

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.

National qualification standards were developed with private sector input and Volvo expertise, aligning training to labor market demand.

Four VET schools are now engaged, with six teachers trained through a new mechatronics technician profile for heavy-duty vehicles.

Two schools invested CHF 4,500 in co-financing for equipment, demonstrating ownership.

Looking ahead, structured internships and company partnerships will ensure students gain hands-on experience, while digital innovations like e-CMR will make cross-border operations more efficient. These systemic upgrades are setting Serbia on track to be a regional leader in skilled transport professions.

SERBIA'S OUTSOURCING FUTURE

Serbia is consolidating its position as a regional driver of modern employment in the BPO/ICT sector.

The association has:



Hosted two industry meetups as part of its sector dissemination and membership expansion strategy. A new meetup is planned following the completion of the national BPO country report.



Launched its website and LinkedIn presence, strengthening sector visibility and investor outreach.



Showcased Serbia at the first ABSL Western Balkans Conference in Sarajevo.



Integrated into the ABSL Western Balkans regional umbrella, benefiting from knowledge transfer, peer exchange, and enhanced international visibility.

With membership projected to grow to 15+ companies by 2026, ABSL Serbia is building long-term sustainability through member services, policy advocacy, and structured public-private partnerships — positioning Serbia as an increasingly attractive destination for global outsourcing investment.

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
34,000
individuals
and approximately
80
businesses
were engaged.



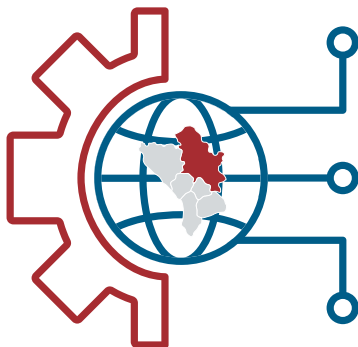
More than
1,000
individuals
reported
increased
earnings.



Around
700
individuals
secured
employment.



CHF
1.2 million
in new investments
were mobilized
within the gaming
ecosystem.



The **Western Balkan Startup Alliance (WBSA)** engaged **355 individuals and 203 startup businesses** from Serbia. The Serbian startup ecosystem secured approximately **CHF 165,000 in new investments**, with **8 new employments created**, strengthening cross-border investor connectivity.

KUDO Accounting trained **114 youth and women**, of whom **109 reported increased income**, generating **CHF 209,100 in additional earnings**. The intervention mobilized **CHF 406,001 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.**

What's next? Continued collaboration across chambers will support the initiative's further development and consolidation.

TOURISM WITH A REGIONAL EDGE

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



Around 120 Serbian tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

Around 860 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 112 local businesses have reported additional revenue of 147,000 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 220,000 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.

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

Green jobs and sustainable businesses taking root.

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.

