



## QUADRENNIAL PERIODIC REPORT SERBIA 2022

### GENERAL INFORMATION

#### TECHNICAL INFORMATION

**Name of Party:**

Serbia

**Date of Ratification:**

2009

**Officially Designated Point of Contact of the Convention:**

**Website:** <http://www.zaprokul.org.rs>

Ms.

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**Describe the multi-stakeholder consultation process established for the preparation of this report, including consultations with relevant ministries, public institutions, local governments and civil society organizations.:**

The preparation of the Third Quadrennial Periodic Report on measures to protect and promote the diversity of cultural expressions was initiated by the Institute for Cultural Development Research, a professional center dedicated to cultural policy and the National Contact Point for the 2005 Convention, in cooperation with the Ministry of Culture and Information of the Republic of Serbia. The preparation of the Report relied on the Institute's research and existing database, as well as data from other sectors and ministries (Ministry of Trade, Tourism and Telecommunications; Ministry of Labor, Employment, Veteran and Social Affairs; Ministry of Economy; Ministry of Education, Science and Technological Development; Ministry of Youth and Sports). Other relevant institutions and organizations were also included in the consultative process—National Bank of Serbia, Film Center Serbia, Intellectual Property Office, Statistical Office, Foundation "Novi Sad 2021—European Capital of Culture," Regulatory Agency for Electronic Communications and Postal Services. Data and research from the National Platform "Serbia Creates," Serbia Film Commission, Faculty of Economics at the University of Belgrade, and the Institute for Creative Entrepreneurship and Innovation, were also used. A special consultative process was held for the part of the report relating to civil society. Cooperation was developed with the Association Independent Culture Scene of Serbia, which gathers over 80 cultural organizations from Serbia.

**Executive summary:**

The third quadrennial report submitted by the Republic of Serbia as part of the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions covers the years 2017-2020. The Report consists of 49 measures that have greatly advanced the implementation and promotion of the 2005 Convention's goals. The primary principles of the Convention are continuously and dedicatedly used as criteria in the Ministry of Culture and Information's regular activities, which include issuing public calls, developing cultural policy measures, communication, and cooperation with national and international entities and organizations, as well as establishing bilateral and multilateral agreements.

The Government of the Republic of Serbia has recognized the creative industries as a priority growing economic sector, accounting for 7.4% of GDP and 6.2% of employment. As a result, the Creative Industries Council was established in 2018 to aid in the development of creative industries through measures, activities, networks, and collaborations with partners. Furthermore, in 2019, a national platform was established to promote creative industries and strengthen cultural diplomacy, i.e. the Republic of Serbia's position as a country with expressive creative capacities. In that spirit, the Decree on Incentives for Investors to Produce Audiovisual Works in Serbia was amended, increasing the percentage of return on investment from 20% to 25%, and in exceptional cases, incentives in the amount of 30% qualified costs were granted. This resulted in Serbia being recognized as a significant filming location by global active production houses, resulting in the rise of national entrepreneur initiatives, as well as the improvement of skills and professional abilities in the film and advertisement industries.

In 2020, amendments to the umbrella Culture Law were made, emphasizing the role of the creative sector, namely the digital environment, the transversal nature of the field of culture, international cooperation, and support for independent artists. Although the year 2020 was marked by the pandemic and decreased activity in all fields of social life, the calls of the Ministry of Culture and Information and the Autonomous Province of Vojvodina were carried out according to plan, with a slight reduction in planned funds. In accordance with the existing conditions and trends, a new call line was established focusing on artists' digital, or e-mobility, allowing them to attend online content.

To advance the use of the digital environment and tools, the Republic of Serbia adopted the Strategy for Digital Skills Development for the period 2020-2024 (Official Gazette of the RS, 21/2020) in 2020 as a national strategic government program that lays out a plan for the development of the population's digital skills in all fields. Rural areas digitalization has

also been improved. In the field of culture, the call to digitize cultural heritage and contemporary art has been renewed. Two important documents that will have an impact on culture are the Strategy on the Development of Artificial Intelligence in the Republic of Serbia for the period 2020-2025 and the Smart Specialization Strategy for the period 2020-2027. Both strategies help to develop innovative startup companies and scientific innovations, which can be applied in the culture sector and creative industries.

During the reporting period, the role of civil society in public policies was significantly improved as a result of the Law on the Planning System of the Republic of Serbia (2018), which stipulates respect for the principles of participation and partnership in the process of public policy creation. It was additionally improved through the Rulebook on Good Practice Guidelines for Exercising Public Participation in the Drafting of Laws and Other Regulations and Acts (2019), Guideline for the Inclusion of Civil Society Organizations in Working Groups for Public Policies and Drafts (2020), and the Action Plan for the Implementation of the Open Government Partnership Initiative in the Republic of Serbia for the period 2020-2022. In addition, the role of representative associations in the field of culture has been strengthened and expanded. Namely, artists and cultural professionals exercise their rights through associations authorized by the Ministry of Culture and Information to grant the status of independent artists and cultural professionals, as well as to select candidates for national recognition and awards for their contribution to the development of culture as cultural professionals. Thirty-four such associations are covering all fields of culture. In reporting on the implementation of the 2005 Convention, the Association Independent Culture Scene, the umbrella organization of cultural associations and a partner in the preparation of the quadrennial report, highlighted the establishment of the Culture Forum in several cities throughout the Republic of Serbia as one of the most important measures in the period 2017-2020. This is a participatory measure in which all interested citizens and organizations engage in dialogue with decision-makers to improve the cultural environment and cultural policies. Another notable civil society action is the campaign in Serbia to change the cultural funding policy, which was preceded by extensive research in this area of cultural policy. The third initiative aims to help smaller local civil society organizations organize, promote, and raise funds for their programs.

Many bilateral agreements and collaboration programs with other countries were signed, renewed, or improved in order to enhance international activities and relations, allowing the organization of joint projects and the presentation of one's culture to signatory countries (Albania, Greece, China, Kuwait, Turkey, India, Hungary, Morocco, Slovenia, Russia, France). Agreements between 2017 and 2020 enabled many programs to be carried out, covering a variety of fields, including exhibitions, film screenings, theatrical and music projects, literary presentations, film contracts, and so on. The Agreement on Cinematographic Co-Production signed in 2019 by the Governments of the Republic of Serbia and the Republic of France is especially significant as a legal foundation for the further improvement of relations and cooperation between these two countries in the field of audiovisual creation. The agreement continued cooperation from the 1975 Yugoslav-French film agreement. The agreement with France on comics cooperation was signed the same year, establishing the first residency program between the two countries. The Republic of Serbia regularly participates in the Creative Europe and European Capital of Culture programs, the latter of which resulted in Novi Sad being chosen as the capital of culture in 2022.

The Republic of Serbia implements measures and policies on a regular basis and promotes gender equality as a key dimension in all spheres of social life, including culture. The measures cover a wide range of topics, from the use of gender-sensitive languages to strengthening women's entrepreneurship in culture, as well as their economic empowerment in cultural and artistic professions. Simultaneously, programs and policies are being developed to empower youth, people with disabilities, and other vulnerable groups in the field of artistic expression.

In the field of media, in 2018, the drafting of the Strategy for the Development of the Public Information System in the Republic of Serbia began, which was adopted in 2020 for the period 2020-2025, ensuring freedom of expression, freedom of the media, journalist safety, media pluralism, developed media market, empowered journalist profession, educated citizens, and institutions capable of enforcing regulations. Furthermore, in 2019, the Ministry of Culture and Information established a working group comprised of representatives from all relevant institutions to aid the development of media literacy during the educational process. It identified media literacy development as a teaching goal that aims to help pupils develop into free and active citizens with strong critical thinking abilities.

Further steps in the implementation of the main ideas of the 2005 Convention in the Republic of Serbia focus on the strengthening of the transversal fields of culture, financial frameworks that provide even greater support to cultural and artistic creation, the development of international relations and cooperation, the strengthening of public-civil-private cooperation, and the creation of a cultural research base that contributes to improving cultural policy based on facts. More specifically, the two most important steps for Serbia in the coming period are the development of the National Roadmap for the Implementation of the 2005 Convention in the Digital Environment and the drafting of the national strategy for cultural development, while also supporting the development of cultural entities' capacities through education, providing financial and legislative support, providing spaces for participation and action, making culture more accessible to all social groups and cultural expressions more available to everyone.

**Contact details of the stakeholders involved in the preparation of the quadrennial periodic report (QPR). Please also include the contact details of the civil society organizations (CSOs) if they have contributed to the QPR drafting, including through the CSO form.:**

Public Sector	Institute for Cultural Development Research	<a href="mailto:marijana.milankov@zaprokul.org.rs">marijana.milankov@zaprokul.org.rs</a> , <a href="mailto:bojana.subasic@yzaprokul.org.rs">bojana.subasic@yzaprokul.org.rs</a>	<a href="http://www.zaprokul.org.rs">http://www.zaprokul.org.rs</a>
Public Sector	Ministry of Culture and Information of the Republic of Serbia	<a href="mailto:jagoda.stamenkovic@kultura.gov.rs">jagoda.stamenkovic@kultura.gov.rs</a> , <a href="mailto:jelena.bratonozic@kultura.gov.rs">jelena.bratonozic@kultura.gov.rs</a>	<a href="http://www.kultura.org.rs">http://www.kultura.org.rs</a>
Public Sector	Film Center Serbia	<a href="mailto:bojana.nistic@fcs.rs">bojana.nistic@fcs.rs</a>	<a href="http://www.fcs.rs">http://www.fcs.rs</a>
Civil Society Organization (CSO)	Institute for Creative Entrepreneurship and Innovation	<a href="mailto:office@kreativnaekonomija.com">office@kreativnaekonomija.com</a>	<a href="http://www.kreativnaekonomija.com">http://www.kreativnaekonomija.com</a>
Civil Society Organization (CSO)	Association Independent Culture Scene of Serbia	<a href="mailto:koordinatork@nezavisnakultura.net">koordinatork@nezavisnakultura.net</a> , <a href="mailto:viridzinia@gmail.com">viridzinia@gmail.com</a>	<a href="https://nezavisnakultura.net/">https://nezavisnakultura.net/</a>

## GOAL 1 - SUPPORT SUSTAINABLE SYSTEMS OF GOVERNANCE FOR CULTURE



### CULTURAL AND CREATIVE SECTORS

**A Ministry (or agency with ministerial status) is responsible for cultural and creative sectors:** YES

**Regional, provincial or local governments or administrations have decentralised responsibilities for policies and measures promoting the cultural and creative sectors::** YES

**Regulatory frameworks and sector specific laws, policies and/or strategies supporting the cultural and creative industries have been revised or adopted during the last 4 years:** YES

**If YES, has at least one of them been designed through interministerial cooperation (involving different government departments responsible for policy areas, such as communication, education, ICT, trade, foreign affairs, labor, finance):** YES

**Specific education and training programmes in the arts and the cultural and creative sectors are established, including:**

Digital literacy programmes for creation and experimentation

Technical and vocational education and training programmes in

Cinema/Audiovisual arts

Cultural management

Design

Digital cultural and creative sectors

Media arts

Music

Performing arts

Publishing

Visual arts

Tertiary and university education degrees in

Cinema/audiovisual arts

Cultural management

Design

Digital cultural and creative sectors

Media arts

Music

Performing arts

Publishing

Visual arts

**Specific measures and programmes have been implemented over the last 4 years to:**

Encourage the formalization and growth of micro/small and medium-sized cultural enterprises

**Statistical offices or research bodies have produced data during the last 4 years:**

related to cultural and creative sectors

evaluating cultural policies

**Share of cultural and creative sectors in Gross Domestic Product (GDP):**

7.40%

2019

**Please provide whenever possible disaggregated data by sector:**

Structure of GVA of the private sector according to activity groups in % of the total GVA of the private sector of the creative industry, narrower definition, 2017

Advertising and marketing	12.8
Architecture	1.6
Craft production	0.6
Film, television, video, radio and photography	0.3
Industrial, graphic and fashion design	11.8
IT, software and computer services	62.5
Publishing	9.6
Museums, galleries and libraries	0.1
Music and the performing and visual arts	0.6

Source: University of Belgrade Faculty of Economics and Business. (2021), Analysis of the economic effects of the creative industries sector on the economy of Serbia: an updated report

**Share of employment in the cultural and creative sectors:**

6.20%

2018

**Please provide whenever possible disaggregated data by sector, age, sex and type of employment:**

**Disaggregate data by sector, 2017.**

Architecture	3.23
Advertising and marketing	8.08
Design	3.13
Crafts	1.20
Film, TV, video, radio and photography	17.25
IT, software	35.52
Publishing	12.06
Museums, galleries and libraries	10.08
Music, performing and visual arts	9.44
IN TOTAL	100

Source: Mikić, H., Radulović, B., Savić, M. (2020) „Creative industries in Serbia: measurement approaches and economic contributions“, Ekonomika preuzeća br. 3-4 ISSN 0353-443X, str. 201-214

**Disaggregated data by sex**

43,4% women, 2018

Source: University of Belgrade Faculty of Economics and Business. (2021), Analysis of the economic effects of the creative industries sector on the economy of Serbia: an updated report

**Disaggregated data by age, 2018**

15-29	0,1%
20-24	4,2%
25-29	15,4%
30-34	18,0%
35-39	16,2%
40-44	14,1%
45-49	10,9%
50-54	8,3%
55-59	7,3%
60-64	4,1%
65+	1,3%
In total	100%

Source: University of Belgrade Faculty of Economics and Business. (2021), Analysis of the economic effects of the creative industries sector on the economy of Serbia: an updated report

**Total public budget for culture (in USD):**

281,001,847USD

2019

**Relevant Policies and Measures:**

**Amendments to the Law on Culture in 2020**

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

National Assembly of the Republic of Serbia

**Website of the policy/measure, if available:**

[https://www.paragraf.rs/izmene\\_i\\_dopune/240120-zakon-o-izmenama-i-dopunama-zakona-o-kulturi.html](https://www.paragraf.rs/izmene_i_dopune/240120-zakon-o-izmenama-i-dopunama-zakona-o-kulturi.html)

**Describe the main features of the policy/measure:**

In January 2020, the amendments to the Law on Culture (Official Gazette of the RS, issue 6/2020) were adopted, focusing on cultural and creative sectors, i.e. the domain of digital environment, the transversal character of culture, international cooperation and support for independent artists. The following key points were introduced into the framework of the General Interest in Culture: • Protecting and improving cultural diversity and strengthening intercultural dialogue • Strengthening the capacities of culture and its connections to other fields (education, science, tourism, foreign affairs, youth, and others), and integrating cultural development into a long-term socio-economic and political development of a democratic society • Encouraging international development and exchange in the field of culture, as well as mobility of artists, and adopting good practices in order to stimulate cultural agents' creativity and innovation • Using information and communication technologies and building a network of cultural institutions and other subjects in culture (Article 3, paragraphs 6, 7, 14, 15 of the Law on Culture) The importance of applying digital tools and frameworks within the segment of cultural industries was recognized, so the Law on Amendments to the Law on Culture included the use of information and communication technologies in cultural industries among 15 prioritized cultural activities (Article 8, paragraph 15 of the Law on Culture)

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

The measure pointed out the importance of connecting culture with other sectors and drew attention to the vital role of culture in the sustainable development of society. Also, artists' mobility and development of international cooperation were recognized as the key to encouraging creativity and innovation among cultural agents. With this in view, the Ministry of Culture and Information launched a new call dedicated to artists' mobility (e-mobility), which will be explained in detail in the measures below.

**Has the implementation of the policy/measure been evaluated?:** NO

## Call for Financing and Co-Financing Contemporary Arts Projects in the Republic of Serbia

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Culture and Information of the Republic of Serbia

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Publishing

Visual Arts

### Website of the policy/measure, if available:

<https://www.kultura.gov.rs/konkursi/30>

### Describe the main features of the policy/measure:

The sector for contemporary arts and creative industries of the RS Ministry of Culture and Information regularly announces annual calls for providing financial support to cultural programs and projects within the fields of contemporary arts. The call is intended for projects that contribute to the attainment of the general interest in culture, defined according to Article 6 of the Law on Culture, which, among other things, explicitly refers to encouraging the development of creative industries and includes a wide range of fields corresponding to all four goals of the 2005 Convention (ranging from creating conditions for contemporary arts development, ensuring availability of cultural contents, encouraging innovation and creativity, professional research in culture, to applying new technologies in the field of culture, creating conditions for the unhindered flow of information and exchange of cultural expressions, supporting international and intergovernmental cooperation, and encouraging artistic activities of socially vulnerable groups). The call is announced in the form of 12 separate lines corresponding to areas of culture: 1. Literature (events and prizes) 2. Publishing – periodicals related to arts and culture 3. Publishing – capital works in the field of culture, published in Serbian, as well as valuable literary works, both by national authors and in translation to Serbian. 4. Music (creative process, production, interpretation) 5. Arts, applied arts, visual arts, design and architecture 6. Theatrical arts (creative process, production and interpretation) 7. Artistic dance – classic ballet, folk dance, contemporary dance (creative process, production and interpretation) 8. Cinematic arts and other audio-visual creative activities 9. Cultural activities of national minorities in the Republic of Serbia 10. Cultural activities of persons with disabilities 11. Cultural activities of children, as well as for children and youth 12. Folk and amateur creative activities The general goal of the call is to harmonize the cultural development of the Republic of Serbia through creating an encouraging environment for the advancement of all areas of artistic expression, as well as providing conditions for the availability of cultural contents and audience development (specially in socially vulnerable groups). Additional call propositions relate to support to women's cultural activities and the promotion of gender equality in the area of contemporary arts. For each listed artistic field a professional commission is formed, while project proposals evaluation is based on the Regulation on the Criteria, Standards, and Selection of Projects in Culture that are financed and co-financed from the budget of the Republic of Serbia, as well as autonomous province and local self-government units (Official Gazette of the RS, issue 105/16 and 112/17). The right to participate in the call is granted to institutions, artist associations as well as other associations registered for carrying out cultural activities, individuals (artists, assistants, i.e. professionals in culture), and other subjects in the field of culture, excepting cultural institutions founded by the Republic of Serbia.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

From 2017 to 2020, a total of 9286 project proposals were submitted within all call lines, and a total of 2913 projects were approved for funding (the pass rate was 31%).

### Financial resources allocated to the policy/measure in USD:

In the period 2017-2020 a total of around 13,086,048 USD (1,354,406,000 RSD) were allocated: in 2017 around 3,269,449 USD (338,388,000 RSD); in 2018 around 3,519,613 USD (364,280,000 RSD); in 2019 around 3,625,449 USD (375,234,000 RSD); and in 2020 around 2,671,536 USD (276,504,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

### If yes, what are the main conclusions/recommendations?:

Evaluations were carried out based on the reporting of the funds recipients, as well as on direct monitoring, following, and analyzing the implemented project activities. It was found that the implementation of the contemporary arts call procedurally met all legally defined criteria, with an increase in budget funds allocated for contemporary cultural production for the period. The outbreak of the COVID-19 pandemic caused changes in the structure of the call: new investments were introduced through new call lines intended for online creative activities and online placement of artistic expressions and products. A significant number and diversified structure of agents supported through this call, as well as a wide range of various cultural and artistic expressions in the listed 12 areas of contemporary arts and cultural industries, contributed to the development of a dynamic cultural sector, including the digital environment. Additional improvements of human rights and artistic freedom were achieved through introducing new project propositions with a view to support gender equality in culture and arts of socially vulnerable groups. It is recommended that a separate call be announced for each call line in order to further encourage each individual area of contemporary cultural and artistic expression, production, and interpretation.

### Partner(s) engaged in the implementation of the measure:

Members of call commissions were professionals in contemporary cultural activities, prominent artists, critics, members of the Serbian Academy of Sciences and Arts, representatives of professional organizations, institutions, and universities.

### Type of entity:

Civil Society Organization (CSO)

## Strengthening Institutional Capacities for the Development of Creative Industries

**Name of agency responsible for the implementation of the policy/measure:**

Prime Minister's Office  
Office for IT and eGovernment of the Republic of Serbia

**Website of the policy/measure, if available:**

<https://serbiacreates.rs/>

**Describe the main features of the policy/measure:**

The Government of the Republic of Serbia has recognized creative industries as one of the priority and growing economic sectors. Consequently, in 2018 it established the Creative Industries Council as a special council of the Prime Minister of the RS, to support the development of creative industries through initiating various measures and activities, and building a network of partners in creative industries with a view to facilitate their coordination and cooperation. In 2019, at the initiative of the Prime Minister of the Republic of Serbia and the proposal of the Creative Industries Council, the national platform "Serbia Creates" was established. The goal of the Platform is the promotion and support to the development of creative industries through strategic measures, as well as through improving cultural diplomacy and global positioning of the Republic of Serbia as a nation of creative, innovative, and authentic people and ideas. "Serbia Creates" is designed to recognize, affirm, and highlight every form of creativity and success in the fields covered by the knowledge-based economy. In 2019, the Sector for development, international cooperation and promotion of digital, innovative, and creative industries was established as part of the Office for IT and eGovernment of the Republic of Serbia. The principal activities of the Sector are proposing policies in the area of digital and creative industries; planning, analyzing, coordinating, and monitoring the development of these industries; coordinating and supporting international cooperation and business in the global market. Special segments of the Sector's responsibilities include planning, analyzing, and coordinating initiatives for improving the legal and business environment in order to facilitate the growth of digital, innovative, and creative activities, as well as actively connecting the public and private sectors in the fields of digital, innovative and creative economy, with the aim of supporting sustainable and integrated economic growth of the Republic of Serbia. The Sector is also responsible for the platform "Serbia Creates," and as such actively participates in the promotion of national and international services, technologies, and products in the area of digital, creative, and innovative industries, and coordinates all national bodies participating in the national and international promotion of the listed industries.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

The national platform "Serbia Creates" is presented on the online platform <https://serbiacreates.rs/> as an intergovernmental umbrella body in charge of the global promotion of Serbia's export potential in the field of creative industries, innovation, and knowledge-based economy. The Serbia Creates concept underlines the importance of creative industries, science, and knowledge-based economy. It also provides support to local artists and creative individuals in gaining international recognition and promotes the highest contemporary values of creativity, innovation, authenticity, knowledge, and talent. Driven by the belief that everything begins with a single idea and a talented individual, Serbia Creates aims to build a strong national brand of modern Serbia, relying primarily on internationally acclaimed talents and exceptional individuals whose achievements, innovation, and creative ideas continue to inspire. The platform presents Serbia's creative ambassadors, as well as significant projects in order to empower and connect talented people and promote knowledge, excellence, and creativity. The concept of Serbia Creates is strategically elaborated in order to define a Strategy of Smart Specialization for the period 2020-2027 in the Republic of Serbia (Official Gazette of the RS, issue 21/2020): Serbia creates innovation—smart and creative Republic of Serbia, highly competitive in the global environment and acclaimed for its knowledge-based innovations, partnerships in the nation ecosystem and individual creativity.

