ➔ The model is already influencing the wider VET system: the Čačak school's accreditation documentation has been recognised as a national best practice, and a teacher from the Niš school has been appointed to the national adult education expert commission.
- ➔ The development of the Level 5 programme has also influenced formal secondary VET: two new elective subjects – Heavy-Duty Vehicle Technology and Hydraulic Systems for Construction Machinery – were approved at Level 4, extending HDIV-related competencies beyond the new adult training programme.
- ➔ The start of training was marked by a joint inauguration for all four Serbian schools, held in Čačak on 24 September 2026, as schools opened applications and the first participants began enrolling (with 12 candidates enrolled in Čačak and 15 expressing interest in Niš).
- ➔ Career guidance capacities have been strengthened alongside the technical training. Teachers completed a stereotype-free career-guidance programme and have already delivered hundreds of hours of guidance to students (including young women), while also promoting the new training opportunities through Open Days and other outreach activities.
- ➔ Formal school–industry partnerships are expanding, giving students internships, practical training and clear routes to employment

Digital innovation and new market actors

- ➔ Serbia-based bitsEverywhere advanced its e-CMR / eFTI Connect platform through 2026 - launching web and mobile solutions, achieving ISO 27001 certification, aligning with the EU's open-source eCMR work (Open Logistics Foundation, GIZ), and running a regional stakeholder workshop in Senta on transport-documentation digitalization.
- ➔ With MilyTech, a new partnership is starting to pilot SME activation and the expansion of out-of-home (OOH) parcel-delivery networks

Stronger associations and a better enabling environment

- ➔ RECONOMY is working through sector actors to drive reform and build digital capacity. MBS Serbia was onboarded as a new market actor to scale up digital tools and skills training for the transport and logistics sector, as the association-led model expands into Serbia (alongside partners in Kosovo and Albania).
- ➔ Sustained public-private dialogue and advocacy on e-CMR ratification and implementation continues (4 countries have ratified the eCMR protocol this year)

SERBIA'S OUTSOURCING FUTURE



Serbia is strengthening its position as a regional hub for ICT/BPO, modern employment and international outsourcing. With RECONOMY support, the **ABSL Serbia**, established in 2024 as a national outsourcing association is strengthening industry representation, sector visibility and links with the wider Western Balkans network.

Serbia is also being promoted internationally as part of the **Western Balkans Nearshoring** initiative, showcasing its talent base, ICT/BPO capabilities, business environment and investment potential to European companies. Targeted outreach in key European markets, combined with examples of successful international operations in Serbia, is helping strengthen the country's visibility and credibility as a nearshoring destination.

DIGITAL SKILLS AND INNOVATION

Serbia's gaming and startup ecosystems are gaining strong momentum with RECONOMY's systemic support.



The **Serbian Games Association (SGA)** upgraded and relaunched the regional **Shift2Games (S2G)** platform in December 2024. The platform is now available in four languages — Serbian, English, Macedonian, and Albanian — alongside a universal BHS version, expanding regional accessibility and integration.

The **Playing Narratives (PN)** regional training programme, implemented with active involvement of Western Balkans gaming communities, was successfully completed in December 2024. The programme facilitated cross-border knowledge transfer and career acceleration for participants. A significant share of trainees advanced into employment or freelance opportunities within the gaming industry.

The PN model has already been replicated in Albania and Bulgaria, with a new Serbia-based cycle (2025/26) currently underway — demonstrating regional replication and sustainability.

Through the PN programme and the S2G platform:



Over
33,000
individuals
and approximately
48
businesses
were engaged.



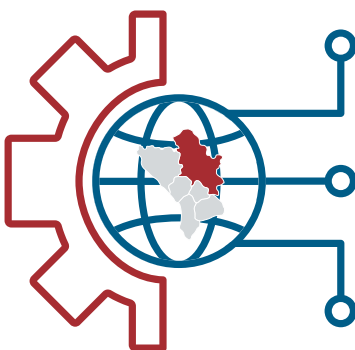
More than
200
individuals
reported
increased
earnings.



Around
200
individuals
secured
employment.



Over
CHF 400.000
in new investments
were mobilized
within the gaming
ecosystem.



The **Western Balkan Startup Alliance (WBSA)** engaged **379 individuals and 225 startup businesses** from Serbia. The Serbian startup ecosystem secured approximately **CHF 277,000 in new investments**, with **11 new employments created**, strengthening cross-border investor connectivity.

KUDO Accounting trained **120 youth and women**, of whom **104 reported increased income**, generating **CHF 962,000 in additional earnings**. The intervention mobilized **CHF 335,000 in private sector investment**, reinforcing market-based sustainability of digital accounting and freelancing pathways.

GREENING SERBIA'S CONSTRUCTION SECTOR



Serbia is advancing the transition towards energy-efficient and green construction by strengthening the capacities of its engineering community

- ➔ In partnership with the **Chamber of Engineers of Serbia**, and alongside counterparts in North Macedonia and Montenegro, a **regional technical specification was developed for a CPD e-learning platform on energy efficiency**.
- ➔ RECONOMY brought together representatives from the **Green Building Councils of Serbia and North Macedonia** at a regional conference in early 2026, providing an opportunity to exchange experience and good practices in green building and strengthen cooperation between the two countries.
- ➔ Through its partnership with **Knauf**, RECONOMY supported sales and technical staff from Serbia to strengthen their skills in energy-efficient construction through practical training at the **Knauf Regional Training Center**.
- ➔ Through its partnership with **ThermoFLUX**, RECONOMY supported Serbian installers with hands-on training in **modern, energy-efficient heating technologies**, strengthening their technical skills and capacity to provide quality installation and services.

Together, the two partnerships have strengthened the capacities of around **40 young people and women from Serbia**.



What's next?

RECONOMY will continue strengthening regional cooperation, expanding access to practical skills and supporting connections between Serbian professionals and regional green construction markets. Continued collaboration across engineering chambers will support the further development of the CPD e-learning platform, while partnerships with Knauf and ThermoFLUX will create further opportunities for skills development and market linkages.

TOURISM WITH A REGIONAL EDGE

Serbia is an active part of **Trans Dinarica**, the Western Balkans' first regional cycling tourism route.



Around 150 Serbian tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

Around 1800 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 150 local businesses have reported additional revenue of 250,406 CHF and 80 people generated additional income due to influx of cyclists as a result of TDR route.

29 jobs were generated and total investments in the country are estimated at more than 1,110,434 CHF.

Across the Western Balkan and Eastern Partnership countries, RECONOMY is connecting ideas, markets, and people. With consistent data tracking, systemic ownership, and regional linkages, RECONOMY is amplifying its impact:

Thousands of people across the region with better jobs and incomes.

Green jobs and sustainable businesses taking root.

Cutting-edge partnerships with global investors, with training centers, and game-changers, position the region for long-term success.

With the right support and funding, these models can be scaled not only within Serbia but across the region, amplifying impact and building a greener, more inclusive economic future.