## Support for the Development of Contemporary Art Projects in the Autonomous Province of Vojvodina

### Name of agency responsible for the implementation of the policy/measure:

Provincial Secretariat for Culture, Public Information and Relations with Religious Communities

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts

Music

Performing Arts

Publishing

Visual Arts

### Website of the policy/measure, if available:

<http://www.kultura.vojvodina.gov.rs/>

### Describe the main features of the policy/measure:

Since 2018, the Provincial Secretariat for Culture, Public Information and Relations with Religious Communities has been issuing a regular annual call for contemporary arts in the territory of the Autonomous Province of Vojvodina. According to the Law on Culture (Official Gazette of RS, issues 72/2009, 13/2016, 30/2016 – corr. 6/2020, 47/2021, and 78/2021,) all cultural entities can apply, such as cultural institutions and associations, artists, assistants, cultural experts, and other entities based in the territory of AP Vojvodina. Cultural institutions founded by the Province are not eligible to apply. The Secretariat forms a commission for the selection of projects that will receive financial support. The commission has to professionally examine the submitted projects and elaborate on them, after which the Secretariat makes the final decision on the allocation of funds. The call is announced for four areas: 1. Visual arts and multimedia: solo/collective exhibitions, colonies, prizes, residency programs, events, festivals, guest appearances, i.e. international cooperation, and amateur art projects; 2. Literary works and publishing: publishing hitherto unpublished works in Serbia in the fields of literature, arts, social sciences and humanities; publishing journals in print or electronic form in the fields of literature, arts, social sciences and humanities, as well as children's magazines in Serbian; literary prizes, festivals, and events; 3. Performing arts: production and interpretation of theatre plays, events, and festivals relevant at the level of the province, opera performances, operettas, ballet performances—artistic dance, prizes, guest appearances/international cooperation, amateur art projects; 4. Musical arts: composing musical works, music publishing—scores and production of material (CD and DVD), festivals and events, music competitions, prizes, guest appearances/international cooperation, amateur music projects. Special emphasis is placed on the fact that the activities mentioned within the defined areas also refer to projects related to the promotion of gender equality, accessibility of cultural content to children and youth, and accessibility of cultural content to persons with disabilities. The projects to be financed or co-financed are selected in accordance with the Regulation on the Criteria, Standards, and Selection of Projects in Culture Financed and Co-financed from the Budget of the Republic of Serbia, or the Autonomous Province and Local Self-Government Units (Official Gazette of RS, issue 105/16 and 112/17).

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

The greater the number of applications and projects approved for funding, the greater their contribution to the dynamics of the province's cultural sector. In the period 2017-2020, a total of 2252 project proposals were submitted within all call lines, and a total of 575 were approved for funding, resulting in a pass rate of 25.5%. From the sectoral viewpoint, the majority of projects supported in the period 2017-2020 fell into the literature category, in which 207 projects have been approved, or 36% of the total number of approved projects. The second-largest share of approved projects fell into the music category (creation, production, and performing). In 2017-2020, 183 projects related to music were approved for funding, or 31.8% of the total number of approved projects.

### Financial resources allocated to the policy/measure in USD:

For the period 2017-2020 a total of 1,866,217 USD (193,620,000 RSD) were allocated; in 2017, approximately 361,682 USD (38,700,000 RSD); in 2018 approximately 497,200 USD (49,720,000 RSD); in 2019, approximately 515,238 USD (54,100,000 RSD), and in 2020 approximately 496,116 USD (51,100,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** NO

### Partner(s) engaged in the implementation of the measure:

Numerous civil society organizations, cultural professionals and cultural institutions (exclusively those not founded by the Autonomous Province) are involved in the implementation of this measure as funding recipients.

## Support to Micro and Small-Sized Companies and Entrepreneurs Operating within Creative Economy

**Name of agency responsible for the implementation of the policy/measure:**

Provincial Secretariat for Economy and Tourism

**Website of the policy/measure, if available:**

<http://spriv.vojvodina.gov.rs/>

**Describe the main features of the policy/measure:**

The Provincial Secretariat for Economy and Tourism issues an annual public call for support to micro and small-sized companies and entrepreneurs operating within creative economy in the form of subsidies for the costs of purchasing machinery, software, raw materials, consumables, or services. The goal is to support companies operating within creative economy as an important segment for the development of the overall economy and entrepreneurship in the AP of Vojvodina. Funding is approved on a refundable basis. Machinery, equipment, and software must be brand new or, on rare occasions, used but not older than five years, and intended for professional usage in accordance with the activities of the economic entity. The right to apply have companies and entrepreneurs based or with a branch in the AP of Vojvodina, entered in the register of the Business Register Agency.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

In the period 2017–2020, there was great interest in this call, especially in 2020, when there were three times more projects approved for funding than in previous years. A total of 178 projects were approved in the entire period: 25 in 2017, 47 in 2018, 33 in 2019, and 73 in 2020 (42 were covered by capital subsidies and 31 by ongoing subsidies).

**Financial resources allocated to the policy/measure in USD:**

For the period 2017–2020, via the call for the allocation of grants to micro and small-sized companies and entrepreneurs operating within creative economy in form of subsidies for the cost of purchasing machinery, software, raw materials, consumables or services, a total of 730,601 USD (75,800,000 RSD) were allocated: in 2017, around 140,187 USD (15,000,000 RSD); in 2018, around 193,000 USD (19,300,000 RSD); in 2019, around 123,810 USD (13,000,000 RSD); and in 2020, around 276,699 USD (28,500,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

A professional commission formed for the purpose of deciding on the allocation of funds within the call forms a single list of both approved and unapproved projects, classified according to the evaluation based on the fulfillment of criteria defined by the call. Relying on the results of the work of the professional commission, the Provincial Secretariat for Economy and Tourism evaluates the success of the call. A very important indicator is the number of projects submitted to the call. Since 2017 there has been a significant increase in the number of projects that received funding through this call. In 2020, almost three times more projects were approved than in 2017. There was also a significant increase in funds allocated for projects—in 2020 the amount of funds was almost doubled compared to 2017. The increase in the number of submitted projects, as well as in funds, is an indicator of the success of the policy and the commitment of provincial authorities to direct money to support businesses operating in the creative economy, to contribute to the development of the overall economy and entrepreneurship in the AP of Vojvodina.

**Partner(s) engaged in the implementation of the measure:**

Partners involved in the implementation of this measure as beneficiaries of funds for projects are companies and entrepreneurs based or with a registered branch in AP Vojvodina.

## Film Center Serbia's Calls as an Incentive for the Development of National Cinematography

### Name of agency responsible for the implementation of the policy/measure:

Film Center Serbia

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts

Media Arts

Publishing

Visual Arts

### Website of the policy/measure, if available:

<http://www.fcs.rs/>

### Describe the main features of the policy/measure:

Based on the Law on Cinematography (Official Gazette of RS, issues 99/11, 2/12, and 46/2014), the Film Center Serbia issues regular annual calls for co-financing projects related to filmmaking and audiovisual production, as well as for providing material and technical means for the digitization of cinemas, i.e. all necessary preparations for the installation of Digital Cinema projection equipment. In the period 2017–2020 calls were announced in different areas of cinematography. Financial support was allocated to projects for the production of: 1. National feature-length films about national subjects; 2. National feature-length narrative films; 3. Minority co-productions; 4. National documentary feature-length films; 5. Student graduate films; 6. Short documentaries; 7. Short narrative films; 8. Commercially viable national feature-length narrative films in a specific genre (commercial repertoire films); 9. Short animated films; 10. Feature-length animated films (for the period 2018-2020); 11. Experimental films, video art, films with challenging content; 12. National feature-length debut narrative films (for the period 2019-2020); 13. National feature-length narrative films for children and youth (for the period 2019-2020). The Film Center Serbia announces its calls for project proposals in order to stimulate the production of films with various contents, as well as to stimulate: 1. Cinema screening of national films; 2. National films viewership; 3. National films distribution; 4. Quality (2017); 5. National films participation in international festivals (for the period 2018-2020); 6. Independent national feature films (2020). In the period 2017-2020 projects involving the following activities were also financed and co-financed: 1. Improvement and development of screenplays; 2. Pre-digitization and digitization of cinemas; 3. Development of national feature-length documentary and narrative films; 4. Development of national animated films (2019). A special commission is formed for each individual call to make a selection on projects that will receive funding. The commissions make their proposals, based on which the Management Board of the Film Center Serbia makes final decisions and allocates the funds. According to the Law on Cinematography (Official Gazette of RS, issues 99/11, 2/12, and 46/2014), the Commission consists of five members from the ranks of prominent artists and professionals in the field of cinematography.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

In the period 2017-2020, a total of 2958 project proposals were submitted to 24 calls, and 730 projects received funding, resulting in a pass rate of 24.6%.

### Financial resources allocated to the policy/measure in USD:

For the period 2017-2020, a total of approximately 30,774,882 USD (3,169,812,903 RSD) was allocated as follows: in 2017, approximately 6,285,194 USD (647,375,000 RSD); in 2018, approximately 9,032,054 USD (930,301,552 RSD); in 2019, approximately 8,439,880 USD (869,307,600 RSD); and in 2020 approximately 7,017,755 USD (722,828,751 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

### If yes, what are the main conclusions/recommendations?:

According to the current Law on Cinematography, announcing and conducting public calls for financing or co-financing projects in cinematography is among the most important activities of the Film Center Serbia. In the period 2017-2020, calls were announced regularly, and the budgets were far more ambitious than in previous years. The number of supported projects has increased every year due to the introduction of new categories and the announcement of calls in certain categories twice a year (in the spring and autumn). With the budget conceived and allocated in this manner, national production has been stabilized, and the national audiovisual sector has positioned itself as one of the most important in the region. The Film Center Serbia's plan was to start the modernization of the cinema network, meaning that the project's basic goals—digitization of Serbian cinemas, better conditions for screening national and international films—were accomplished in the previous period. Several international agreements have also been signed, the most important being the Agreement between the Republic of Serbia and the Republic of France on cinematographic co-production for project development. Hopefully, this agreement will open the European perspectives to Serbian cinema and contribute to wider networking of the Film Center Serbia within the European cinematographic context (the call was announced in 2020). The adoption of the Law on Film and Other Audiovisual Industries, expected in the upcoming period, will widen the Law's application beyond film activities to include other audiovisual industries, positively affecting the Film Center Serbia's activities.

### Partner(s) engaged in the implementation of the measure:

Legal entities and entrepreneurs, copyright holders, natural persons, film distributors, and higher educational institutions in film arts (registered and accredited in Serbia and with an accredited study program)

## Improving the Incentive Mechanism for Investors in Audiovisual Works Production in the Republic of Serbia

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Economy of the Republic of Serbia

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts

Media Arts

### Website of the policy/measure, if available:

<https://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/uredba/2019/94/5/reg>

### Describe the main features of the policy/measure:

At the proposal of the Ministry of Economy, the Government of the Republic of Serbia updated the Decree on Incentives to Investors for Producing Audiovisual Works in the Republic of Serbia (Official Gazette of RS, issues 94/2019-48, 8/2020-5, 63/2020-38, 84/2020-18, 111/2020-3), increasing the percentage of return to the investor from 20% (as defined by the previous Regulation from 2015) to the current 25%. In exceptional cases, and provided that it is an audiovisual work for the creation of which the relevant budget distributes funding for projects in the Republic of Serbia, for more than 5,000,000 EUR incentive funds are allocated in the amount of 30% of eligible costs. Incentive funds for a special-purpose film are awarded in the amount of 20% of eligible costs. The measure's goal is to encourage creativity, stimulate cultural and economic activities and increase employment in the field of audiovisual production in the Republic of Serbia, as well as to promote the Republic of Serbia's potential in this activity, i.e. its infrastructure, production, and service activities. The Ministry of Economy regularly issues an open public call for incentive funds. With this program, Serbia not only encourages filming, but also post-production, TV commercials, visual effects, and other digital audiovisual content, including new formats such as virtual and augmented reality (VR and AR). To be eligible for a refund, an entity must invest at least 300,000 EUR in project implementation for a feature film, TV film, special-purpose film, and TV series (per episode), 150,000 EUR for an animated film, audio and/or visual postproduction of audiovisual works, as well as an animated series per episode, and 50,000 EUR for a documentary film and a documentary TV program. The right to receive incentive funds may be exercised for the production of a feature film, a TV film, and a feature-length documentary lasting at least 70 minutes, as well as an animated film intended for screening lasting at least five minutes; a TV series, with each episode lasting at least 40 minutes; an animated series of at least ten episodes lasting at least 50 minutes; and a documentary TV program lasting at least 40 minutes. The incentive program implies a percentage return of funds invested by national or foreign investors in the production of audiovisual works in Serbia, but only after the investment has been completed and verified by an independent audit, and it only applies to eligible costs, i.e. payments made by national juridical and natural persons. All aspects of project submission, selection, and reporting are regulated by the "Rulebook on the Types and Contents of Qualified and Unqualified Cost Explanations, as well as the Forms of Requests for Incentives Allocation and Payment to Investors Who Produce Audiovisual Works in the Republic of Serbia" (Official Gazette of RS, issue 39/2018). The program's implementation is entrusted to the commission, while applications and communication with applicants are handled by the Film Center Serbia, which carries out administrative and technical tasks for the commission. The Ministry of Finance, the Serbian Chamber of Commerce, the Ministry of Culture and Information, and the Film Center Serbia are all represented on the commission for the implementation of regulations, while the organization "Film in Serbia" has been working on the international promotion of Serbia as a location for filming projects for more than 10 years and is significantly helping the incentive program to attract a large number of international productions, thereby contributing to the growth of the national economy.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

During the observed period, a total of 212 projects received financial support from the program of incentives for investors to produce audiovisual works in Serbia: 28 projects were supported in 2017, 65 in both 2018 and 2019 separately, and 54 in 2020.

### Financial resources allocated to the policy/measure in USD:

During the observed period, a total of 26,653,641 USD in incentives were paid. (In 2017, 3,672,588 USD was paid, followed by 7,535,119 USD in 2018, 9,678,686 USD in 2019, and 5,767,248 USD in 2020).

**Has the implementation of the policy/measure been evaluated?:** YES

### If yes, what are the main conclusions/recommendations?:

The Scientific Research Center of the Faculty of Economics, University of Belgrade, at the request of the Serbian Film Commission "Film in Serbia" conducted an "Economic Impact Analysis of the Audiovisual Production Sector and the Efficiency of the Ministry of Economy' Incentives for Audiovisual Content Production in Serbia 2016-2019." The analysis' findings and recommendations are summarized in the table below:

Conclusions	Recommendations
Serbia shows a growing trend of international productions of audiovisual content that use incentives, and this positive trend correlates with the positive growth trend of the total budget allocated for the purpose of incentives.	It is necessary to clearly define the expected level of incentive budget increase (or the level at which the budget will be maintained) for at least two years, but preferably for at least five years, in order to improve Serbia's competitiveness and visibility in the global market and contribute to the positioning of the country as a desirable destination for international clients.
The percentage of the utilized budget intended for incentives for the production of audiovisual content is at a high level of 92% to 95%.	In order to maintain or increase the utilization rate, it is necessary to further improve the administrative procedures for applying for funds and approving funds.

<p>Serbia is characterized by excellent destination portfolio diversification in the sector of audiovisual content production. This allows for more precise market and geographic targeting. The incentive structure is designed in such a way that it fosters portfolio diversification: movies, commercials, series, and post-production are all covered equally.</p>	<p>It is necessary to maintain the established level. This means that the incentive system in this sector should be oriented towards further fragmentation and “new” areas of audiovisual content production in order to broaden the potential market of international clients (e.g., video games, web series, VR, etc.).</p>
<p>Stimulating productions in formats such as commercials and post-production has allowed Serbia to stay out of competition in the film market, which is currently beyond its capacities, and to advance its capacities (both infrastructural and human) through a large number of advertising and post-production projects, which contribute to the growth of the number of completed international productions in a shorter period.</p>	<p>It is necessary to maintain the current system, level, and criteria for granting incentives for a longer period in order to contribute to the sustainability of the destination portfolio, but also to influence specialization for projects in new areas of production (e.g., video games, web series, VR, and the like), as well as projects in advertising and post-production, where the initial budgets meet the Ministry of Economy’s minimum requirements.</p>
<p>70% of projects that have benefited from incentives have a total budget of less than 300,000 EUR, and the smallest number of only 3% falls into the budget size category of 400,000-500,000 EUR.</p>	<p>It is necessary to maintain the criteria for providing incentives at the current level for a longer period, because it contributes to raising Serbia’s competitive advantage in the global market and its visibility in the wider market of potential international clients.</p>
<p>The amount and structure of the budget of subsidized projects further confirm that the creators of the incentive policy have succeeded in positively influencing the diversification of the product portfolio in one more way.</p>	<p>It is necessary that the implementers of the incentive policy, but also the users of the incentives, maintain the established market balance, with an equal focus on all present formats of audiovisual content production.</p>
<p>The direct return on direct investment by the state in the form of subsidies is 2.4.</p>	<p>For every 1 unit of paid incentives for the production of commercials, films, and series, on average 2.4 units are directly returned to the budget.</p>
<p>The total return on investment by the state in the form of subsidies is 5.38.</p>	<p>For every 1 unit of paid incentives for the production of commercials, films, and series, an average of 5.38 units are directly returned to the budget.</p>
<p>When “leakage effects” is excluded, every unit of incentives paid for the production of audiovisual content attracts an average of 5.2 units of total consumption.</p>	<p>Over the following period, it is necessary to compensate for this decrease, which amounts to an average of 0.2 EUR, by increasing the capacity of national stakeholders, so that these services are not “bought” abroad.</p>
<p>The number of employees in the sector in 2019 increased by an average of 57% compared to 2016.</p>	<p>The increased number of employees in the sector is a consequence of the increased efficiency of the sector, and support through subsidies is certainly one of the factors increasing its attractiveness.</p>
<p>There are over 11,000 full-time employees (FTEs).</p>	<p>In addition to making a significant fiscal direct and total contribution, the audiovisual content production sector employs a significant number of people. Following the reduction of administrative procedures, the effects on this sector of the economy are likely to intensify.</p>
<p>The total market for the production of audiovisual content on an annual level is on average 15 times larger than the number of projects subsidized by the state.</p>	<p>It is necessary to view the level of incentives as a sort of accelerator for the entire sector, but understanding the effects of incentives should not be limited to a small number of projects that have applied.</p>

<p>The number of projects that used incentives is <math>\frac{1}{4}</math> the number of international productions, which means that national companies for each subsidized project implement an average of four additional projects for international clients.</p>	<p>The entire sector is evolving thanks to incentives, and it is clear that each supported project is accompanied by additional four projects for international clients.</p> <p>It is necessary to preserve the criteria and transparency of the process in order to maintain or increase this ratio; the increase can be achieved by reducing administrative procedures.</p>
<p>The total contribution of international productions to the development of tourism in Serbia is measured by the figure of 44,889 overnight stays and the contribution of 3,680,898 EUR.</p>	<p>It is necessary to continue the system of “film-friendly” destinations and hotels, in order to improve communication with potential productions and provide appropriate destination support, especially for projects involving large teams and a large number of overnight stays in a short period.</p>
<p>Total taxes paid on VAT, contribution tax, and annual income tax amount to 11,567,613 EUR in the analyzed period.</p>	<p>It is necessary to observe the contribution of the entire sector to the country’s economic development based on total activities, which is measured based on the amounts of paid taxes. It is clear that this contribution is at a very high level based on all activities of companies in the sector, and not only based on subsidized projects.</p>

**Partner(s) engaged in the implementation of the measure:**

Film Center Serbia

**Type of entity:**

Public Sector

Serbian Film Commission “Film in Serbia,”

**Type of entity:**

Civil Society Organization (CSO)

Ministry of Culture and Information,

**Type of entity:**

Public Sector

Serbian Chamber of Commerce

## MEDIA DIVERSITY

**Public service media has a legal or statutory remit to promote a diversity of cultural expressions:** YES

**Policies and measures promote content diversity in programming by supporting:**

Regional and/or local broadcasters

Linguistic diversity in media programming

Community programming for marginalised groups (e.g. indigenous peoples, migrants and refugees, etc.)

Socio-cultural programming (e.g. children, youth, people with disabilities, etc.)

**Domestic content regulations for audio-visual media exist (e.g. quotas for production or distribution requirements for national films, TV series or music on radio):**

YES

**Regulatory authority(ies) monitoring media exist:** YES

**If YES, please provide the name and year of establishment of the regulatory authority(ies):**

Regulatory Authority of Electronic Media, 2002

**If YES, these regulatory authority(ies) monitor:**

Public media

Community media

Online media

**If YES, these regulatory authority(ies) are responsible for:**

Issuing licenses to broadcasters, content providers, platforms

Receiving and addressing public complaints such as online harassment, fake news, hate speech, etc.

Monitoring cultural (including linguistic) obligations

Monitoring gender equality in the media

Monitoring diversity in media ownership (diversity of ownership structures, transparency of ownership rules, limits on ownership concentration, etc.)

**Relevant Policies and Measures:**

### Strategic Provision of a Favorable Environment for the Free Flow of Information, Ideas and Opinions

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Website of the policy/measure, if available:**

<http://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/strategija/2020/11/1/reg>

**Describe the main features of the policy/measure:**

The measure was introduced by adopting a new Strategy for the Development of the Public Information System in the Republic of Serbia for 2020-2025 (Official Gazzete of the RS, issue 11/2020) at the session of the Government of Serbia on February 7, 2020. The drafting of this strategic document was initiated by the Ministry of Culture and Information of the Republic of Serbia in 2018. A working group for drafting the Strategy for the Development of the Public Information System in the Republic of Serbia was formed by a government decision of June 21, 2018. Its members were representatives of the Ministry of Culture and Information, Ministry of Finance, Ministry of Public Administration and Local Self-Government, Ministry of Justice, the Government of the Autonomous Province of Vojvodina, Republic Secretariat for Legislation, Republic Secretariat for Public Policies, Commission for the Protection of Competition, Administration for Public Provisions, Journalists' Association of Serbia, Independent Journalists' Association of Serbia, Independent Journalists' Association of Vojvodina, Association of Independent Media, Business Association Local Press, Media Association, RAB Serbia (Radio Advertising Bureau), Online Media Association, and SINOS (Trade-Union of Journalists of Serbia). The work on drafting the document was intensive and inclusive, with numerous stakeholders participating in the analysis of the current conditions in the public information field. The meetings were attended by representatives of scientific institutions (the Faculty of Political Sciences – University of Belgrade, Faculty of Philosophy – University of Belgrade, Faculty of Philosophy – University of Novi Sad, Faculty of Media and Communications, Institute of European Studies), civil society organizations (BIRODI, Transparency Serbia, GENIUS, Association of Electronic Media ComNet, SHARE Foundation, IPSOS, Association of Film Artists of Serbia, Trade-Union of Journalists of Serbia, National Organization of Persons with Disabilities of Serbia, Disability Portal of Novi Sad, Center for Development of Trade-Unionism, PROUNS, Journalists' Association of Niš, "Independence" Trade Union, Association of Media and Media Workers, Confederation of Autonomous Trade Unions of Serbia, Slavko Ćuruvija Foundation, Partners for Democratic Change Serbia, Association CRTA, Production Group Mreža); state institutions and regulatory bodies that are not members of the Working Group (the Ministry of Trade, Tourism and Telecommunications, Ministry of Economy, Office for Human and Minority Rights, Statistical Office of the Republic of Serbia, Office for IT and eGovernment, Court of Appeals in Belgrade, Public Prosecutor's Office, the Commissioner for the Protection of Equality, Commissioner for Information of Public Importance and Personal Data Protection, Regulatory Body for Electronic Media, Regulatory Agency for Electronic Communications and Postal Services, public enterprise Broadcasting Technique and Connections, Business Register Agency); public media services, national councils of national minorities, media founders (NIU Rusko Slovo, the Voice of Šumadija, Radio-Television Vranje, shareholding company Večernje Novosti); representatives of the media industry (United Group, Business Association of Cable Operators, the BBC representative in the Republic of Serbia), as well as representatives of the self-regulatory body Press Council. They were also attended by representative of the OSCE Mission to Serbia and the EU Delegation in the Republic of Serbia. The strategy document offers a detailed description of the media situation in the Republic of Serbia, as well as a legal framework. Its strategy vision is defined as: Ensuring a favorable environment for the free flow of information, ideas, and opinions, and achieved public interest that results in an orderly and rich media market. The general goal of strategy measures is improving the system of public information through a harmonized, positive legal framework that guarantees the freedom of expression, freedom of the media, safety of journalists, media pluralism, developed media market, empowered journalist profession, educated citizens and institutions enabled to apply regulations. Specific objectives are defined in accordance with the strategy framework: 1) improved safety, socio-economic, and professional conditions for the work of journalists and media workers; 2) established functional, sustainable and fair media market, protected from political influence; 3) functional, competent, professional and open institutions equipped with mechanisms for protection against external pressures, which consistently apply public policies and regulation; 4) high-quality, plural, and diverse media contents that satisfy the information needs of different social groups; 5) advanced professional knowledge and developed digital competence of

citizens, institutions, media, journalists, and media workers. The Strategy envisages the adoption of two action plans for the implementation of the planned activities. The first is for the period 2020-2022, and the second for the period 2023-2025.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

On February 6, 2020, the government of Serbia established a Working Group for Drafting the Action Plan for Implementing the Strategy for Public Information System Development in the Republic of Serbia for 2020-2025 (Official Gazette of the RS, issue 11/20). The Working Group consisted of 18 members—representatives of the Ministry of Culture and Information, Ministry of Finance, Ministry of Public Administration and Local Self-Government, Ministry of Justice, Provincial Government, Republic Secretariat for Legislation, Public Policy Secretariat, Commission for the Protection of Competition, Administration for Public Provisions, Journalists' Association of Serbia, Independent Journalists' Association of Serbia, Independent Journalists' Association of Vojvodina, Independent Media Association, Business Association "Local Press," Media Association, RAB Serbia, Online Media Association, and SINOS. The Action Plan for Implementing the Strategy for Public Information System Development in the Republic of Serbia for 2020-2025 (Official Gazette of the RS, issue 148/2020) was adopted on December 10, 2020. The Action Plan defines indicators in terms of a general goal: Improved public information system through a harmonized legal framework that guarantees the freedom of expression, freedom of the media, safety of journalists, media pluralism, developed media market, empowered journalist profession, educated citizens, and institutions capable of applying regulations. Measures, activities, timeframes, measurement units, initial and targeted values were defined for specific objectives, as well as financial resources, institutions in charge of measures implementation, activities and partners. Specific objective 1: Improved safety, socio-economic, and professional conditions for the work of journalists and media workers Measure 1.1. Creating conditions for the improvement of the socio-economic and professional position of journalists and media workers Measure 1.2. Creating conditions for the safe work of journalists and media workers Measure 1.3. Creating conditions for an adequate degree of protection of journalists' sources of information Measure 1.4. Achieving an adequate level of information security of journalists and the media Measure 1.5. Achieving adequate protection of journalists' and editors' professional autonomy against internal pressures Specific objective 2: Established functional, sustainable and fair media market, protected against political influence Measure 2.1. Creating conditions for the full functionality and up-to-datedness of the Media Register and/or media registers Measure 2.2. Establishing measurable criteria for determining thresholds of allowed media concentration and risks to media pluralism, in addition to shares in viewership, listenership, and circulation Measure 2.3. Reducing state influence on the media market and making it transparent to ensure equal market conditions for all media Measure 2.4. Ensuring equal conditions on the market of audio-visual and media services providers and distributors Measure 2.5. Creating a stimulating environment for the development of media market Measure 2.6. Creating conditions for achieving the full scope of self-regulation and co-regulation Specific objective 3: Functional, competent, professional, and open institutions, with mechanisms of protection against external pressures at their disposal, which consistently apply public policies and regulations Measure 3.1. Establishing efficient monitoring, which is carried out by the Ministry of Culture and Information, over media laws application Measure 3.2. Ensuring Regulatory Body for Electronic Media's organizational, functional, and financial independence, as well as their greater professionalism and responsibility to the public Measure 3.3. Ensuring public media services' independence, as well as their increased professionalism and public accountability, in order for them to fulfill their program functions Measure 3.4. Creating preconditions for full enjoyment of the right to open access to public information and the right to reuse data Measure 3.5. Establishing a fair system of copyright protection, equally protecting interest of the media as users and the authors and collective organizations as providers Specific objective 4: High-quality, plural, and varied media content that satisfy the information needs of various social groups Measure 4.1. Increasing objectivity and the diversity of sources and contents in the media in national minority languages Measure 4.2. Creating conditions for providing adequate information to persons with disabilities; achieving equal access to media contents for this category of media consumers Measure 4.3. Creating conditions for providing the diaspora and Serbs in the region with adequate information Measure 4.4. Enabling the fulfillment of project co-financing purposes – supporting the production and distribution of (lacking) contents in the public interest Measure 4.5. Providing conditions for equal media coverage of all participants in the election campaign Measure 4.6. Creating conditions for internal diversity in media services providers' programs Measure 4.7. Increasing media visibility and non-discriminatory reporting on women and vulnerable groups Measure 4.8. Creating a favorable environment for the development of the civil sector media Specific objective 5: Improved professional knowledge and developed digital skills of citizens, institutions, the media, journalists, and media workers in the media environment Measure 5.1. Improving media literacy Measure 5.2. Improving digital media skills of journalists, media workers, and public administration employees Measure 5.3. Improving citizens' information security in the media environment Measure 5.4. Improving research and regulation-making skills in relation to digital media technologies Measure 5.5. Ensuring comprehensive, reliable, and scientifically-based research and analysis of the media, the media market, media content, and audience in all segments of public policy importance The Action Plan suggest amendments to the Law on Public Information and Media, Electronic Media Law, Law on Public Services, Criminal Procedure Code, Budget System Law, Law on National Councils of National Minorities, Law on the Free Access to Information of Public Importance, Copyright and Related Rights, Law on Compensation, Law on Public Procurement, Law on Donations and Humanitarian Aid, Law, Property Tax Law, and Law on Temporary Regulations of the Manner of Collecting Fees.

**Has the implementation of the policy/measure been evaluated?:** NO

**Partner(s) engaged in the implementation of the measure:**

Ministry of Finance, Ministry of Public Administration and Local Self-Government, Ministry of Justice, Provincial Government, Republic Secretariat for Legislation, Republic Secretariat for Public Policies

**Type of entity:**

Public Sector

Commission for Protection of Competition, Public Investment Management Office

**Type of entity:**

Public Sector

Journalists' Association of Serbia, Independent Journalists' Association of Serbia, Independent Journalists' Association of Vojvodina, Independent Media Association, RAB Serbia, Online Media Association, SINOS

**Type of entity:**

Civil Society Organization (CSO)

## Development and Improvement of Media Literacy

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Culture and Information of the Republic of Serbia

### Website of the policy/measure, if available:

<https://medijskapismenost.com/>

### Describe the main features of the policy/measure:

The strategic goals of the media policy of Serbia are the development and improvement of media literacy. The specific objective 5 (improved professional knowledge and developed digital competencies of citizens, institutions, media, journalists and media workers) of the Strategy for the Development of the Public Information System in Serbia for 2020-2025 ("Official Gazette of RD, 11/2020"), defines Measure 5.1: Improved media literacy. The Ministry of Culture and Information is specified as the implementer of the measure, and the specified partners are the Ministry of Trade, Tourism and Telecommunications, Ministry of Education, Science and Technological Development, Ministry of Youth and Sports, Commissioner for the Protection of Equality, and Regulatory Authority of Electronic Media (REM). Indicators are defined in terms of a measure: conducting media literacy analysis by target groups and gender and increasing media literacy in comparison to the findings of the previous analysis. The Strategy measure involves the following activities: 1) analyzing the level of media literacy in the Republic of Serbia by target groups; 2) designing a plan of activities aimed at raising the level of media literacy by target groups, based on the gender-sensitive analysis of media education; 3) specifying institutions and stakeholders that implement the activities aimed at raising the level of media literacy in the Republic of Serbia; 4) making amendments to laws on electronic media to align them with the new Directive on Audiovisual Media Services; 5) conducting awareness raising campaigns for spreading media literacy skills among professionals and the broader public; 6) creating a cross-sectoral program for developing media and information literacy in the media environment, and establishing coordination among the various agents; 7) stimulating networking and ensuring through project funding a multisector approach to the process of developing media literacy and the inclusion of all stakeholders (public institutions, education sector, library sector, media, civil society organizations, researchers); 8) continuing the process of introducing media literacy into the formal education system, as well as developing teachers' and professors' competencies. In 2019, the Ministry of Culture and Information undertook the measure of developing media literacy through the education process by forming a working group made of representatives of relevant institutions. Developing media literacy within the framework of the education system was defined as one of the teaching objectives, with the expectation that pupils and students will grow into free and active citizens, capable of critical thinking. The working group created a multimedia publication "Media Literacy: A Handbook for Educators, Teachers and Professional Associates," which was published and distributed in 2020. The Handbook contains the basic concepts of media literacy, explanations of the importance of media literacy, the relationship between media literacy and artificial intelligence, the role of educators, teachers, and assistants in developing students' media literacy, and a glossary of basic media terms, as well as segments by educational stages: 1 – Preschool training and education; 2 – Elementary school: First cycle of elementary education; 3 – Elementary school: Second cycle of education; 4 – High school education. The EU delegation in the RS supported the working group through the project "Support to Media Reforms in the Republic of Serbia," which aims to provide expertise and recommendations, based on good European practices, relating to media literacy. In addition to supporting the work on the media literacy handbook for pre-university education, support was provided to organizing webinars whose themes drew from the handbook, as well as to the public media services Radio Television of Serbia (RTS) and Radio Television of Vojvodina (RTV), who have a leading role in developing programs dedicated to media literacy promotion among the young population, in creating programs that emphasize interactive contents. Project support to RTS and RTV also implied numerous trainings, consultative meetings, and study trips to European public media services.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

The Action Plan for Implementing the Strategy for the Development of the Public Information System in the Republic of Serbia for 2020–2025, defines for 2020-2022 (Official Gazette of the RS, issue 248/2020) activities, implementing institutions and partners, as well as timeframes and financial resources for the strategy Measure 5.1: Improved media literacy: 5.1.1 analyzing media literacy levels in the Republic of Serbia by target groups; 5.1.2 developing an action plan focused on raising media literacy levels in the Republic of Serbia by target groups, based on an analysis that also includes gender-sensitive media education, and identifying institutions and stakeholders interested in implementing the activities; 5.1.3 conducting awareness raising campaigns among the professional and general public about skills-building relating to media literacy, and establishing coordination among the various agents; 5.1.4 creating an inter-sectoral program for developing media and information literacy in a media environment, and establishing coordination among the various agents; 5.1.5 stimulating networking and ensuring a cross-sectoral approach to the development of media literacy through project financing and inclusion of all stakeholders (public institutions, education sector, library sector, media, civil society organizations, researchers); 5.1.6 continuing the process of introducing media literacy into the education system, as well as developing teachers' and professors' skills. The Ministry of Culture and Information's working group produced a multimedia publication "Media Literacy: A Handbook for Preschool and School Educators and Professional Associates," published in 2020 and available in digital form at <https://medijskapismenost.com/>. The printed publication has been distributed to relevant institutions. The Handbook is conceived around three main topics: analysis of the media communication language; analysis of media contents; study of the most relevant factors and products of 21st-century culture—the media and their influence on various sectors of society. The publication was followed by a television series (feature-documentary-animated) on media literacy, drawing from educational contents of the handbook. The TV series "Media Literacy Super-Heroes" has 18 episodes and is mainly intended for children and young adults. Its broadcasting started on November 23, 2020, on the RTS 2. In addition to being broadcast as part of the RTS's scientific and educational program, the series will also be broadcast on the RTV in national minority languages. As part of the project "Support to Media Reforms in the RS," the Ministry of Culture and Information, the EU Info, and ICE Consortium organized the webinar "Digital Immunity – From Digital Baby Pacifier to Digital Rebel," from August 5 to December 9, 2020. The webinar topics were taken from the publication "Media Literacy: A Handbook for Preschool and School Educators and Professional Associates." Another series of webinars as part of the project "Infodemics and How Media Literacy Protects Us" was held from April 22 until May 7, 2020, in cooperation with EU Info Center and with the support of the Ministry of Culture and Information of the Republic of Serbia.

**Has the implementation of the policy/measure been evaluated?:** YES

### If yes, what are the main conclusions/recommendations?:

The EU Commission Report 2020 on Serbia's progress in Chapter 10 (Information Society and Media) states that "in an effort to improve media literacy in the country, the Ministry of Culture and Information elaborated the recommended guidelines for improving and developing media literacy in pre-university education."

### Partner(s) engaged in the implementation of the measure:

Ministry of Education, Science and Technological Development, Ministry of Trade, Tourism and Telecommunications, Ministry of Youth and Sports, Provincial Secretariat for Education, Administration and National Minorities

### Type of entity:

Public Sector

Regulatory Body for Electronic Media, National Education Council of the Republic of Serbia, Institute for the Advancement of Education, public media services Radio Television of Serbia and Radio Television of Vojvodina

**Type of entity:**

Public Sector

EU Delegation in the Republic of Serbia, EU Info Center, and ICE Consortium

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## DIGITAL ENVIRONMENT

**Policies, measures or mechanisms are in place to support the digital transformation of cultural and creative industries and institutions (e.g. funding for digitization of analogue industries):** YES

**Policies or measures have been introduced to ensure vibrant domestic digital cultural and creative industries markets with a diversity of e-players of all sizes (e.g. fair remuneration rules; control market concentration; prevention of monopolies of digital content providers/distributors or their algorithms that potentially restrict the diversity of cultural expressions, etc.):** NO

**Policies and measures have been implemented to enhance access to and discoverability of domestically produced cultural content in the digital environment (e.g. action plans or policies for digital content pluralism, public support to cultural or artistic portals in specific languages, national or regional online distribution platforms for domestic content, etc.):** YES

**Measures and initiatives have been implemented to promote digital creativity and competencies of artists and other cultural professionals working with new technologies (e.g. spaces for experimentation, incubators, etc.):** YES

**Statistics or studies with recent data on access to digital media, including on the type of cultural content available through digital media, are available:** YES

**Relevant Policies and Measures:**

### Strategic Development of Serbian Citizens' Digital Skills

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Trade, Tourism and Telecommunications Ministry of Education, Science and Technological Development

**Website of the policy/measure, if available:**

<http://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/strategija/2020/21/2/reg/>

**Describe the main features of the policy/measure:**

The Measure ensures greater accessibility to culture and cultural industries' products and services in a digital environment for all citizens, especially to vulnerable categories and citizens of less developed areas, as well as the development of potentials, i.e. of the production staff in these fields. The Measure is defined by the Strategy for Digital Skills Development in the Republic of Serbia for 2020–2024 (Official Gazette of the RS, issue 21/2020) and adopted by the same document in March 2020. This is the Government's national strategic program aimed at regulating the development of the population's digital skills, in order to fully use the potentials of contemporary information and communications technologies. The goal is to improve the quality of life for all citizens and to raise employment, work efficiency, and the economic growth of the society. Digital skills are defined as possessing the appropriate knowledge, skills, and behaviors, in accordance with individual and social needs in the 21st century, a time of rapid development of ICT. The general goal of the Strategy is the improvement of digital knowledge and skills of all citizens, including members of vulnerable social groups, to enable them to use information and communications technologies in all areas and to meet the needs of the economy and labor market. The indicator at the level of general objective is the number of citizens with improved digital skills, the base value being 34.2% of computer-literate persons and 14.8% of partially computer-literate persons. The target value in 2024 is 46.2% of computer-literate persons and 26.8% partially computer-literate persons. The Strategy includes the following specific objectives: – Improving digital competencies in the education system. The indicator is the number of schools teaching digital competencies and the number of students possessing digital competencies. The base value in 2018: 55 high-schools have IT classes; the target value in 2024: the number of school having IT classes raised by 20%. - Improving elementary and advanced digital skills of all citizens. As many citizens as possible should be included in various trainings for acquiring basic digital skills, and special attention should be paid to the elderly and those living in areas with fewer users of information and communications technologies (e.g. rural areas and smaller urban environments). Indicator at the level of the specific objective is the percentage of computer-illiterate persons. The base value in 2018: 51% of computer-illiterate persons; target value in 2024: 27% of computer-illiterate persons. - Developing digital skills in response to labor market demands. This objective implies training programs in digital skills, linked to the effective use of technology and entrepreneurial/business skills propelling, among other things, development of digital technologies. Indicator at the level of specific objective is the number of persons included in digital skills trainings. Base value in 2018: 1000 persons having passed specialist IT trainings; target value in 2024: 1200 persons having passed specialist IT training. - ICT professionals' life-long learning. Enabling ICT experts in institutions of higher education to follow the rapid progress of the ICT sector, exchange knowledge and experiences with colleagues, etc. Indicator at the level of the specific objective is the number of enrolled students. Base value in 2018: 20,908 enrolled male students and 5,725 enrolled female students; target value in 2024: annual growth of 5% enrolled male students and 10% of enrolled female students. One of the activities envisaged by the Strategy is improving the central communication infrastructure and building a local wireless communication infrastructure (WLAN) in educational institutions, including pre-school and cultural institutions.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

- Conducting trainings for the development of digital skills of the population during 2020 has been greatly hindered due to the consequences of the crisis caused by the Covid-19 pandemic. - According to the data of the Ministry of Education, Science and Technological Development, in the school year 2020/2021, there were 44 IT classes in 36 high schools throughout Serbia, having in total more than 800 students. Thanks to their competencies, these students will be ready to become parts of innovative startup companies immediately after graduating. Students that graduated from IT high-school classes have already successfully tested their knowledge, skills and attitudes in job vacancies announced by telecommunications companies. They have also achieved great success in web design and creating of mobile phones applications. - Capital project Development of Infrastructure in Institutions of Education, Science and Culture "Connected Schools" proposes comprehensive improvement of the information and communications infrastructure in schools in the Republic of Serbia. The goals of the project are overcoming and preventing digital gap and raising digital literacy, achieving competitiveness of young generations in the digital era and ensuring growth bases for the IT industry. The Ministry of Trade, Tourism and Telecommunication is in charge of building infrastructures, i.e. wireless computer networks and upgrading the equipment of the Academic Network of Serbia. The Ministry of Education, Science and Technologic Development is implementing digital classrooms program, i.e. supplying schools with appropriate computer equipment and digital teaching content. By the end of 2020, wireless computer networks were deployed in about 930 school facilities (a half of those planned by the project).

**Partner(s) engaged in the implementation of the measure:**

Ministry of Education, Science and Technological Development, Ministry of Culture and Information, Ministry of Labor and Social Policies, Ministry of Public Administration and Local Self-Government, National Academy for Public Administration

**Type of entity:**

Public Sector

Institutions relevant for the envisaged measures and activities, education institutions, private sector and civil society

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## Development of a Broadband Network in Rural Areas of the Republic of Serbia

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Trade, Tourism and Telecommunications

**Website of the policy/measure, if available:**

<https://www.srbija.gov.rs/vest/499282/prvi-ugovori-za-izgradnju-sirokopojasne-mreze-u-ruralnim-podrucjima.php>

<https://europa.rs/ebrd-i-wbif-za-bolji-pristup-internetu-u-ruralnim-podrucjima/>

<https://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/strategija/2018/33/1>

**Describe the main features of the policy/measure:**

The measure is defined in the Strategy of the Development of a New Generation of Networks by 2023 (Official Gazette of the RS, issue 33/2018) adopted in 2018, which recognizes that the transfer of information through large flows enables the rapid development of interactive and multimedia services that allow users to access services regardless of their location. Therefore, as the Strategy points out, broadband access has become an important factor in developing rural and isolated areas, as well as in developing industrial zones and connecting economic regions within a country. The implementation of new access technology improves the quality of life by simplifying communication and providing easier and faster access to information, as well as access to new forms of entertainment and enrichment of cultural life. The measure is implemented under the project Joint Construction of a Broadband Network in Rural Areas of the Republic of Serbia, which was launched in 2020 and entails support for private sector investments in rural areas, where economic interest in the new generation of networks is low.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

Following the first public call for operators, the first contracts with operators were signed in November 2020 for the construction of a network in rural areas, which includes 34 settlements and over 5,500 households in nine municipalities: Novi Pazar, Prijepolje, Gornji Milanovac, Vladičin Han, Knjaževac, Valjevo, Loznica, Ljubovija, and Bačka Topola. The contracts were signed between the Ministry of Trade, Tourism and Telecommunications and the companies Telekom Srbija, Orion Telekom, SBB, and Sat Trakt. The project was supported by the European Bank for Reconstruction and Development (EBRD) and bilateral donors as part of the Western Balkans Investment Framework (WBIF).

**Financial resources allocated to the policy/measure in USD:**

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

European Bank for Reconstruction and Development

Telekom Srbija, Orion Telekom, SBB, and Sat Trakt

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## Establishment of a Strategic Framework for the Development and Application of Artificial Intelligence

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Education, Science and Technological Development of the Republic of Serbia  
Prime Minister's Office

### Website of the policy/measure, if available:

<https://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/drugiakt/2020/81/1/reg>

### Describe the main features of the policy/measure:

The measure entails drafting and adopting the Strategy for the Development of Artificial Intelligence in the Republic of Serbia for 2020-2025 (Official Gazette of the RS, issue 96/19), the Action Plan for 2020-2022 for implementing the Strategy for the Development of Artificial Intelligence (Official Gazette of the RS, issue 81/2020), as well as preparations for launching the first National Platform for Artificial Intelligence Development and establishing the Institute for Artificial Intelligence Research and Development of Serbia. The measure is also implemented through the creation and adoption of the Smart Specialization Strategy. The measure supports the development of innovative start-ups and scientific innovation, which can also be applied in the culture sector and creative industry. At the initiative of the Prime Minister's Office in 2019, the Working Group for Drafting the Strategy for the Development of Artificial Intelligence in the Republic of Serbia for 2020-2025 was established, consisting of representatives from various public and private institutions. All activities related to the creation of this strategic document, which was adopted in December 2019, were carried out by the Ministry of Education, Science and Technological Development together with the Prime Minister's Office and other institutions. The strategy included priority policies centered on the development of artificial intelligence in education, research, innovation, public administration, and the economy. The goals and measures for artificial intelligence development were defined, and their implementation is expected to result in economic growth, improved public services, improved scientific staff, and skill development for future jobs. Furthermore, it is expected that the implementation of the Strategy's measures will ensure that artificial intelligence is developed and applied in the Republic of Serbia safely and following internationally recognized ethical principles, in order to take advantage of the technology's potential for improving the quality of life of individuals and society as a whole, as well as achieving sustainable development goals. The Strategy is in line with the European artificial intelligence initiative ("Artificial Intelligence for Europe," COM [2018]) which defined the European Commission's artificial intelligence policy. Artificial Intelligence (AI) is defined in the Strategy as a system that shows rational and intelligent behavior based on an understanding of its environment and makes decisions (with limited autonomy) to accomplish particular goals. Artificial intelligence systems can be software-only and operate in the virtual world (for example, virtual assistants, photo analysis software, internet browsers, speech and facial recognition systems) or hardware-based (for example, advanced robots, automatic cars, drones, and the similar). The Strategy's general goal is defined as: Application of artificial intelligence to boost economic growth, employment, and overall quality of life. The Strategy's specific goals are: 1. Adaption of education to meet the needs of contemporary society and economy, which are conditioned by the advancement of artificial intelligence 2. Development of science and innovation in the field of artificial intelligence and its applications 3. Development of economy based on artificial intelligence (in fields where it is the crucial competence and where it is used in various branches of the industry) 4. Improvement of conditions for the development of artificial intelligence and public sector services by applying artificial intelligence 5. Ethical and safe application of artificial intelligence One of the measures (2.2) was defined as special support to research and innovations in fields with high potential for innovative artificial intelligence application, among which are priorities that are not necessarily economically beneficial, like health, security, language, culture, national infrastructure, public services, and the similar. The Strategy entails the approval of two action plans in order to implement the planned activities. The first action plan was adopted in June 2020 for the period 2020-2022, while the second action plan is expected to be approved for the period 2023-2025. The Smart Specialization Strategy in the Republic of Serbia for the period 2020-2027 (Official Gazette of the RS, issue 21/2020) adopted in March 2020, as part of Specific Goal 1—Directing Scientific Activities to 4S Priorities, entails incentive funding measures that direct people through projects and provide the needed capacities and infrastructure for the necessary research in the field of smart specialization. Measure 1.2. defines the "Artificial Intelligence" Call, which relates to the Republic of Serbia's Science Fund, intended for researchers and scientific organizations studying this field, which is a priority domain of smart specialization ICT. In accordance with the Smart Specialization Strategy's goal and the findings of the entrepreneurial discovery process, the main themes of this program were defined as General Artificial Intelligence, Machine Learning, Planning, Understanding Knowledge, Computer Vision and Speech Communication, and Intelligent Systems. The overall budget for this program is 2,400,000 EUR, with a maximum budget of 200,000 EUR for financing one project that will be implemented in two subprograms. The first subprogram is dedicated to the advancement of basic scientific research in the field of artificial intelligence, with a total budget of 1,200,000 EUR. The second subprogram is dedicated to the application of artificial intelligence in various fields of life and work to boost social, technological, and economic development, with a total budget of 1,200,000 EUR. The public data center in Kragujevac, which covers an area of 14,000 square meters, was built in the period from June 2019 to December 2020 as a project of significance for Serbia, with the goal of advancing the electronic business system, utilizing the latest ICT capacities in providing users with services, reducing the risk of data loss of great importance to the Republic of Serbia, and developing and supporting efforts to digitally transform Serbia. This is the second public data center in Serbia after the first was opened in Belgrade in 2017. The data center in Kragujevac is intended to house the first public platform for artificial intelligence, which will be used by the state, local self-governments, universities, scientific and technology parks, and start-up companies.

### What are the results achieved so far through the implementation of the policy/measure?:

In January 2020, the Ministry of Education, Science and Technological formed a Working Group to draft the Proposal for the Action Plan for Implementing the Strategy for the Development of Artificial Intelligence in the Republic of Serbia for the period 2020-2025. The Working Group consisted of 46 members, among whom were representatives of the following institutions: The Ministry of Trade, Tourism and Telecommunications, Ministry of Justice, Ministry of Public Administration and Local Self-Government, Ministry of Finance, Ministry of Economy, Ministry of Education, Science and Technological Development, Ministry of Construction, Transport and Infrastructure, Prime Minister's Office, Science Fund of the Republic of Serbia, Innovation Fund, Office for Information Technologies and eGovernment, School of Electrical Engineering University of Belgrade, Faculty of Mathematics University of Belgrade, Faculty of Mechanical Engineering University of Belgrade, Faculty of Technical Sciences University of Novi Sad, Faculty of Sciences University of Novi Sad, Faculty of Electrical Engineering University of Niš, Faculty of Science University of Kragujevac, Mihajlo Pupin Institute University of Belgrade, BioSense Institute, as well as representatives of private companies. The approved Action Plan defines measures and activities, responsible institutions and partners, the financial means for their implementation as well as indicators, in order to accomplish their strategic goals. Among other things, the Action Plan among the measures for the accomplishing of Specific Goal 2—Development of Science and Innovation in the Field of Artificial Intelligence and its Applications includes Measure 2.4: Establishing the Institute for Artificial Intelligence.

### Partner(s) engaged in the implementation of the measure:

Ministry of Economy, Ministry of Trade, Tourism and Telecommunication, Ministry of Finance, Office of the Ministry without Portfolio Responsible for Innovation and Technological Development, Office for Information Technologies and eGovernment

Science and Technology Park Belgrade, University of Belgrade (School of Electrical Engineering, Faculty of Mathematics, Faculty of Mechanical Engineering, Faculty of Organizational Sciences, Teacher Education Faculty, Mihajlo Pupin Institute

University of Novi Sad (Faculty of Technical Sciences), University of Kragujevac (Faculty of Science), University of Niš (Faculty of Electrical Engineering)

representatives of companies working on artificial intelligence development and application, Vojvodina ICT Cluster, Petlja Foundation, Chamber of Commerce of Serbia, World Bank

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## Support to the Development of Projects Related to Digitization of Cultural Heritage and Contemporary Arts in the Republic of Serbia

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Publishing

Visual Arts

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/>

**Describe the main features of the policy/measure:**

The Ministry of Culture and Information regularly issues an annual call related to cultural heritage and contemporary art. The call is announced for the category of digitization of cultural heritage and contemporary arts, and the areas covered by it are also specifically defined: 1. Creation of infrastructure to support continuous and interoperable digitization of cultural heritage and contemporary arts. 2. Strengthening participants' capacity in the process of digitization of cultural heritage and contemporary arts— education; 3. Purchase of equipment (necessary equipment for the implementation of projects covered by the Call, which will be used long-term in all segments of the process of digitization of cultural heritage and contemporary arts), as well as programs, software solutions, and information systems that are widely used in cultural heritage and contemporary arts, in order to process and manage digital material and ensure its availability; 4. Development of applications, platforms, and other multimedia solutions related to cultural heritage and contemporary arts; 5. Presentation and promotion of digitized material as well as popularization of the process of digitization of cultural heritage and contemporary arts. The Call's purpose is to finance or co-finance projects related to the digitization and promotion of national cultural values, such as the presentation of digital materials, digital art, the purchase of equipment necessary for the ongoing process of digitization, and the use of information technologies to promote national cultural values. The call is open for institutions, art, and other associations registered as engaging in cultural activities, legal entities operating in the field of information and communication technologies, natural persons, and other cultural entities financed according to Article 74 of the Law on Culture (Official Gazette of the RS, issues 72/2009, 13/2016, 30/2016 - corr., 6/2020, 47/2021, and 78/2021). Cultural institutions established by the Republic of Serbia are not eligible to participate in the call.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

A total of 140 projects were submitted to the call of the Ministry of Culture and Information for financing or co-financing projects related to the digitization of cultural heritage and contemporary art in the Republic of Serbia for the period 2018-2020, and 44 were approved, resulting in a 31.4% pass rate.

**Financial resources allocated to the policy/measure in USD:**

During the period 2018-2020, for the call line contemporary art a total of approximately 264,251 USD (27,350,000 RSD) was allocated, as follows: in 2018, approximately 106,195 USD (12,000,000 RSD); in 2019 approximately 86,957 USD (9,000,000 RSD), and in 2020 approximately 56,195 USD (6,350,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

Following the public call for financing or co-financing projects related to cultural heritage and contemporary art digitization, the Ministry of Culture and Information's commission for project selection make the decision on the allocation of funds, corroborated by descriptions and professional assessments of both approved and unapproved projects. The call is evaluated at the level of Ministry and its success is assessed for both call lines. There is great interest in both call lines each year. Regarding the digitization of contemporary art, the most common projects approved for funding were those related to the digitization of fine arts, books, collections, archives, and theaters.

## PARTNERING WITH CIVIL SOCIETY

**Professional organizations and/or trade unions representing artists and/or cultural professionals in the following sectors exist in your country (i.e. federation of musicians, publishers unions, etc.):**

Cinema/Audiovisual arts

Design

Media Arts

Music

Publishing

Visual Arts

Performing Arts

**Public funding schemes supporting CSOs involvement in promoting the diversity of cultural expressions exist:** YES

**Training and mentoring opportunities were organized or supported by public authorities during the last 4 years to build skills on communication, advocacy and/or fundraising of civil society organizations involved in the promotion of the diversity of cultural expressions:** YES

**Dialogue mechanisms between public authorities and CSOs for cultural policy making and/or monitoring have been implemented during the last 4 years (meetings, working groups, etc.):** YES

**If YES, please provide up to 2 examples:**

The working group for the drafting of the strategic document on the development of the public information system in the Republic of Serbia, 2020

Dialogue with trade unions with the aim of amending the Special Collective Agreement for Cultural Institutions founded by the Republic of Serbia, Autonomous Province and Local Self-Government Units, 2018

**Policies and measures promoting the diversity of cultural expressions have been elaborated in consultation with CSOs during the last 4 years:** YES

**Relevant Policies and Measures:**

### Strengthening Civil Society Participation in Drafting and Implementing Public Policy Regulations and Documents

**Name of agency responsible for the implementation of the policy/measure:**

Public Policy Secretariat of the Republic of Serbia

Public administration organs

**Describe the main features of the policy/measure:**

The measure is implemented through the passage of new laws and public policy documents that regulate civil society organizations' rights, obligations, and procedures related to their involvement in the design and implementation of regulations and public policy documents. Law on the Planning System of the Republic of Serbia (Official Gazette of the RS, issue 30/2018), adopted in 2018, governs the application of public and partnership principles in the process of creating public policies. In 2019, the Decree on the Methodology of Public Policy Management, Impact Assessment of Public Policy and Regulations, and the Content of Individual Public Policy Documents (Official Gazette of the RS, issue 8/19) was enacted, based on the Law on the Planning System of the Republic of Serbia. In 2019, the Handbook on Good Practice Guidelines for Public Participation in the Drafting of Laws and Other Regulations and Acts (Official Gazette of the RS, issue 51/19) was enacted, a sub-legislative act of the Law on Public Administration, which had been revised in 2018. In 2020, the Guidelines on the Inclusion of Civil Society Organizations in Working Groups for Drafting Regulations and Public Policies (Official Gazette of the RS, issue 8/20) was adopted. In 2020, the Action Plan for implementing the initiative Partnership for Open Government in the Republic of Serbia for 2020-2022 was adopted.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

participation at all levels of government. The Law on the Planning System of the Republic of Serbia acknowledges partnership which, according to the Council of Europe's Code of Good Practice for Civil Participation in the Decision-Making Process, is the highest possible level of civil participation and involves joint responsibility at every step in the political decision-making process, from setting the working program to drafting and implementing public policy initiatives. The Decree on the Methodology of Public Policy Management, Impact Assessment of Public Policy and Regulations, and the Content of Individual Public Policy Documents distinguishes between consultations and public debate, and defines their methods and how they are carried out (Article 39). Articles 39-46 of the Decree define the implementation period and the aim of consultations and public debates. Articles 45-46 of the Decree define the implementation procedure and how the public debate will be reported on. The Handbook on Good Practice Guidelines for Public Participation in the Drafting of Laws and Other Regulations and Acts, together with the Law of Public Government, more thoroughly defines how mandatory consultations are carried out in all phases of preparing regulations and public policy documents, or public debates in drafting public policy documents, including defining consultation methods, obligations, ways and forms of reporting on organized consultations, and also includes the possibility of stakeholders and target groups participating in the consultations. Guidelines on the Inclusion of Civil Society Organization in Working Groups for Drafting Regulations and Public Policies define the process of electing representatives from civil society organizations into working groups for drafting regulations and public policies, allowing them to participate in the early phase of the decision-making process. Civil society organizations are included in working groups through public calls with pre-defined election criteria. The Action Plan for implementing the initiative Partnership for Open Government in the Republic of Serbia for 2020-2022 defines the goal "Advancing possibilities and strengthening citizens' capacities for e-participation in consultations and public debates," based on which the Decision on Establishing the eKonsultacije (eConsultation) Portal (Official Gazette of the RS, issue 62/2021-49) was enacted, as part of the eUprava (eAdministration) portal, to allow the public, in a unique and equal way, to electronically (online) participate in the process of preparing and adopting public policy documents and regulations. In 2020, the Public Policy Secretariat of the Republic of Serbia (PPS) received 14 propositions for public policy documents (PPD), and the proposers reported that the mandatory consultations were conducted for all 13 PPDs that required them (100%). That year, the government approved 11 PPDs, all of which required consultations, which were held. The PPS received 87 draft laws in 2020. Thirty-five of them were required to go through a consultation procedure, which was conducted for 19 of them (54.3%). The same year, the National Assembly approved 45 laws, and consultations were conducted for 15 out of 42 adopted laws that required consultations (35.71%). The PPS received 215 regulation proposals in 2020 and was required to conduct a consulting process for each of them, which was done for 59 proposals (27.4%). That year, the government adopted 253 regulations, each of which required consultation, which was done for 29 of them (11.5%).

**Financial resources allocated to the policy/measure in USD:****Has the implementation of the policy/measure been evaluated?:** YES**If yes, what are the main conclusions/recommendations?:**

According to the SIGMA report from October 2019 on public administration reforms in Serbia, the process of creating public policies and passing regulations shows a low level of inclusivity, and the conduct of public consultations, which imply citizens' participation, is rated 3 out of 5. The SIGMA report emphasizes that, although the legislative framework had improved, CSOs are still included only in the final phase of drafting regulations, during the public debate, if they are at all carried out; there is still no systematic inclusion and transparent consultations in the early phases of drafting regulations and public policies. In the Starting points of the Strategy for Creating a Simulative Environment for Civil Society Development in the Republic of Serbia for the period 2021-2030, it is stated that passing the Law on the Planning System of the Republic of Serbia is a normative step towards broader civil participation at all levels of government. However, it has been observed that the law is not always applied evenly or at a satisfactory level. The starting points state that the Law on the Planning System is insufficiently applied as the main tool for civil society participation in all phases of drafting regulations and public policy documents, especially at the local level. The same document states that CSOs are dissatisfied with their lack of participation in working groups drafting public policy documents and regulations, emphasizing that their comments and suggestions during the entire process of public consultations, if they are held at all, are not respected enough, as well as that there is no feedback on proposals and suggestions delivered at public debates. Public administration organs are not aware enough that civil society representatives, with their knowledge, experience, and expertise, can contribute to the betterment of the quality of public policy documents and regulations, as well as their better implementation through their participation and suggestions. The public administration organs' practice for establishing dialogue on issues of great social importance is not even and the regulations are not consistently applied in all situations. On the other hand, not taking into account the possibilities and capacities of the public administration on the part of civil society organizations leads to expectations that are often too high. In its Serbia 2020 Report, the European Commission assessed that although there is less fast-track legislation, allowing for more time for consultations, many CSOs reported that the time for consultations is too short, and that their comments are not taken into account nor are they getting feedback. This shows the Republic of Serbia's progress in carrying out public administration reform in terms of including citizens in public policy and regulations creations, but that regulations need to be consistently applied to achieve the desired improvement in terms of a substantial citizens' participation in the legislative process.

## Improving Institutional Cooperation Between Public Administration and Civil Society Organizations

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Human and Minority Rights and Social Dialogue

**Website of the policy/measure, if available:**

<https://www.minljmpdd.gov.rs/>

**Describe the main features of the policy/measure:**

Under the Law on Ministries from 2020 (Official Gazette of the RS, issue 128/2020), the Office for Cooperation with Civil Society established in 2011 by the Government of the Republic of Serbia, which served to develop institutional cooperation with civil society organizations, was dismissed, and its responsibilities were taken over by the newly-formed Ministry of Human and Minority Rights and Social Dialogue. Unlike the Office that could participate in the drafting and implementation of strategic documents related to the creation of a stimulating environment for civil society development, as well as initiate the passing of regulations and other acts that define the position of associations and other civil society organizations, the Ministry's responsibilities include drafting regulations that define the positions of associations and other civil society organizations (with the exception of political and syndical organizations), the preparation and implementation of strategic documents related to the creation of a stimulating environment for civil society development (aiming to develop cooperation between the public, private and civil sector), and many other activities that serve to start a dialogue with civil society on issues of common interest. These activities include: strengthening the capacities, work sustainability, and operations of associations and other civil society organizations, gathering and disseminating information of significance for the work of associations and other civil society organizations, cooperating with authorities on tasks related to programming and managing the EU pre-accession funds and other EU funds for supporting civil society, etc.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

At the initiative of the Office and implemented the Ministry, in accordance with the revised Council of Europe's Code of Good Practices for Civil Participation in the Decision Making Process, the public administration organs at all three levels of government defined the contact points – persons for cooperation with civil society organizations. The Ministry then created a publically available Contact Points Base for cooperation with civil society organizations to encourage direct communication and cooperation between public administration organs and CSOs, especially in the decision-making process, as well as mutual cooperation and exchange of experience between public administration organs in this regard. The Council for Cooperation and Civil Society Development, as an important institution for the cooperation of the public and civil sector, and one of the possible models of a structured dialogue between the Government and CSOs, has still not been established.

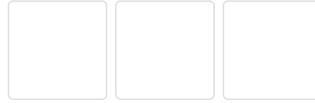
**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Civil Society Organizations

## GOAL 2 - ACHIEVE A BALANCED FLOW OF CULTURAL GOODS AND SERVICES AND INCREASE THE MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS



### MOBILITY OF ARTISTS AND CULTURAL PROFESSIONALS

**Please indicate if the following policies and measures exist in your country:**

Policies and measures supporting the outward mobility of artists and cultural professionals (e.g. export offices, support for participation in international cultural markets for cultural professionals, etc.)

**Please indicate if the following operational programmes have been developed or supported/funded by public authorities during the last 4 years:**

Information resources or training services providing practical guidance to facilitate the mobility of cultural professionals (e.g. Internet platforms)

Infrastructure (e.g. arts residencies, cultural institutes, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries

Major cultural events (e.g. cultural seasons, festivals, cultural industries markets, etc.) having a mandate to promote the diversity of cultural expressions and hosting a large number of foreign artists, notably from developing countries

**Please indicate if the following mobility funds (e.g. scholarships, travel grants, etc.) have been managed or supported by public authorities during the last 4 years:**

Public funds supporting the outward mobility of national or resident artists and other cultural professionals

Public funds supporting the inward mobility of foreign artists and other cultural professionals, notably from developing countries

**Relevant Policies and Measures:**

#### Call for Co-Financing Projects Related to the Mobility of Artists and Cultural and Art Professionals

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Design  
Media Arts  
Music  
Performing Arts  
Publishing  
Visual Arts

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/>

**Describe the main features of the policy/measure:**

The Ministry of Culture and Information issues annual calls for co-financing projects related to the mobility of artists and cultural and art professionals. As stated in the call's text, the goal of this cultural policy measure is systemic support for the promotion of international cultural cooperation and Serbia's culture and art abroad; for exchange and networking through the participation of artists and professionals from Serbia in international events, seminars, workshops, conferences, etc., as well as through study and residency programs, and the similar, which are related to all fields of culture and the arts. The call is intended for bilateral and multilateral cultural cooperation, i.e. for participation in festivals, seminars, workshops, reviews, gatherings, conferences, study and residency stays, and so on. The call does not cover accommodation and subsistence costs, scholarships at schools and higher education institutions, diplomatic and consular representatives invitations, or projects related to the media, film, and other audiovisual industries. Priority is given to individuals who are recipients of recognitions and/or awards in the fields of culture and the arts, members of international bodies and professional networks, art associations, and participants in prominent international cultural events. The professional commission formed by the Ministry of Culture and Information decides on the selection of projects for co-financing within the issued call. The projects are evaluated in accordance with the Regulation on the Criteria, Standards, and Selection of Projects in Culture Financed and Co-Financed from the Budget of the Republic of Serbia, or Autonomous Province and Local Self-Government Units (Official Gazette of RS, issue 105/2016).

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

A large number of approved projects testifies to a positive trend in the area covered by the call. In the period 2017-2020, a total of 781 applications were submitted for the mobility of artists and professionals in the field of culture and art, and 457 were supported for co-financing, resulting in the pass rate of 58.5%.

**Financial resources allocated to the policy/measure in USD:**

For the period 2017-2020, a total of approximately 250,739 USD (26,014,200 RSD) was allocated for the mobility of artists and cultural and art professionals, as follows: in 2017, approximately 65,764 USD (7,036,800 RSD); in 2018 approximately 79,404 USD (7,940,400 RSD); in 2019 approximately 82,257 USD (8,637,000 RSD) and in 2020 approximately 23,301 USD (2,400,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

Following the issue of the public call for co-financing projects related to the mobility of artists and cultural and art professionals, the professional commission formed by the Ministry of Culture and Information evaluates and ranks the projects, and decides on the allocation of funds. The commission's report is the basis for an annual evaluation of the given policy/measure and the assessment of the call's success. Finally, conclusions are drawn as to whether its implementation should be continued. In the period 2017-2020, there was a lot of interest in the call, a significant amount of funds was allocated for project activities, and the pass rate was high. Projects supported within the call included co-financing artists' mobility in a large number of countries. The majority of the applicants were associations of music artists, painters, performing artists, as well as cultural and art societies, and cultural institutions.

## Call for Co-Financing Artists' E-Mobility—Artistic Contents and Works

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Design  
Media Arts  
Music  
Performing Arts  
Publishing  
Visual Arts

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/>

**Describe the main features of the policy/measure:**

Due to the COVID-19 pandemic, which especially disrupted the traditional international cultural exchange, the Ministry of Culture and Information, i.e. the Sector for International Cooperation and European Integration in the field of culture, established a new line within the call for co-financing the mobility of artists and cultural and art professionals. This line enables the coverage of certain costs related to the production and preparation of artistic works intended for the participation of artists from Serbia in international online festivals, professional gatherings, galleries/exhibitions, and other types of online presentations abroad. The Ministry of Culture and Information recognized this need and responded by creating a new line in order to alleviate the difficulties of artists during the pandemic. As in the case of other call lines for co-financing projects in the field of mobility of artists and cultural and art professionals, the task of evaluation and selection is entrusted to a professional commission formed by the Ministry of Culture and Information. The Commission proceeds in accordance with the Regulation on the Criteria, Standards, and Selection of Projects in Culture Financed and Co-Financed from the Budget of the Republic of Serbia, or Autonomous Province and Local Self-Government Units (Official Gazette of RS, issue 105/2016).

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

In the framework of the Call for artists' e-mobility in 2020, 69 projects were submitted, and 27, i.e. 39.1% were approved.

**Financial resources allocated to the policy/measure in USD:**

Approximately 23,301 USD (2,400,000 RSD) have been allocated within the artists' e-mobility call in 2020.

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

Due to the COVID-19 pandemic and the inability to implement projects for artists' mobility, the Ministry of Culture and Information recognized the need to open a new call line, adapted to new circumstances, that would include financial support for projects concerning artists' mobility. In 2020, for the first time, a call was issued for co-financing projects for the e-mobility of artists, artistic content, and works. A large number of applications were submitted, which additionally confirmed the need for this new line. Also, a significant number of projects were approved, and the professional Commission, formed for the needs of the publicly issued call, compiled a list of submitted, supported, and unsupported projects, thereby evaluating the call's success.

## Fine Arts Residency Programs

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Design

Visual Arts

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/>

**Describe the main features of the policy/measure:**

Within the Ministry of Culture and Information's annual call for financing or co-financing projects related to fine, applied, and visual arts, as well as design and architecture, there is a special call line for art colonies as artist residency programs. The call is launched to provide financial support to projects related to contemporary art that contribute to the general interest in culture as defined by Article 6 of the Law on Culture (Official Gazette of the RS, issue 6/2020). The call covers annual programs for galleries and other exhibition venues, independent and group exhibitions, as well as other auteur projects, art colonies and residency programs, and projects related to regional, European, and international cooperation. The call's goal is to support the development of visual arts by modernizing art collections, strengthening cultural institutions' capacities, providing support to contemporary visual artists, encouraging the systematic development of the art market, developing visual culture, and developing intersectoral (public, civil, and private sector) and interdepartmental collaboration (culture-education, culture-healthcare, etc.) There are five categories of calls. Based on the category, eligible to apply are cultural institutions formed by the Autonomous Province or local self-government units, civil society organizations, cultural associations, and other cultural entities. Cultural institutions established by the Republic of Serbia are not eligible to apply because they are funded under Article 74 of the Law on Culture. As part of the call, an expert commission is formed for deciding on the allocation of the funds for financing projects, which after the decision is made manages the criteria set out in the Regulation on the Manner, Criteria, and Standards for the Selection of Cultural Projects Financed and Co-Financed from the Budget of the Republic of Serbia, the Autonomous Province, and local self-government units.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

As part of the call line for fine arts colonies as artist residency programs, 71 projects were approved. The project contributes to the development of a dynamic cultural environment by encouraging cooperation and exchange among artists.

**Financial resources allocated to the policy/measure in USD:**

For the period 2017-2020, as part of the call line for fine arts colonies as artist residency programs, 302,169 USD (31,350,000 RSD) were allocated: in 2017, around 87,383 USD (9,350,000 RSD); in 2018, around 55,000 USD (5,500,000 RSD); in 2019, around 79,524 USD (8,350,000 RSD); and in 2020, around 81,068 USD (8,350,000 RSD).

**If yes, what are the main conclusions/recommendations?:**

After the public call for financing or co-financing projects related to fine, applied, and visual arts, as well as design and architecture, ends, the Ministry of Culture and Information's commission for selecting projects brings the decision on the allocation of funds with an elaboration. Every year, the Call generates more interest. The number of projects in the field of fine arts colonies as artist residency programs has remained strong despite the COVID-19 pandemic. In 2020, the pass rate was 35.3%, and the funds allocated on this call line were higher than in the preceding pre-pandemic year of 2019.

## FLOW OF CULTURAL GOODS AND SERVICES

**Export strategies or measures to support the distribution of cultural goods and services outside your country exist for the following cultural domains:**

Cinema/Audiovisual arts

Design

Media Arts

Music

Visual Arts

**Your country has granted or benefited from preferential treatment\* to support a balanced exchange of cultural goods and services in the last 4 years:**

YES, I have granted preferential treatment

YES, I have benefited from preferential treatment

**If YES, please provide up to 2 examples:**

-

**Your country has provided or benefited in the last 4 years from Aid for Trade support, a form of Official Development Assistance (ODA), that helped to build capacities to formulate trade policies, participate in negotiating and implementing agreements that provide a special status to cultural goods and services:**

-

**If YES, please provide up to 2 examples:**

-

**Value of direct foreign investment in creative and cultural industries (in USD):**

550,000USD

2020

**Relevant Policies and Measures:**

Forming the working group for the defining of the database of stolen and missing cultural and artistic items

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Website of the policy/measure, if available:**

<https://enpkn.gov.rs/>

**Describe the main features of the policy/measure:**

Improving the preservation and protection of movable cultural property in the interest of all and improving the market of artistic and historical items in the Republic of Serbia, as well as tackling illicit trade in cultural properties, in accordance with UNESCO Conventions on measures to prohibit and restrict illicit import, export, and transfer of ownership related to cultural properties from 1970 and the protection of the world's cultural and natural heritage from 1972.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

The forming of the working group to define the database of stolen and missing cultural and artistic items contributed to recognizing the need for a systematic action in tackling illicit trade in cultural properties, identified key actors in this field and defined a set of necessary data for the electronic register modeled on INTERPOL Stolen Works of Art database. The project of creating an electronic register of data related to disposed and missing artistic and historical items has been entrusted to the Mathematical Institute of the Serbian Academy of Sciences and Arts. Also, the obligation to enter data in the electronic register is included in the Draft Law on Cultural Heritage. (The Law was adopted on December 28, 2021.) The website of the measure is not public and is available only to authorized persons from relevant institutions - MoI, Customs Administration, Prosecutor's Office, etc.

**Financial resources allocated to the policy/measure in USD:**

1,100,000.00 RSD ( ≈ 10,000 USD)

**Partner(s) engaged in the implementation of the measure:**

Ministry of the Interior, Ministry of Justice, Ministry of Finance – Customs Administration, cultural heritage protection institutions

**Type of entity:**

Public Sector

## TREATIES AND AGREEMENTS

**Multilateral or bilateral trade and/or investment agreements providing a special status to cultural goods and/or services have been signed during the last 4 years or are under negotiation:**

-

**Multilateral or bilateral agreements including specific provisions providing a special status to cultural goods and services and digital products in the field of e-commerce have been signed during the last 4 years or are under negotiation:**

-

**Multilateral or bilateral agreements, declarations and/or strategies on relevant policy issues for the diversity of cultural expressions (e.g. education, digital, intellectual property, sustainable development, gender equality, etc.) signed or amended to take into account the objectives or principles of the Convention during the last 4 years: YES**

**Relevant Policies and Measures:**

Signed bilateral international contracts, agreements, memoranda, etc. of the Republic of Serbia in the period from 2017-2020

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/tekst/65/sektor-za-medjunarodne-odnose-i-evropske-integracije-u-oblasti-kulture.php>

**Describe the main features of the policy/measure:**

Signed intergovernmental bilateral agreements in the field of culture in the period from 2017 through 2020, enable the implementation of joint projects with signatory countries, but also the presentation of their culture in the same, in different formats - from presenting individual institutions to holding the event "Days / Weeks" of certain countries, which promotes diversity and the audience in the host country gets to know other cultures, in order to develop better mutual understanding. 2017 1. Program of cultural cooperation between the Ministry of Culture and Information of the Republic of Serbia and the Ministry of Culture of the Republic of Albania for the period 2017-2021. Signed on February 22, 2017. In effect. 2. Memorandum of Understanding in the field of culture between the Ministry of Culture and Information of the Republic of Serbia and the Ministry of Culture and Sports of the Hellenic Republic for the period 2017-202. Signed on July 13, 2017. In effect. 3. Memorandum of Cooperation between the Ministry of Culture and Information of the Republic of Serbia and the Ministry of Education and Culture of the Republic of Srpska for the period 2017-2021. Signed in 2017. In effect until the signing of a new one. 4. Memorandum of Understanding between the Ministry of Culture and Information of the Republic of Serbia and the State Administration for Cultural Heritage of the People's Republic of China on exchanges and cooperation in the field of cultural heritage. Signed on May 23, 2017. In effect. 5. Program of cooperation in the field of culture between the Government of the Republic of Serbia and the Government of the State of Kuwait for the period from 2017-2019. Signed in June 2017. In effect. 6. Memorandum of Understanding between the Government of the Republic of Serbia and the Government of the Republic of Turkey on cooperation in the restoration of the Bajrakli Mosque in Belgrade. Signed on October 9, 2017. In effect. 7. Memorandum of Understanding between the Government of the Republic of Serbia and the Government of the Republic of Turkey on cooperation in the implementation of the restoration of the Steam Bath of the Krsmanović Brothers in Belgrade. Signed on October 9, 2017. In effect. 8. Convention of the Council of Europe on cinematographic co-production (revised), signed in Rotterdam on January 30, 2017, ratified on September 27, 2018. 2018 9. Agreement on Cooperation in the Field of Economic, Social, and Cultural Development between the Republic of Serbia and the Veneto Region. Concluded on October 4, 2018. It is automatically extended for another 5 years, until 2028. 10. Agreement between the Republic of Serbia and the Government of the Republic of India on cooperation in the field of culture, arts, youth, sports, and media. Signed on May 3, 2018. In effect. 11. Program of cooperation in the field of education, science, and culture between the Government of the Republic of Serbia and the Government of Hungary for the period from 2018 through 2020. Signed on February 9, 2018. In effect. 12. Program between the Government of the Republic of Serbia and the Government of the Kingdom of Morocco on cooperation in the field of culture, higher education, scientific research, education, communication, media, youth, and sports for 2018, 2019, and 2020. Signed on May 14, 2018. In effect. 13. Letter of Intent between the Ministry of Culture and Information of the Republic of Serbia and the Ministry of Culture of the Republic of Slovenia (in the field of filmmaking). Signed on February 1, 2018. 2019 14. Program of cooperation in the field of culture, education, science, and sports and youth policy between the Government of the Republic of Serbia and the Government of the Russian Federation for the period 2019-2021. Signed on April 17, 2019. In effect. 15. Agreement between the Government of the Republic of Serbia and the Government of the Russian Federation on the handover of St. Petersburg leaf of the Miroslav Gospel to the Republic of Serbia and the paintings by Nicholas Konstantinovich Roerich (aka Nikolay Konstantinovich Ryurikh, Ryurikh also spelled Rerikh) to the Russian Federation. Signed on October 19, 2019, ratified on January 24, 2020. 16. Agreement on cinematographic co-production between the Government of the Republic of Serbia and the Government of the Republic of France. Signed on July 15, 2019. It is in the process of ratification. 17. Agreement between the Government of the Russian Federation and the Government of the Republic of Serbia on the establishment and conditions of activities of information and cultural centers – signed on October 19, 2019, in Belgrade, and ratification by both parties is pending. 2020 Having in mind the declared pandemic of SARS-cov2019, there were no signings of bilateral intergovernmental agreements that year.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

In the period 2017-2020, several programs were realized in various cultural activities – exhibitions, film screenings, stage and music projects, book presentations, etc., to signatory countries, as well as in Serbia.

**Partner(s) engaged in the implementation of the measure:**

Republic Institutions of Culture (National Museum, Ethnographic Museum, Matica Srpska Gallery, Museum of Applied Arts, Yugoslav Cinematheque, Film Center Serbia, National Library of Serbia and others).

**Type of entity:**

Public Sector

## Support of the European Film Fund Eurimages to Serbian co-productions (majority and minority)

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts

**Website of the policy/measure, if available:**

<https://www.coe.int/en/web/eurimages/co-production-funding-history>

<https://www.fcs.rs/konkurs>

**Describe the main features of the policy/measure:**

Support for film productions co-produced with European partners (minority and majority co-productions, based on the European Convention on Cinematographic Co-production (Strasbourg, 1992) and the (revised) Council of Europe Convention on Cinematographic Co-production (Rotterdam, 2017), for the signatories that ratified it. The Republic of Serbia ratified this Convention in November 2018, which entered into force in March 2019. Conducting intercultural dialogue by strengthening cooperation and co-production projects of the film and audiovisual works, as well as channeling differences and polyphony of the national cinemas in Europe, where achievements are marked as national in all countries of origin of the co-producers. Namely, the policy of the Eurimage Fund determines the desirable character of the concept of a European project, defining first of all that the project must be realized by at least two co-producers, based in different countries, members of the Council of Europe or the Fund.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

In the period 2017-2020, several international co-production projects with partners from Serbia were supported through this fund. For participation in the Fund, the Ministry of Culture and Information, on behalf of the Republic of Serbia, which has been a member of the Fund since 2005, pays an annual contribution of approximately 200,000.00 euros. The number of co-productions in which Serbia was the majority or minority partner in the period 2017-2020 is 10, mostly with the countries of the region.

**Financial resources allocated to the policy/measure in USD:**

The total allocated funds of the Eurimage Fund amount to 2,558,000.00 euros.

**Partner(s) engaged in the implementation of the measure:**

Film Center Serbia

**Type of entity:**

Public Sector

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## Agreement on cinematographic co-production between the Government of the Republic of Serbia and the Government of the Republic of France

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia  
Film Center Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts

**Website of the policy/measure, if available:**

<https://www.fcs.rs/konkurs/javni-konkurs-za-razvoj-projekata-sa-ciljem-realizacije-sporazuma-republike-srbije-i-republike-francuske-o-kinematografskoj-koprodukciji/>

**Describe the main features of the policy/measure:**

The agreement on cinematographic co-production between the Government of the Republic of Serbia and the Government of the Republic of France was signed during the visit of the French President Emmanuel Macron on July 15, 2019. The agreement was ratified on December 29, 2020. The agreement provides the legal basis for further improvement of relations and cooperation in the field of audiovisual creation, since its entry into force terminated the Yugoslav-French agreement in the field of film, signed on October 27, 1975, which was valid for 42 years and contained provisions which are surpassed in legal and technological terms. The signing of the agreement gives a new impetus for the development of Serbian-French co-productions, given the potential benefits for Serbian and French producers. The agreement defines the concept of cinematographic and co-production participation of partners in terms of both artistic contribution and financial part, defines rights and obligations, ownership and use of films produced in co-production, project selection mechanisms, and includes the establishment of a Mixed Commission to oversee the implementation of this Agreement.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

## Agreement on cooperation in the field of culture and comics between Serbian and French institutions

**Name of agency responsible for the implementation of the policy/measure:**

"KomunikArt" Agency

**Cultural domains covered by the policy/measure:**

Visual Arts

**Website of the policy/measure, if available:**

<http://www.pancevo.rs/vesti/potpisan-francusko-srpski-svozaum-o-saradnji-u-oblasti-kulture-i-stripa/>

<http://www.citebd.org/spip.php?article10761>

**Describe the main features of the policy/measure:**

Agreement on cooperation in the field of culture and comics between Serbian and French institutions, initiated by the French Institute in Serbia together with the International Center for Comics and Illustrations in Angouleme (CIBDI). Other signatories are the City of Pančevo and the "KomunikArt" Agency. The agreement was also signed during the visit of the French President E. Macron, on July 15, 2019. The agreement envisions the establishment of the first residency program in the field of comics between France and Serbia, which would be held from 2020 in the two towns, Angouleme and Pančevo. The aim of this agreement is to strengthen artistic, scientific, pedagogical, and cultural cooperation between the two countries. Among other things, the agreement envisages joint organization of workshops and training for cartoonists, development of scientific cooperation in the form of studies and articles related to Serbian comics in order to establish a bibliographic database, exchange of documents, and bibliographic data, co-production work at exhibitions, organization of comic book loans and more.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

In late 2019, comic book author Alizée De Pin she was the first French resident in Pančevo, within the "Cross Art Residencies" competition between Serbia and France, where during one month she developed her new project, a 120-page comic book about the environment / nuclear catastrophe /, written by Jean-François Juliard, Executive Director for Greenpeace. In early February 2020, within the framework of the same agreement, the delegation of "KomunikArt" from Pančevo visited the Festival and the Museum of Comics in Angouleme

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

City of Pančevo

French Institute in Serbia

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## Competition for co-financing projects for the promotion of culture and arts of the Republic of Serbia abroad in digital format

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Publishing

Visual Arts

**Website of the policy/measure, if available:**

<https://razmena.kultura.rs>

<http://arhiva.kultura.gov.rs/lat/konkursi/konkurs-za-sufinansiranje-projekata--za-promovisanje-kulture-i-umetnosti-republike-srbije-u-inostranstvu-u-digitalnom-formatu-u-2020-godini>

**Describe the main features of the policy/measure:**

The competition for co-financing projects for the promotion of culture and art of the Republic of Serbia abroad in digital format supports projects representing various areas of culture and art of Serbia, including: cultural heritage of the Republic of Serbia included in the UNESCO World Natural and Cultural Heritage List, heritage in danger in Kosovo and Metochia, cultural property of the Republic of Serbia (movable and immovable cultural property), spatial cultural and historical units and cultural landscapes, intangible cultural heritage, famous people who contributed to the development of culture and art in Serbia, and contemporary art in Serbia (new media and digital art; comics, drawings, and illustrations, design and architecture, photography and animation). The portal for the exchange of digital international projects in the field of culture is not available to the public but only to users whose projects are supported within the Ministry's Competition and to diplomatic and consular missions of the Republic of Serbia abroad.

**What are the results achieved so far through the implementation of the policy/measure?:**

Through the mechanism of the Competition for co-financing projects for the promotion of culture and art of the Republic of Serbia abroad in digital format in 2019 (in cooperation with the Sector for Digitization of Cultural Heritage and Contemporary Creativity), 7 projects were financed / co-financed, in the total amount of 8,218,404 RSD (78,062 USD; in 2020, 5 projects were co-financed, in the total amount of RSD 2,613,500 (25,369 USD)

**Financial resources allocated to the policy/measure in USD:**

10,831,904.00 RSD ( ≈ 104,430.00 USD)

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

The digital format has made it easier to distribute and present the culture and art of the Republic of Serbia abroad, especially for distant destinations, but even during the Covid-19 pandemic, it enabled all users to present their activities to the general public by posting content on various digital platforms and social networks. Through the support of the competition, many artists and authors had the opportunity to convert their existing works into digital format, and create new ones in accordance with the new circumstances caused by the global health pandemic. Within the Competition, the translation of content into at least three world languages was supported, according to the user's choice, and most often these were English, Spanish, Chinese, and French. The competition is established as a regular public invitation of the Ministry of Culture and Information and is realized once a year.

**Partner(s) engaged in the implementation of the measure:**

Ministry of Foreign Affairs

**Type of entity:**

Public Sector

## GOAL 3 - INTEGRATE CULTURE IN SUSTAINABLE DEVELOPMENT FRAMEWORKS



### NATIONAL SUSTAINABLE DEVELOPMENT POLICIES & PLANS

**National sustainable development plans and strategies recognize the strategic role of:**

Culture (in general)  
Creativity and innovation  
Cultural and creative industries

**Please rate from 1 to 4 the type of outcomes expected by the inclusion of culture in national sustainable development plans and strategies (1 most often expected outcome 4 least expected outcome):**

**Economic (e.g. employment, trade, intellectual property, cultural and creative industries, rural and territorial development):**

3

**Social (e.g. social cohesion and inclusion, inequality and poverty reduction, values and identity, vulnerable and minority groups, empowerment and human capital, education):**

2

**Environmental (e.g. natural resources, reducing environmental impact of cultural industries and practices):**

4

**Cultural (e.g. cultural infrastructure, participation and access to culture, innovation, artists support):**

1

**Public cultural bodies and agencies responsible for culture or creative industries are involved in the design and implementation of sustainable development policies and plans (i.e. participate in coordination mechanisms such as joint planning committees):** YES

**Cultural industry-led regeneration initiatives and projects at the regional, urban and/or rural levels have been implemented in the last 4 years:** YES

**Policies and measures facilitate participation in cultural life and access to diverse cultural facilities and expressions, notably addressing the needs of disadvantaged or vulnerable groups (e.g. via reduced entrance fees; audience development, arts education and audiences awareness-raising):** YES

**Latest data on cultural participation rates by socio demographic variables (sex/age groups/rural- urban/income levels/education levels):**

According to the latest research study that the Institute for Cultural Development Research conducted in 2019, cultural participation results:

Going-out cultural activities	Population aged 15 and over									
	Total	Gender		Age group			Education group			
		Males	Females	15-24	25-64	65 and over	Elementary school	High school	University	ma, phd
Libraries	42.2%	34.0%	49.2%	61.1%	40.7%	27.6%	24.8%	34.8%	58.7%	55.90%
Museums and galleries	47.3%	43.3%	50.8%	51.4%	48.5%	33.7%	13.5%	41%	64.4%	82.40%
Performance venues	52.1%	44.1%	59.0%	56.5%	53.9%	34.4%	17.0%	46.5%	68.2%	81.70%
Cinemas	63.8%	61.4%	65.9%	87.5%	65.1%	23.9%	27.0%	63.2%	73.1%	88.30%
Percentage of people who have participated at least once in a going-out cultural activity in the last 12 months	79.6%	75.4%	83.2%	92.1%	81.3%	51.5%	38.0%	77.2%	92.1%	97.9%

Source: Institute for Cultural Development Research, Cultural Participation of the Citizens of Serbia, 2020

**Relevant Policies and Measures:**

Encouraging Sustainable Development of Local Communities Through the “Cities in Focus” Call

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Website of the policy/measure, if available:**<https://www.kultura.gov.rs/>**Describe the main features of the policy/measure:**

"Cities in Focus" is a program created by the Ministry of Culture and Information to encourage sustainable local cultural development. The general and specific goals of the program are consistent with the principles of the 2005 Convention, and are based on the concept of decentralization of cultural life and strengthening the capacity of local self-governments in the field of culture, contributing to more balanced local and regional development. Within the "Cities in Focus" framework, the Ministry of Culture and Information issues an annual call, which provides an opportunity for cities and municipalities to cooperate with institutions, art, and other associations registered as operating in the field of culture on the task of improving the capacities and cultural offer of individuals (artists, associates, and cultural professionals) and other entities in culture. Elected local governments receive the title "City in Focus," which allows them to be recognized as relevant national centers of cultural development and become more visible on the cultural map of Serbia and Europe. The goal of the call is to encourage local development by supporting annual cultural activities programs, implemented in the territory of the selected local self-government unit and in accordance with the general goals of the program, which are improving culture and art, creating a richer cultural offer, encouraging creativity and cultural diversity, and recognizing the specificities of the local community's cultural identity and sustainable development. The Program's specific goals are defined as follows: • Increased contributions of culture to the long-term and sustainable development of local self-government units in accordance with their strategic priorities; • Strengthened cultural capacities at the local level, as well as improved inter-ministerial (education, research, environment, urban development, social policy, economic development, and cultural tourism) and inter-sectoral (public, private, and civil sector) cooperation; • Enriched cultural offer and better quality of content; • Preserved and enhanced cultural diversity and intercultural dialogue; • Improved and modernized cultural infrastructure; • Protected and revitalized cultural monuments; • Enhanced regional and international cultural exchange and cooperation; • Improved accessibility of cultural content for all citizens and encouraged cultural participation, with special emphasis on vulnerable social groups; • Created stimulating environment for creative expressions of independent artists and individuals in culture. The program supports projects that are of interest to the local community, assessed as innovative, financially and content-wise sustainable in the long run, and as having the potential to improve the quality of cultural life in the community. The program's focus is on rural and poor areas. It is implemented through projects led by cities or municipalities in Serbia, in the form of infrastructure improvements, equipment procurement, cultural and artistic events, and educational programs. The program encourages cultural participation with a special emphasis on vulnerable social groups: national minorities, poor communities, rural communities, women, children, the elderly, and people with disabilities. Only local self-government units (cities or municipalities) have the right to apply to the call.

**Does it specifically target young people?:** NO**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO**What are the results achieved so far through the implementation of the policy/measure?:**

A large number of applications and approved projects contributes to the dynamism of the cultural environment. During the period 2017-2020, a total of 251 applications were submitted to the call, and 65 were approved for funding, resulting in a pass rate of 25.9%. By strengthening the cultural system in local self-government units, the developmental role of culture has been confirmed and the level of cultural participation and involvement of different social groups has been raised.

**Financial resources allocated to the policy/measure in USD:**

During the period 2017-2020, as part of the "Cities in Focus" call, a total of approximately 4,882,892 USD (506,600,000 RSD) was allocated, as follows: in 2017, approximately 1,310,280 USD (140,200,000 RSD); in 2018 approximately 1,500,000 USD (RSD 150,000,000); in 2019 approximately 1,266,667 USD (133,000,000 RSD) and in 2020 approximately 809,709 USD (83,400,000 RSD)

**Has the implementation of the policy/measure been evaluated?:** YES**If yes, what are the main conclusions/recommendations?:**

A comparative analysis of the "Cities in Focus" call during the period 2017-2020 shows a growth in the interest of local governments and their greater participation in the call. It is also noteworthy that, despite the COVID-19 pandemic, interest in the call was high in 2020, with the number of supported projects doubling from the previous year. The program continuously contributes to more even cultural development in the Republic of Serbia, as well as to decentralization, through support to projects that have raised cultural capacities at the local level. By strengthening the culture system in these areas, the developmental role of culture in the cities and municipalities covered by the program has been confirmed, and the level of cultural participation and involvement of various social groups has been raised.

**Partner(s) engaged in the implementation of the measure:**

Local self-government units

**Type of entity:**

Public Sector

## INTERNATIONAL COOPERATION FOR SUSTAINABLE DEVELOPMENT

**Your country has contributed to or benefited from the International Fund for Cultural Diversity (IFCD) during the last 4 years:**

YES, my country has contributed to the IFCD

YES, a public body or a non-governmental organization in my country has benefited from the IFCD

**Development cooperation strategies, including South-South cooperation strategies, recognize the strategic role of creativity and diverse cultural expressions:** NO

**If YES, please provide the name(s) of the strategy and year(s) of adoption:**

-

**Your country manages multi- and/or bilateral technical assistance and capacity building cooperation programmes supporting:**

-

**Value of the total national contribution to the International Fund for Cultural Diversity (in USD):**

3,933.00

**Relevant Policies and Measures:**

### Support to Culture and the Arts Projects Co-Financed by International Funds

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Publishing

Visual Arts

**Website of the policy/measure, if available:**

<https://www.kultura.gov.rs/>

**Describe the main features of the policy/measure:**

The Ministry of Culture and Information regularly issues an annual call for co-financing projects related to culture and the arts that are financially supported through international funds. International funds that support projects include European Union programs: "Creative Europe—'Culture' subprogram," "IPA Cross-Border Cooperation," "Danube Transnational Cooperation Program," "ADRION Transnational Cooperation Program"; UNESCO's programs: "Central European Initiative (CEI)," "European Cultural Foundation"; as well as other international funds for culture and the arts. The call excludes projects supported by bilateral cooperation funds and diplomatic and consular mission funding, projects related to media, film, and other audiovisual industries, as well as projects supported as part of the "MEDIA" subprogram of Creative Europe. The call's goal is systematic support for the development of the culture sector's international cooperation by supporting projects that are co-financed by international funds. This allows for European and international standards to be applied and creates conditions for quality implementation of projects on the part of the applicants by strengthening the capacities of entities in the Republic of Serbia and encouraging the culture system's development. Projects with high creative power and those that present cultural heritage and contemporary creative art in an inspiring way are prioritized, as are those with a high degree of international representability (in terms of topic, participant, partners, etc.) and/or an innovative implementation approach. Funds for co-financing projects are made possible in the amount of a) up to 30% of the value of the approved budget of applicant to the Ministry, if it is a project partner, or b) up to 40% value of the approved budget of the of the applicant to the Ministry, if it is a project implementer. Funds for co-financing projects are available in the following amounts: a) up to 30% of the value of the applicant's approved budget if the applicant is a project partner; b) up to 40% of the value of the applicant's approved budget if the applicant is a project implementer. The selection of projects is conducted following criteria defined by the Regulation on the Criteria, Standards, and Selection of Projects in Culture Financed and Co-Financed from the Budget of the Republic of Serbia, or the Autonomous Province and Local Self-Government Units (Official Gazette of the RS, issues 105/16 and 112/17). Eligible to apply to the call are institutions, art, and other associations registered as engaging in cultural activities, as well as other cultural entities based in the Republic of Serbia, save for cultural institutions founded by the Republic of Serbia, which are financed according to Article 74 of the Law on Culture (Official Gazette of the RS, issues 72/2009, 13/2016, 30/2016 – corr., 6/2020, 47/2021, and 78/2021).

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

During the period 2017-2020, there was a lot of interest in this call, as well as a high percentage of projects that were approved each year. There was a total of 211 applications submitted during that period, 181 of which were approved for co-financing, resulting in an 85.7% pass rate. A great number of the approved projects allow for a high-quality implementation on part of the applicant, through strengthening the capacities of entities in the Republic of Serbia and encouraging the cultural system's development.

**Financial resources allocated to the policy/measure in USD:**

During the period 2017-2020, through the call for co-financing projects related to culture and the arts that achieved support through international funds, a total of 677,241 USD (70,263,780 RSD) was allocated: in 2017, around 199,250 USD (21,319,780 RSD); in 2018, around 150,050 USD (15,005,000 RSD); in 2019, around 206,476 USD (21,680,000 RSD); and in 2020, around 119,019 USD (12,259,000 RSD).

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

Considering projects' high pass rate, as well as the continual issuing of the call, including the pandemic 2020, the call managed to achieve to the main goal and ensure continuous systematic support to the development of the cultural sector's international cooperation through support to projects co-financed by international funds, while applying European and international standards for a high-quality project implementation on the part of the applicants. Despite the new circumstances, the total pass rate for the period 2017-2020 was more than 80%, which significantly contributed to the outcome of the measure related to strengthening the capacities of cultural entities in the Republic of Serbia for developing and improving international cooperation in the cultural and creative sector. The majority of the projects that received funds for implementation as part of this Call are related to theater, music, and performance arts, but there are also projects related to music festivals and children's cultural programs.

## Republic of Serbia's Participation in the Creative Europe Program

**Name of agency responsible for the implementation of the policy/measure:**

Desk Creative Europe Serbia  
Ministry of Culture and Information of the Republic of Serbia

**Cultural domains covered by the policy/measure:**

Cinema/ Audiovisual Arts  
Design  
Media Arts  
Music  
Performing Arts  
Publishing  
Visual Arts

**Website of the policy/measure, if available:**

<http://kultura.kreativnaevropa.rs>  
<http://media.kreativnaevropa.rs>

**Describe the main features of the policy/measure:**

Creative Europe is the European Union's main program for supporting projects related to culture and audiovisual industries that promote European cooperation, literary translation, and the creation of networks and platforms; as well as the development, distribution, and availability of audiovisual products.

**What are the results achieved so far through the implementation of the policy/measure?:**

During the period 2017-2020, the program supported 230 projects by organizations from Serbia. Over 120 organizations related to culture and audiovisual art participated in the project.

**Financial resources allocated to the policy/measure in USD:**

During the period 2017-2020, projects by organizations from Serbia were supported with the total amount of 9,089,089.03 EUR.

**Has the implementation of the policy/measure been evaluated?:** NO

**If yes, what are the main conclusions/recommendations?:**

The measure will be fully evaluated retroactively by 2023, by the European Commission.

**Partner(s) engaged in the implementation of the measure:**

Film Center Serbia

"European Affairs" Fund of AP Vojvodina

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## Republic of Serbia's Support to the European Capital of Culture

### Name of agency responsible for the implementation of the policy/measure:

Foundation "Novi Sad—European Capital of Culture"

City of Novi Sad

### Website of the policy/measure, if available:

<https://novisad2022.rs/>

### Describe the main features of the policy/measure:

Since the project "Novi Sad 2021—European Capital of Culture" was announced in January 2017, the Government of Serbia has been actively supporting it. The Decision on Declaring the Project "Novi Sad 2021—European Capital of Culture" a Cultural Project of National Importance for the Republic of Serbia was agreed at the Government session on December 29, 2016, stressing the strategic importance of this European title. Setting aside a significant amount of the Republic of Serbia's budget demonstrates the government's strong commitment to supporting this endeavor. According to the above-mentioned Government Decision, finances for the project "Novi Sad 2021—European Capital of Culture" will be provided from all levels, i.e. the republican, provincial, and the City of Novi Sad's local budget. Aside from financial assistance, significant organizational and technical assistance was provided to ensure that the planned project activities were carried out as smoothly as possible. The official opening is scheduled for the beginning of 2022. The project was envisioned as a platform for the development of Novi Sad's cultural and creative potentials, to enhance the city's cultural vitality, urban regeneration, and contribute to long-term development through structural changes, as well as improve the city's and Serbia's international image. The program of the project "Novi Sad—European Capital of Culture" is inspired by the slogan "For New Bridges," which embodies the idea of building new bridges of cooperation and exchange between artists and organizations from Novi Sad and Serbia, and the European cultural scene. Four programs "bridges" were established, each symbolically named after Novi Sad's bridges, i.e., values that the city wishes to promote in the context of European integration, as well as beliefs that it has and aspires to share with all Europeans: Freedom, Rainbow, Hope, and Love. The "Rainbow Bridge" focuses on migration and peace policies, the "Love Bridge" celebrates the city's multiculturalism, the "Freedom Bridge" advocates for a better position for women and increased youth activism, and the "Hope Bridge" aspires toward decentralization and strengthening human and space resources.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

Just some of the greatest achievements so far: • "Project 33" directed to strengthening the capacities of cultural institutions in Novi Sad for strategic planning, resulting in all almost cultural institutions adopting five-year development plans. • "Cultural Stations Network"—the creation of this network was another important project, as it increases the city's spatial capacities to serve art and culture. So far, eight cultural stations were opened, which are crucial in decentralizing culture and implementing cultural programs in local communities, especially during the pandemic. Some of the cultural stations catered to specific audiences: youth, children, ethnic communities. • The call "Artists. Now!" was launched to strengthen the cultural scene in Novi Sad by establishing a network of cultural stations, decentralizing culture, and expanding the audience. As a result of this call, funds were awarded for 42 projects, implemented in Novi Sad and the surrounding areas. The program call, issued at the end of 2020, was the pinnacle of all processes aimed at bringing new projects for the cultural capital year, with many of them aimed at various levels of audience involvement. • A Novi Sad volunteer service was opened as part of the project, participating in the first two years of work in more than 145 activities. • "Kaleidoscope of Culture" aims to encourage citizens' participation and promote a culture of togetherness. Every year, the program begins with an open call for artists, with more than half of the programs held in the city's outskirts, where volunteers play an important role. • Support to artists' mobility was achieved through the program "Kizuna," which has been implemented since 2017 in collaboration with the organization EU-Japan Fest from Tokyo. Calls for artists and cultural professionals are launched several times a year. The chosen ones participate in an exchange program in Japan. The program served 29 artists and professionals from 2017 to 2020. Besides the mentioned activities, the project includes many other activities, carried out by all cultural parties in Novi Sad and many organizations and institutions outside Novi Sad.

### Financial resources allocated to the policy/measure in USD:

Around 75 million EUR (around 90 million USD) were invested into implementing the project "Novi Sad 2021—European Capital of Culture" from all sources of finance (City of Novi Sad, Republic, Province, sponsors, EU).

**Has the implementation of the policy/measure been evaluated?:** YES

### If yes, what are the main conclusions/recommendations?:

Because the "European Capital of Culture" is a project of the European Commission, this institution is in charge of evaluating it, i.e. its panel of ten independent professionals from various disciplines of culture and art. The main findings reveal that the European Capital of Culture project is being carried out on time and in a high-quality manner, by the plans and strategies, and following the highest European cultural policy standards. So far, two monitoring cycles have been completed, in 2017 and 2019. As a result, two reports have been published regarding the progress of project implementation, as well as recommendations for further improvement. The main conclusions from 2019 show that: • the program narrative, imagined as connecting four bridges, is well-structured; • the strategic framework for implementing the European Capital of Culture is strong and professional; • the activities of building capacities of local public cultural institutions and non-governmental organizations are going on well; • there is strong political support at all levels; • external collaboration and the associated capacity-building programs are well-developed. Both have the potential to have a good impact on the European Capital of Culture heritage in Novi Sad. The main recommendations of the evaluator are to include more artists and improve the program's artistic vision, to include more vulnerable groups as producers and audience members, and to take a more strategic approach to audience development in general. Since 2020, the Foundation's team, as the project implementer, has been committed to adhering to these recommendations.

### Partner(s) engaged in the implementation of the measure:

All city, provincial, and republican cultural institutions, around 200 associations of citizens involved in culture and the creative industries, EUNIC Cluster Serbia, embassies from numerous countries, EU Japan Fest, etc.

## Socio-Economic Impact Assessment of the COVID-19 Pandemic on the Cultural Sector in Serbia

**Name of agency responsible for the implementation of the policy/measure:**

UNESCO

Ministry of Culture and Information of the Republic of Serbia

National Platform Serbia Creates

Institute for Culture Development Research

**Website of the policy/measure, if available:**<https://unesdoc.unesco.org/ark:/48223/pf0000374798>**Describe the main features of the policy/measure:**

UNESCO conducted the socio-economic impact assessment of the COVID-19 pandemic on the cultural sector in Serbia, in collaboration with the National Platform "Serbia Creates" (established by the Prime Minister's Office), Ministry of Culture and Information, Institute for Cultural Development Research as research support, and the Serbian Chamber of Commerce (Association of Creative Industry) as organizational support. The purpose of the assessment was to gathering information on public measures and decrees for support to cultural institutions, artists, culture and creative industries, to determine the systematic impact of the crisis on these groups. The research covered new ways of producing, expanding, and consuming culture. The methodology consisted of gathering quantitative and qualitative data through desk reviews, interviews with state institution representatives and culture sector representatives, as well as two surveys: a survey on the effects of the coronavirus pandemic on cultural institutions and research on the effects of the coronavirus pandemic on culture and creative industries. The assessment took place between April and June 2020, and it focused on the cultural sector's position during the emergency state in Serbia. The major findings reveal that the epidemic accelerated the digitization of cultural content at an unprecedented rate, often with little prior preparations. 73.1% surveyed cultural institutions and 53.3% surveyed companies from the culture and creative sectors said they adapted to the new situation by shifting to online business activities: offering online cultural content—recorded material (theater plays), digitized material (libraries, archives, museums), as well as live performances (concerts, reading books). The key factors that enabled cultural institutions to adapt was maintaining existing online content (77.7% responses), the existence of a rich digital archive (54.3% responses), changing employees' tasks (27.1% responses), while 1.2% institutions even hired new employees capable of using information technologies for preparing and filming new digital content, such as virtual tours, exhibitions, programs in digital forms, etc. 60.3% institutions created new material while closed, which included 3D virtual tours (museums, film production companies), websites with contents on measures and activities to raise awareness of sanitary risks (graphic design companies), book sales (publishing houses), as well as filmed film and music material (music production companies, film distribution companies) and educational film workshops (film institutions). While most institutions easily adapted to the new reality, due to already existing methodologies such as virtual tours of museum exhibitions and digitized material in libraries and archives, this was not possible for 26.9% of the surveyed institutions due to limited capacities or digital infrastructure. This emphasized the importance of creating new digital cultural spaces for accessing cultural content via technology.

**Does it specifically target young people?:** NO**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO**What are the results achieved so far through the implementation of the policy/measure?:**

- The analysis of the gathered data is an integral part of the socio-economic assessment and the UN Team in Serbia's response to the consequences of the pandemic. - With the goal of conducting the research and creating the assessment, a cooperation between the public and private sectors in culture was established, in collaboration with UNESCO. - The conclusions of this assessment's recommendations are critical for the culture sector's adaptation to new working conditions. They underline the importance of including those that have been harmed the most in the recovery process. Therefore, when introducing sustainability in programs for cultural and creative recovery, it is important to remember that sustainability cannot be achieved unless all groups in a society are covered by the new design. It also states that technical equipment investments are critical, as well as the that professional profiles in the cultural and creative industries demand new skills for urgent actions and participation in the recovery process.

**Financial resources allocated to the policy/measure in USD:****If yes, what are the main conclusions/recommendations?:**

## GOAL 4 - PROMOTE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS



### GENDER EQUALITY

**Ministries, governmental agencies and/or parliamentary bodies in charge of gender equality:**

Exist but are not relevant for artists and cultural professionals

**Policies and measures to support the full participation of women in cultural life have been implemented during the last 4 years:** NO

**Policies and measures have been adopted to support the recognition and advancement of women as artists, cultural professionals and/or creative entrepreneurs, (e.g. ensure equal pay for equal work or equal access to funding, coaching or mentoring schemes, anti-discrimination measures, etc.):** YES

**Data is regularly collected and disseminated to monitor:**

Gender equality in the culture and media sectors

**Percentage of women/men in decision-making /managerial positions in public and private cultural and media:**

In the three-year average from 2017 to 2019, women make up 36% of board members of broadcasting organizations (source: Gender Equality Index, 2021). In the production of media content, women hold 63% of the journalist and presenter sector. 78% of all news related to the Covid-19 pandemic was produced by female journalists (Source: Global Media Monitoring, National Report for Serbia, 2020). In the statistics of employees by profession and gender, in 2019, in the group of professionals and artists, women are represented by 59%. (Source: Statistical Office of the Republic of Serbia, Women and Men in RS, 2020) According to the research study on the participation of women in public cultural institutions, conducted in 2017: among employees in cultural institutions 58.8% are women; 45.2% of all managers in public cultural institutions are women; in steering boards in public cultural institutions women make up 51.2% of all members, but as chairs 44.7%; in supervisory boards in public cultural institutions women make up 49.7% of all members and 38.9% women are chairs of these boards (Source: Institute for Cultural Development Research, Women in Public Cultural Institutions, 2017)

**Relevant Policies and Measures:**

### Keeping Track of Progress in Eliminating Gender Stereotypes and Gender Discrimination in Culture and the Media

**Name of agency responsible for the implementation of the policy/measure:**

Office for Human and Minority Rights  
Ministry of Culture and Information

**Website of the policy/measure, if available:**

[https://cpz.rs/Dokumenti/2017\\_IV\\_periodicni\\_izv\\_cedaw\\_srp.pdf](https://cpz.rs/Dokumenti/2017_IV_periodicni_izv_cedaw_srp.pdf)

**Describe the main features of the policy/measure:**

The measure is implemented through the application of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). The fourth periodical report on implementing CEDAW, which refers to the elimination of stereotypes in culture and the media (Article 5), was created for the period 2013-2018 and presented on February 28, 2019, at the 72nd session of the Committee for Eliminating Discrimination Against Women. According to the report, projects are co-financed in compliance with the Law on Culture based on annual calls from the Ministry of Culture and Information for different fields of creative work. Around 2,000,00 RSD is set aside for projects that explicitly deal with gender equality, and even more is set aside in a more indirect way, through support to female writers and artists, but it is hard to obtain data on the amount of funds set aside, which highlights the need for developing a methodology for analyzing that data. After analyzing the state and alternative reports and responses to additional questions, as well as an interactive dialogue with the delegacy at the mentioned session, on March 8, 2019, the Committee approved the Concluding Remarks related to the Fourth Periodical Report of the RS on the Implementation of CEDAW (CEDAW/C/SRB/SO/4). The Committee reiterated their previous suggestions and asked the signatory state to: a) develop a special strategy and conduct broad public campaigns directed at women and men at all levels of society, to reinforce the gender equality policy and promote a positive image of women that actively participate in social, economic, and political life; b) monitor the use of misogynist terms in public statements and media reporting, to encourage the media to establish an effective self-regulation mechanism to deal with this type of language, and conduct legislative amendments so that the authors are held accountable, as well as use the education system to promote positive and non-stereotypical portrayals of women.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

The application of the Convention on the Elimination of All Forms of Discrimination Against Women, which entails the creation of the Report, allows for the adoption of recommendations and the implementation of good practices in achieving social equality. Keeping track of progress in eliminating stereotypes provides insight into the level of gender equality in the public cultural life and media in the Republic of Serbia. In 2017, a Working Group for the creation of the Strategy for the Prevention and Protection from Discrimination was formed. In 2018 and 2019, the starting points of the Strategy were defined, which included the prevention of gender discrimination in culture and the media.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Committee on Human and Minority Rights, relevant republican and regional departments of the executive branch, Statistical Office of the Republic of Serbia, National Employment Service, Chamber of Commerce of Serbia, City of Belgrade's administration

**Type of entity:**

Public Sector

: Amity, SeConS, Iz Kruga., Grupa 484

**Type of entity:**

Civil Society Organization (CSO)

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## Empowering Women in the Field of Information and Communications Technology

**Name of agency responsible for the implementation of the policy/measure:**

Ministry of Trade, Tourism and Telecommunications

**Website of the policy/measure, if available:**

<https://pametnoibezbedno.gov.rs/vest/1233>

<https://mtt.gov.rs/extfile/sr/793/Program.pdf>

**Describe the main features of the policy/measure:**

The measure includes publishing a call and an IT prequalification training, as well as adopting and implementing the program for improving women's digital capabilities, allowing for women to participate more in the creative industry sector. The project and activities were carried out in accordance with the policy for staff development as defined in the Strategy for the Development of the Information Technology Industry for the period 2017-2020 (Official Gazette of the RS, issue 95/16) with the goal of staff training and IT industry development, as well as women's social and economic empowerment. The National Strategy for Gender Equality for the period 2016-2020 (Official Gazette of the RS, issue 4/16) set a specific goal to improve women's economic position and labor market status. In 2017, the Ministry of Trade, Tourism and Telecommunications (MTTT) implemented the project "Training Women in IT," supported by UNESCO. The project was implemented by organizing IT seminars and courses with the aim of empowering unemployed women from Serbia by providing them with the opportunity to gain relevant knowledge to enter the ICT sector. The Public Call for Grants for Programs in the Field of Information Society Development was issued the same year, to improve the level of digital literacy and competency—prequalification and additional qualification of women in the ICT field. This was followed with the MTTT approving the Program for Empowering Women in the Field of Information and Communications Technology for the period 2019-2020, which sets the specific goals of improving women's participation in the ICT sector, program measures and activities aimed at reducing gender disparity in the digital sector, as well as women's social and economic empowerment and their regional prevalence in this field. The integral part of the program is the Action Plan for Implementing the Program for Empowering Women in the Field of Information and Communications Technology for the period 2019-2020. The program was designed for girls, young women, and women of all ages, and entails the implementation of specific measures to accomplish the following specific goals: 1) Encouraging schoolgirls/female students to pursue further higher education and careers in the ICT field; 2) Allowing women who have been educated and work in other fields to gain or improve their knowledge and skills needed to use ICT tool through informal education; 3) Encouraging older women to use ICT and improving women's digital skills to suppress the economic digital disparity. The Program's target groups are schoolgirls in their final years of elementary school, grammar school female students, vocational school female students, technical faculty female students, women interested in gaining knowledge and skills in ICT, media workers and journalists, women from rural areas, and women in retirement.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

Over 900 women applied to be part of the "Training Women in IT" project, 200 have completed it, and 20 chosen women completed the advanced course. In 2017, the Ministry of Trade, Tourism and Telecommunications approved nine projects that applied to the Public Call for Grants for Programs in the Field of Information Society Development, aimed at improving the level of digital literacy and competency—requalification and additional qualification of women in ICT. The programs were executed in Belgrade, Novi Sad, Zrenjanin, Vranje, Kragujevac, and Novi Pazar. Out of 1307 tested women, 256 were selected to complete the course in some of the approved programs. Women between the ages 20 and 40 who were unemployed and had a university degree were most interested in the training, and they made up the majority of those who were chosen and who completed it. As part of the Program for Empowering Women in the Field of Information and Communications Technology for the period 2019-2020, the project "Young Women in Technology" was carried out in December 2019, organized by the Ministry of Trade, Tourism and Telecommunications together with the American Chamber of Commerce in Serbia. The project provided mentorship and practice in successful IT companies to female students in the final years of undergraduate and graduate studies, allowing them to create a network of contacts, obtain specific knowledge, and strengthen their leadership skills. Following a public call, 23 female students were chosen for the program. They worked with 13 mentors from eight companies: Algotech, Ball Packaging Europe, DXC, OriginTrail, Roaming Networks, Telenor, Telegroup, and VIP.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Ministry of Education, Science and Technological Development, UNESCO, American Chamber of Commerce, faculties, non-governmental organizations, ICT companies.

## Motivating Girls to Work in Culture, Creative and ICT Industries

### Name of agency responsible for the implementation of the policy/measure:

Coordination Body for Gender Equality of the Republic of Serbia  
Ministry of Trade, Tourism and Telecommunications  
OPA Youth Organization

### Website of the policy/measure, if available:

<http://inspiringgirls.rs/>  
<https://videohub.inspiring-girls.com/>  
<https://www.itu.int/women-and-girls/girls-in-ict/>  
<https://rokkampzadevojice.com/>

### Describe the main features of the policy/measure:

The measure is implemented through involvement in international initiatives aimed at empowering girls to overcome gender stereotypes in terms of career choice and their increased participation in various fields such as the creative sector, music industry, and information and communications technology. - The campaign "Inspiring Girls Serbia" is part of the global campaign "Inspiring Girls," coordinated by the international organization Inspiring Girls International and implemented together with local partners in each country. Serbia's partner is the CRTA organization from Belgrade, and the campaign was supported by the Coordination Body for Gender Equality in 2017. The campaign aims to combat gender bias and motivate girls, ages 10 to 15, to pursue their passions as a career path in the future. The project entails connecting girls with successful women in a number of fields, including culture, media, sports, physics, science, business, marketing, communication, music, literature... to show them the diverse range of available professions. The girls get to meet a variety of professionals through panels and conversations across Serbia. The campaign is taking place in 13 countries around the world: Brazil, Chile, Costa Rica, Columbia, Honduras, Italy, Singapore, Serbia, Spain, Switzerland, Mexico, Panama, and Peru. - The international initiative Girls in ICT Day was created to introduce girls and young women to information and communications technology, to encourage them to pursue education in this field, as well as to stimulate the application of new technologies in other fields such as cultural industries and the creative sector. The activity is held every fourth Thursday in April at the initiative of the Republic of Serbia and as part of the Global Women's ICT Network, which was founded under the auspices of the International Telecommunication Union (ITU). In Serbia, Girls in ICT Day was marked in 2017, 2018, 2019, and 2020. It was organized and supported by the Coordination Body for Gender Equality, the Ministry of Trade, Tourism and Telecommunications, the Ministry of Education, Science and Technological Development, as well as various institutions, companies, and non-governmental organizations. - The recurring annual camp "Rock Camp for Girls" began in 2017 as a non-profit program for girls who want to learn the basics of playing guitar, bass guitar, drums, or keyboard piano. Every year, the program is held in a different city for girls ages 11 to 14. For seven days, they are accompanied by mentors, young female musicians who are constantly working with them and helping them form their band, with which the girls perform in concert on the last day of the camp. The project's goals are to promote new, interesting, and high-quality cultural and creative content, educating girls about the different alternatives available to them, encouraging them to pursue their musical interests, which they often don't have many opportunities to do, overcoming the issue of female musicians and songwriters being underrepresented in the rock and alternative music scenes. The Rock Camp for Girls is organized by OPA, a youth organization dedicated to the promotion of activism, as part of the FEMIX program for the affirmation of women's creative potentials. In 2017, the Ministry of Youth and Sports supported the project with the program "Youth Rules," and since 2018 the Ministry of Culture and Information has been supporting it with a public call for contemporary creative acts.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

The Inspiring Girls campaign helps the promotion of contemporary creativity and contributes to the cultural industry by providing examples of good practices of successful women in cultural fields, as well as advancing gender equality in culture and interdisciplinary fields, since it includes examples from business, education, entrepreneurship, science, politics, etc. It contributes in particular to the creation of opportunities for improving gender perspectives in all professions and forms of work. In 2019, the digital platform "Inspiring Girls Video Hub" was launched as part of the campaign, featuring short interviews with successful and ambitious women from around the world. In Serbia, over 60 women volunteers and almost 500 girls participated in the campaign.

### Financial resources allocated to the policy/measure in USD:

**If yes, what are the main conclusions/recommendations?:**

### Partner(s) engaged in the implementation of the measure:

Inspiring Girls International, CRTA Organization, International Telecommunication Union, , Ministry of Youth and Sports, Ministry of Culture and Information, universities, institutions, and companies

## Improving Digital and Entrepreneurial Skills of Women from Rural Areas for their Economic Empowerment and Inclusion in the Cultural Industry

### Name of agency responsible for the implementation of the policy/measure:

Ethno Network  
 Association of Business Women of Serbia  
 Ministry of Trade, Tourism and Telecommunications

### Website of the policy/measure, if available:

<http://1000zena.rs/>  
<http://poslovnenezene.org.rs/2017/12/osnazivanje-zena-juzne-srbije-klaster-starih-zanata/>  
<https://pametnoibezbedno.gov.rs/vest/1486>

### Describe the main features of the policy/measure:

The measure is implemented through several projects aiming to employ and empower women through teaching them entrepreneurial and digital skills that can be applied to growing businesses offering products and services in the field of cultural tradition. - The initiative "Employing 1000 Women from Rural Areas" was launched June 2017, under the auspices of Zorana Mihajlović, head of the Coordination Body for Gender Equality and the vice president of the Government of Serbia, together with the Ethno Network and NALED. The initiative encourages the employment of 1000 women and young people in rural areas in jobs related to making traditional handicrafts as business and diplomatic gifts. The program was announced to socially responsible companies, institutions, and international organization that can contribute to the economic empowerment of women and young people from rural areas and the preservation of Serbia's heritage by purchasing high-quality handicraft products. Its defined goal was providing annually a part-time job for 1000 women and an additional source of income for their families. - The project "Empowering South Serbian Women by Forming Clusters of Old Crafts" was carried out in September and October 2017 by the Association of Business Women of Serbia, with the support of the German Agency for International Cooperation and the Development Agency of Serbia. The project activities aimed to boost economic development and solve the issue of unemployed young women in undeveloped South Serbian municipalities by encouraging self-employment in the sector of services and tourism. The project encourages preservation of cultural tradition, better quality of manufactured handicrafts and art products, opportunity for participation in national and international market as well as economic empowerment of women in rural and urban areas covered by the project. The project's end users were existing companies, female proprietors of small and middle-size companies and shops, small and middle-sized firms headed or co-headed by women, and potential women entrepreneurs. In 2018 and 2019, the Ministry of Trade, Tourism and Telecommunications issued a public call for programs aiming to improve the level of digital literacy and digital competence of women in rural areas. To empower women from these areas, but also to encourage the development of digital economy and electronic trading, one of the goals that programs needed to accomplish was to increase the use of new technologies and e-services among woman from rural areas. This sort of program aids the digital placement of handicrafts, cultural heritage and creative industries products, as well as the growth of entrepreneurship and digital entrepreneurship in these areas.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

- The initiative "Employing 1000 Women from Rural Areas" supported rural women's economic empowerment, the promotion and protection of intangible cultural heritage, and the manufacture of handicraft, i.e. traditional objects. Each year, the project's scope grew. According to the Coordination Body for Gender Equality's 2017 report, 325 women were employed, working 7150 workdays; according to their 2018 report, 580 women were employed, with 12,756 workdays, i.e. 102,047 working hours; and according to the 2019 report, 721 participated with 15,855 workdays, or 126.843 working hours. A total of 1626 women were employed in the course of three years (2017-2019), and the project was extended and is still ongoing. - As part of the project "Empowering South Serbian Women by Forming Clusters of Old Crafts," in September and October 2017, 40 women from urban and rural areas of the Niš, Jablanica, Piroć, and Pčinja districts (Niš, Aleksinac, Svrlijig, Jelašnica, Gadžin Han, Vlasotince, Leskovac, Vranje...) participated in six-day modules in Niš. The Declaration on the Founding of the Cluster of Women Entrepreneurship, Artist and Old Crafts was signed by 36 women from the project. Following the modules, design and textile workshops were carried out, with the goal of developing innovative ideas for new projects. In December 2019, the exhibition "Talent is in Our Nature" was held as part of the closing conference. It presented results, i.e. ideas based on old crafts and transformed into usable items, such as woven, crocheted, felted fashion items, decoupage accessories, painted drinking glasses, crochet bags, paintings... The project participants' products are available for purchase through the e-catalogue of the Association of Business Women of Serbia. - At the public call for supporting programs aiming to increase digital literacy and digital competences of women from rural areas in 2018, the projects of eight associations were approved. Through this program, 485 women completed training. They came from Bečej, Somor, Veliko Gradište, Niš, Aleksinac, Svrlijig, Gadžin Han, Doljevac, Lazarevac, Sopot, Barajevo, Trstenik, Priboj, Kratovo, Jabuka, Krajčinovići, Sastavci, Dobrilovići, Novog Pazara, Sjenice. In 2019, following the same call, 27 projects were approved, enabling 1630 women to complete the project. The women were from Priboj with the surrounding local communities, Majdanpek, Subotica, Mladenovac, Novi Pazar, Barič, Belgrade, Ljig, Sjenica, Trstenik, Valjevo, Vranje, Niš, Pećinci, Prijepolje, Topola, Vrnjačka Banja, Kikinda, Zaječar, Deč.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Coordination Body for Gender Equality, NALED, German Agency for International Cooperation, Developmental Agency of Serbia, and civil society organizations.



## Mapping Gender Presence and Representation in Informative Programs and Establishing the Gender Structure of Newsmakers and Presenters

**Name of agency responsible for the implementation of the policy/measure:**

Center for Media and Media Research of the Faculty of Political Sciences, University of Belgrade

**Website of the policy/measure, if available:**

<https://whomakesthenews.org/>

<https://whomakesthenews.org/wp-content/uploads/2021/07/Serbia-Report-GMMP.pdf>

<https://centarzamedije.fpn.bg.ac.rs/wp-content/uploads/2021/09/GMMP-2020-na-srpskom.pdf>

**Describe the main features of the policy/measure:**

The measure was implemented through the 6th Global Media Monitoring Project “Who Makes the News?” organized in 2020, which gathered teams from 116 countries, including the Center for Media Research of the Faculty of Political Sciences, University of Belgrade, from the Republic of Serbia. Global, regional, and national reports were published as part of the research, mapping the presence and representation of gender in informative programs, and establishing the gender structure of newsmakers and news presenters. In addition to monitoring the global progress and the development in each country separately, the research of this scope enables comparative analysis. The project’s goal is to track the gender disparity in media representation and production, and to use the findings to publicly promote more gender-equal media around the world. The quantitative and qualitative analyses of media contents based on different indicators (such as the presence of women, stereotypical reporting, and gender bias) provide guidelines for reducing gender inequality in the media, as well as increasing media literacy and accountability. Research in these countries is conducted using a unique methodology that covers all forms of media and their informative segments. The project Global Media Monitoring was launched in 1995 by the international non-governmental organization WACC (The World Association for Christian Communication) and is one of the most visible initiatives advocating for a greater presence and responsible representation of women in the media around the world. The Republic of Serbia joined the project by including a research team from Serbia, the Women’s INDOK Center, who created the 2005 and 2010 National Reports. In 2015, the research was done by the Center for Media and Media Research at the Faculty of Political Sciences in Belgrade.

**What are the results achieved so far through the implementation of the policy/measure?:**

According to the 2020 National Report, women made up 20% of people visible in the news of the Republic of Serbia. This data demonstrates that no progress has been made in the 15 years after the first research was done in Serbia, which showed a presence of 21%. The visibility of women in different media forms varies, as women account for 19% of all subjects and sources in the news in traditional media (print, radio, and television), while in online news (sites and Twitter) they make up one quarter. Comparative analysis shows that women’s visibility in the news is 5% lower than the global average, 8% lower than the European average, while women journalists and presenters are present above the average, accounting for 63% of media professionals, whereas the global average is 40% women journalists and 51% women presenters, with the European average being very similar at 41% women journalists and 53% women presenters. The research in 2020 differed significantly from earlier studies because it was conducted during the COVID-19 pandemic. Women were above average present and active as news subjects, experts, and journalists in stories on COVID-19. One-quarter of people in the news related to the ongoing pandemic (exactly 26%) were women, meaning they were 6% more visible than they are on average. Women experts were 12% more visible in the news on COVID-19 than in general news, accounting for 26 % of persons who were on the news due to their expertise and the media reporting on the virus and the illness it causes. Women journalists covered this story more frequently than their male counterparts. They produced 78% pandemic-related news, 15% more than the average, indicating they put an extra effort into reporting on COVID-19.

**Financial resources allocated to the policy/measure in USD:****If yes, what are the main conclusions/recommendations?:****Partner(s) engaged in the implementation of the measure:**

WACC (The World Association for Christian Communication), UN Women, UNESCO, Global Alliance on Gender and Media (GAMAG).

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## Women Entrepreneurs, Small and Micro-Sized Enterprises in the Value Chain of Large Corporations: Initiative “Equal in the Value Chain”

**Name of agency responsible for the implementation of the policy/measure:**

Coordination Body for Gender Equality of the Republic of Serbia  
Association of Business Women of Serbia

**Cultural domains covered by the policy/measure:**

Design  
Publishing  
Visual Arts

**Website of the policy/measure, if available:**

<http://poslovnenezene.org.rs/2018/09/ravnopravno-u-lancu-vrednosti/>

**Describe the main features of the policy/measure:**

The measure is conducted through the project “Equal in the Value Chain” implemented by the Coordination Body for Gender Equality and the Association of Business Women in Serbia (ABWS), with the support of the Embassy of the Netherlands in Serbia, the American Chamber of Commerce (AmCham), and the Foreign Investors Council (FiC), with the goal of promoting the inclusion of women entrepreneurs, small and micro-sized enterprises in the value chain of large corporations, in order to make their self-employment sustainable and thereby strengthen the capacities of women in Serbia, in line with UN’s Principle 5 for women empowerment. The project boosts creative industries in terms of the development of design and other creative fields (photography, video, etc.), given that it strengthens the marketing capacities of all involved women entrepreneurs and businesses, but also in terms of economically empowering women working in the fashion industry, architecture, and other creative fields. Companies that follow gender equality principles in their work, that promote women’s education, training, and professional development, that advocate for gender equality and include women-led enterprises in their supply chain, help to create a new gender-sensitive environment in Serbia. The project was conducted from September 2018 to August 2019.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

A call was launched as part of the project for the selection of the most gender-sensitive company in Serbia. The first prize was awarded in October 2018 to the company “Delta Holding,” followed by “Ikea Serbia” and “Avon Serbia” in second place, and “Vip Mobile” and UniCredit Bank in third place. In January, February, and March 2019, two-day workshops were organized in Belgrade, Zrenjanin, and Valjevo, which aimed to improve women’s entrepreneurial skills in order for them to be included in the supply chain. A closing conference was held at the beginning of July 2019 in Belgrade. On that occasion, a short video was played that detailed all of the project’s activities, and an exhibition of products and services by members of the Association of Business Women was conducted, allowing members to make relationships with possible suppliers and large companies—potential purchasers. As part of the project, ABWS prepared a catalogue of products and services of their members to show their potential for cooperation, which was distributed to company representatives ([https://issuu.com/upzsrbiye/docs/katalog\\_2019](https://issuu.com/upzsrbiye/docs/katalog_2019)). In 2019, at the regular annual event of the ABWS “Success Flower for the Dragon Woman,” the awards for best women entrepreneurs were granted, and for the second year in a row, the award for the most gender-sensitive company was given out. The first prize went to companies “Rudnik i flotacija Rudnik” from Rudnik and “Avon Srbija,” followed by Banca Intesa Beograd and “Vip mobile” in second place, and UniCredit Bank and “MOL Srbija” in third place.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Embassy of the Netherlands in Serbia, the American Chamber of Commerce (AmCham), and the Foreign Investors Council (FiC)

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## ARTISTIC FREEDOM

### The constitution and/or national regulatory frameworks formally acknowledge:

The right of artists to create without censorship or intimidation  
 The right of artists to disseminate and/or perform their artistic works  
 The right for all citizens to freely enjoy artistic works both in public and in private  
 The right for all citizens to take part in cultural life without restrictions

**Independent bodies are established to receive complaints and/or monitor violations and restrictions to artistic freedom:** YES

**Initiatives to protect artists at risk or in exile have been developed or supported by public authorities during the last 4 years (e.g. providing safe houses, guidance and training, etc.):** NO

**Measures and initiatives intended to ensure transparent decision-making on government funding/ state grants and awards for artists exist (e.g. through independent committees, etc.):** YES

**Social protection measures that take the professional status of artists into account have been adopted or revised in the last 4 years (e.g. health insurance, retirement schemes, unemployment benefits, etc.):** YES

**Economic measures that take the status of artists into account have been adopted or revised in the last 4 years (e.g. collective agreements, income tax and other regulatory frameworks, etc.):** YES

**Relevant Policies and Measures:**

## Government Support to Persons That (Independently) Engage in Cultural Activities—Artists and Professionals

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Culture and Information of the Republic of Serbia  
 34 representative cultural associations

### Describe the main features of the policy/measure:

The regulatory and financial framework was improved with new decisions and measures during the reported period in terms of cultural expression rights and recognizing the professional contribution of those who independently engage in cultural activities. In early 2019, a decision was made on the status of the representative association in culture for 34 associations in 15 cultural fields. Representative associations in culture are important entities; they are professional groups that bring together artists and cultural professionals to improve their members' positions and professional development. The Ministry of Culture and Information entrusts representative associations with the task of granting the status of independent artist, or cultural professional. The individual who receives the status of independent artist/culture professional benefits from tax relief in the form of paid taxes and social contributions while independently engaging in cultural activities. The city or municipality where the independent artist or professional resides pays the taxes and contributions. In this regard, a digital register of persons independently engaging in cultural activities was launched at the end of 2020, in close collaboration with the Ministry of Culture and Information and the Prime Minister's Office, to provide precise evidence of persons-independent artists and the legal and financial obligations to them, through the (electronic) networking of all relevant public services in this domain. The second set of obligations allocated to representative cultural associations is to assist in the awarding of national recognitions for outstanding contributions to culture. The Decree on Specific Requirements and Ways of Recognizing Outstanding Contribution to National Culture or the Culture of a National Minority was adopted in early 2020. Representative associations in culture are in charge of issuing official public calls for candidates who have made outstanding contributions to culture, forming a commission for the selection of a maximum of three representatives from each sphere of culture, defining the criteria for selection in their field, conducting the pre-selection of candidates who have left a significant mark in art and culture, and forwarding an elaborated list to the Ministry of Culture and Information, where a special commission decides on the winners. The recognition of outstanding contributions to culture, granted to persons who have earned the right to a pension, brings the attention of the general public to the cultural effort and work of exceptional individuals, and for the recipients, it entails a lifetime monthly payment from the Republic of Serbia.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

The Ministry of Culture and Information sets aside large sums for representative associations' operations every year. These funds support the association's day-to-day operations, as well as the work of the commissions that recommend candidates for national recognition and approve the status of independent artists. The local self- of territories where the artists or cultural professionals reside pay the taxes and contributions. Currently, there are 3500 representative associations with 3500 artists and cultural professionals. The application of the Decree on Specific Requirements and Ways of Recognizing Outstanding Contribution to National Culture or the Culture of a National Minority and the Digital Registry of Persons Independently Engaging in Cultural Activities will start in 2021, so for now there is only a framework.

### Financial resources allocated to the policy/measure in USD:

In the period 2017-2020, the Ministry of Culture and Information set aside 168,800,000 RSD (1,619,277 USD), 56,266,667 RSD (539,759 USD) annually, for the work of 34 representative associations. For taxes and contributions of independent artists and professionals, the local self-governments set aside additional 378,000,000 RSD (around 3.643.373 USD) annually, or 1,512,000,000 (14,573,494 USD) in the total amount for the reported period. Therefore, in 2017-2020, a total of 1,680,800,000 RSD (16,200,482 USD) was set aside to support independent artists and professionals.

**If yes, what are the main conclusions/recommendations?:**

### Partner(s) engaged in the implementation of the measure:

Cities that pay taxes and contributions to persons independently engaged in cultural activities

## Intellectual Property Development Strategy for the Period 2018-2022

### Name of agency responsible for the implementation of the policy/measure:

Government of the Republic of Serbia  
Intellectual Property Office of the Republic of Serbia

### Website of the policy/measure, if available:

<http://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/strategija/2018/78/2>

### Describe the main features of the policy/measure:

During the observed period, the Government reconsidered the strategic framework for intellectual property rights by adopting the Intellectual Property Development Strategy for the period 2018-2022 (Official Gazette of the RS, issue 78/2018), along with the action plan for the same period, after the previous ended for the period 2011-2015. The main goal of the new intellectual property development strategy is protecting intellectual property rights, i.e. protecting them before the courts, prosecutor's offices, inspection organs, the police, and customs. The new strategy aims to support intellectual property development through the alignment of national legislation in this sphere with the EU's acquis. The Strategy's main objectives are: Main objective 1: Harmonization of national and European legislation in the sphere of intellectual property. Measures for achieving the main objective: – Regulatory Measures: 1. Adoption of the Law on the Amendments to the Law on Copyright and Related Rights; 2. Adoption of the Law on the Amendments to the Law on Trademarks; 3. Adoption of the Law on the Amendments to the Law on Patents; 4. Adoption of the Law on the Amendments to the Law on Topography of Semiconducting Products; 5. Adoption of the Law on Special Powers for the Purpose of Efficient Protection of Intellectual Property Rights; 6. Adoption of the Law on Protection of Business Secrets; 7. The Republic of Serbia's membership to international treaties on intellectual property rights—the Beijing Treaty on Audiovisual Performances and the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled. – Institutional Measures: Strengthening formal institutional coordination among different stakeholder for the purpose of a more efficient protection of intellectual property rights. Main objective 2: Improvement of intellectual property rights protection. Three specific goals were set, each with their own measures: - 2.1. Specific goal – Intellectual Property Protection as one of the Government's major objectives Measures for achieving specific goal 2.1: 1. Improving the process for gathering and analyzing statistical data on the outcomes of intellectual property rights protection conducted by organs in charge of intellectual property rights protection; 2. Expanding the scope of the fight against organized crime to crimes against intellectual property. - 2.2. Specific goal – Institutionally strengthened organs in charge of protecting intellectual property rights. Measures for achieving specific goal 2.2: 1) Creating or improving procedures, methodologies, studies, databases, and the like, for a more efficient work of authorities. This process can be aided by studies, publications, databases, and the like, which can be found on the website of the European Union Intellectual Property Office (EUIPO); 2) Holding trainings for employees in organs for intellectual property protection in the period 2018-2022, to teach them to respond to intellectual property rights infringements in a professional and efficient manner. - 2.3. Specific goal – Improved coordination of organs in charge of protecting intellectual property rights. Measures for achieving specific goal 2.3. 1) Efficient and Continuous Work of the Coordination Body a) Establishing a working group for exchange of data in the sphere of intellectual property protection; b) Establishing a working group for raising awareness on counterfeiting and piracy; c) Holding an annual conference; d) Establishing a working group for gathering data, data analysis, and identifying trends related to intellectual property rights infringements; e) Developing international cooperation. Main objective 3: Developed and increased knowledge transfer capacity for advanced intellectual property applications in the economy. Measures for achieving the main objective: 1) Introducing lectures on intellectual property at universities through certified study programs, particular subjects, or as part of other study subjects based on educational profiles, as well as through continuous education courses; 2) Formally incorporating the third mission of Universities into the Law on Higher Education (Official Gazette of RS, issue 88/17, 27/18 – state law, and 73/18); 3) Improving the knowledge of researches at universities and other research centers on intellectual property protection and management through different courses organized by the Intellectual Property Office through the Center for Education and Information or in cooperation with WIPO, EPO, Center for Technology Transfer, and other organizations that support innovations; 4) Adopting and implementing the "National Recommendations for Universities and Institutes in Serbia for Intellectual Property Management in Knowledge Transfer Activities" drafted by the National Team of Higher Education Reform Experts (HERE Team) appointed by the Ministry of Education, Science and Technological Development; 5) Improving the knowledge of economic subjects on the protection and exercise of intellectual property rights through activities of the Intellectual Property Office—Center for Education and Information in cooperation with organizations for support to the economy (chambers of commerce, business associations, developmental agencies, etc.), i.e. the provision of services to economic subjects through IP Diagnostics or other tools developed as part of the European Union project in which the Intellectual Property Office participated (Iporta, VIP4SME), and through activities and services of other organizations ; 6) Enabling significant support through different programs for financing innovation (Ministry of Education, Science and Technological Development, Ministry of Economy, Ministry of Innovation and Technological Development, Innovation Fund) and support to intellectual property protection abroad in order to create conditions for successful commercialization on international markets. It is important to note that the Intellectual Property Development Strategy for the period 2018-2020 pertains to a digital environment and implies the establishment of an organized cooperation between institutions in charge of protecting intellectual property rights and the right holder on the one side, with the websites administrators on the other, as well as the creation of conditions for exercising the final court decision relating to intellectual property rights infringement on the internet.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

For the purpose of a more efficient protection of intellectual property rights, the department for intellectual property right protection, in cooperation with representatives of the SEED Project (Systematic Electronic Exchange of Data), which is under the auspices of the European Commission, participated in the making of an electronic database, established according to Article 287a of the Customs Law (Official Gazette, issue 18/10, 29/15, 108/16, 113/17 – state law). The electronic database was published in April 2018 and is available on the website of the Customs Administration. The Law on the Legal Protection of Industrial Design was passed the same year (Official Gazette, issues 104/09, 45/15, and 44/18 – state law). In 2019, amendments were made to the Law on Copyright and Related Rights (Official Gazette of RS, issues 104/2009, 99/2011, 119/2012, 29/2016 – Constitutional Court decision and 66/2019) which clarifies the rights of software creators and performers and specifies the database. The amendments broadened the group of people who can file a case for infringement of copyright and related rights through an organization dedicated to collectively protecting these rights. In the Republic of Serbia, there are currently six organization authorized to protect copyright and related rights: Organization of Music Authors of Serbia—SOKOJ, Organization for Collective Administration of Performers' Rights—PI, Organization of Phonogram Producers of Serbia—OFPC, Organization of Photo Artists—OFA, Reprographic Rights Organization—OORP, Organization of Film Artists of Serbia—UFUS-AFA. The amendments specify that performers whose interpretations were recorded on a storage medium will be compensated for a rebroadcast of their interpretation. This was previously only accepted for performers whose performances were recorded on a sound storage media (e.g., musicians, singers, etc.), but now actors will have the same right. This enhances their legal and financial standing. The proposed changes align the law with Article 1, paragraph 2(a) of Directive 2011/77/EU and extend the copyright protection of performers who record their performances to phonogram from 50 to 70 years. The Government's decision on forming a permanent Coordination Body for the Efficient Protection of Intellectual Property Rights in the Republic of Serbia was changed in September 2019, so that this body could protect intellectual property more efficiently. In terms of the rights on industrial property, in 2019 the Law on the Amendments to the

Law on Patents was enacted (Official Gazette of the RS, issue 66/19), followed by the Amendments to the Law on Trademarks in January 2020 (Official Gazette of the RS, issue 6/2020), which aimed to align with the EU's acquis. Serbia also adopted amendments for the purpose of aligning with the Directive on the Protection of Topography of Semiconducting Products. In January 2020, Serbia ratified the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled. The Intellectual Property Office successfully conducted activities in the Center for Education and Information, which organizes training on intellectual property rights for small and medium-sized enterprises, institutions that implement the law, and bodies in charge of research and development. The Center was also involved in various awareness-raising activities.

**Partner(s) engaged in the implementation of the measure:**

Ministry of Economy, Ministry of Education, Science and Technological Development, Ministry of Interior, Customs Administration, Sector for Market Inspection, Tax Administration Office and General Police Directorate

Coordination Body for the Efficient Protection of Intellectual Property Rights, Working Group for Raising Awareness on Counterfeiting and Piracy

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## Strategic Support for National Minorities' Cultural Diversity Expression

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Labor, Employment, Veteran and Social Affairs

### Website of the policy/measure, if available:

[http://sociojalnoukljuivanje.gov.rs/wp-content/uploads/2017/06/akcioni\\_plan\\_za\\_primenu\\_strategije\\_za\\_socijalno\\_ukljufivanje\\_roma\\_i\\_romkinja\\_u\\_rs\\_2016-2025\\_za\\_period\\_od\\_2017.\\_do\\_2018.\\_godine.pdf](http://sociojalnoukljuivanje.gov.rs/wp-content/uploads/2017/06/akcioni_plan_za_primenu_strategije_za_socijalno_ukljufivanje_roma_i_romkinja_u_rs_2016-2025_za_period_od_2017._do_2018._godine.pdf)

<https://romskinacionalnisavet.org.rs/u-nisu-otvoren-romski-kulturni-centar-prva-ustanova-kulture-roma-u-srbiji/>

<https://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/strategija/2020/11/1>

### Describe the main features of the policy/measure:

The measure is carried out by preparing, adopting, and implementing different laws and strategy documents. - in 2018, amendments were made to the Law on National Councils of National Minorities (Official Gazette of the RS, issue 47/2018), the Law on the Protection of Rights and Freedoms of National Minorities (Official Gazette of the RS, issue 47/2018), and the Law on the Official Use of Languages and Scripts (Official Gazette of the RS, issues 47/2018 and 48/2018), with the goal of strengthening the legislative and institutional framework of the National Councils of National Minorities. - in June 2017, the Republic of Serbia adopted the Action Plan for Implementing the Strategy for the Social Inclusion of Roma People in the Republic of Serbia 2016-2025, for the period 2017-2018. In the process of drafting the Action Plan, a public hearing on the Strategy's priority measures was held, with members of the Roma community, relevant institutions, and civil society organizations in attendance. Members of the Roma community had previously participated in defining strategic goals and measures as members of the expert team during the drafting of the Strategy. The Action Plan defined the Operative Goal 8: Improving the Roma population's cultural standard, their economic empowerment, and maintaining their ethno-cultural identity, with one of the expected outcomes being the adoption of local self-governments' recommendations on founding Roma cultural centers—Roma cultural centers were established in 30 local self-government units. A measure was defined in accordance with the goal: Establishing Roma cultural centers and adoption of programs for the development of Roma settlements, which entails the establishment of Roma cultural centers and/or advancing the capacities of existing center in larger, sustainable settlements or local self-government units with at least 300 Roma people living there. - in 2018, the Ministry of Labor, Employment, Veteran and Social Affairs established the Working Group for Drafting the Proposal of the Strategy for the Prevention of Discrimination, which included representatives from the Ministry of Labor, Employment, Veteran and Social Affairs, the minister without portfolio in charge of demography and population politics, the Ministry of Justice, Ministry of Internal Affairs, Ministry of Youth and Sports, Ministry of Culture and Information, Ministry of Economy, Ministry of Foreign Affairs, Ministry of Public Administration and Local Self-Government, Ministry of Education, Science and Technological Development, Ministry of Defense, Office for Human and Minority Rights, Office for Cooperation with Civil Society, and the Statistical Office of the Republic of Serbia. The Working Group also included civil sector representatives from the Commission of Jurists for Human Rights, the National Organization for People with Disability, and the Gay-Straight Alliance. The UN Human Rights Team/OHCHR and the Office for Human and National Minority Rights collaborated on the creating of the Analysis of the Strategy's Application, and in 2018 a team of experts was formed, which developed the Starting points. - In 2020, the Strategy for the Development of the Public Information System in the Republic of Serbia for the period 2020-2025 was adopted (Official Gazette of the RS, issue 11/2020), one of its specific goals (4) being: High-quality, plural, and diverse media content that meets the needs of various social groups in terms of informing. Measure 4.1., the outcome, is defined as improving the objectivity and diversity of media sources and content on national minority languages. Indicators at the level of measure include: changes in regulations that provide legislative guarantees of editorial independence; increase in the number of professionals working in the media from the ranks of national minorities, sorted by sex; the number of media content of public interest in national minority languages; the number of media content that preserve the identity of national minorities, in their language; the number of hours of produced and broadcast media content in national minority languages; national minority's satisfaction and the quality of informing in their language (research). The measure entails the following activities: 1) providing editorial independence protections for broadcasters formed by national councils of national minorities, including a system to preserve editorial policy from founders' influence and sanctions for activities that violate these requirements; 2) establishing mechanisms to prevent members of national councils of national minorities from becoming members of board of directors of the broadcasting house they had founded; 3) establishing mechanisms that oblige boards of directors members of houses founded by national councils of national minorities to fully consider the editorial staff's viewpoint regarding the selection and dismissal of editor-in-chiefs; 4) establishing specific criteria for the selection of board of directors members at a broadcasting house created by national councils of national minorities, ensuring that they are media experts with evident results in their work or relevant scholarly works in the field of media, such as the following: media workers, economists with experience in working with or in the media, telecommunications engineers with experience in technology offering media services, media lawyers, and the similar, without discrimination on any grounds. The same criteria should apply to the director, with the additional condition that they should have experience in media management and a track record of accomplishments; 5) ensuring a stable, transparent, and non-discriminatory source of income, as well as mechanisms for the financial sustainability of broadcasting houses founded by national councils of national minorities, equally for all publishers in the Republic of Serbia; 6) encouraging the production and distribution of program contents in national minority languages through incentives for houses that broadcast content in a national minority language, but were not founded or co-founded by national councils of national minorities, to promote the pluralism of informative media content in national minority languages; 7) defining clear criteria for funding during calls for co-financing and procedures for the evaluation of media projects that relate to the production and distribution of media content in national minority languages; 8) ensuring that national councils of national minorities provide non-binding advice to public authorities prior to the publication of calls for project co-financing in national minority languages on the type of media content that a particular national minority requires to improve the quality of information in their language; 9) providing a suitable amount of public-interest media content in national minority languages, as well as media content that protects national minorities' national identity, and especially: implementing activities from Measure 3.3. point 15: Fulfilling the public broadcasting mission to inform in the minority languages at the national level, maintaining and improving the quality of media contents in national minority language on public broadcasting services, recognizing the production of media content that promote interculturality as a special segment of public interest, introducing stimulating measures for the founding, development, and functioning of civil society media in national minority languages, introducing stimulating media to support multilingual media; 10) increasing the number of professionals that work in the media in national minority languages, especially through: creating a simulative environment that will attract professionals to work in the media in national minority languages, establishing new and expanding existing educational programs for educating people to work in the media in national minority languages, increasing the number of government-funded places for students from national minorities at faculties (departments) that train persons to work in national minority languages in the media, supporting projects that continuously improve the capacities of journalists and media workers employed in the media that create content in national minority languages, taking into account the equal participation of women and men; 11) ensuring that the right of the smallest national minorities to be informed, especially those who do not have their representative media, is fully realized.

Does it specifically target young people?: NO

Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?: NO

What are the results achieved so far through the implementation of the policy/measure?:

- According to legislation, the National Councils of National Minorities (NCNM) have the power to establish cultural institutions in order to preserve, advance and develop the cultural uniqueness and national identity of national minorities, and have the rights and obligations of founders. National Councils have the power to establish which cultural goods, events, and institutions are of special significance for the preservation, improvement, and development of the uniqueness and national identity of national minorities, as well as to participate in their management by naming one member of the board of directors in these institutions, expressing their opinion on suggested members of the board of directors and during the selection of the institution's director. National councils have the authority to define the strategy for the development of national minorities' culture, to begin the process for defining the status of protected cultural properties of significance for a national minority, etc. The NCNM decide on the traditional names of local self-government units (LSGU), settlements, and other geographic names in the national minority language (if the national minority language is in official use in the area of the LSGU or settlement); propose highlighting the names of the LSGU, settlements, and other geographic names in the national minority language; propose establishing the language and national minority script as an official language and script in the LSGU; propose changes in names of streets, squares, and parts of settlements and institutions that are defined as having special significance for the national minority; express opinions in the process of establishing the names of streets, squares, and other settlements (if the national minority language is in official use in the area of LSGU). - In the process of creating the Action Plan for the Strategy for the Social Inclusion of Roma People in the Republic of Serbia for 2016-2025, a public hearing on the Strategy's priority measures was held, with representatives from Roma communities, relevant institutions, and civil society organizations in attendance. In May 2019, a Roma cultural center was opened in Niš, the first Roma cultural institution in Serbia, founded by the National Council of the Roma National Minority with the support of the City of Niš and donors. - The creation of the new Strategy for Preventing and Protecting from Discrimination was paused due to the COVID-19 pandemic. In June 2021, the Ministry for Human and Minority Rights and Social Dialogue founded a Special Working Group for Drafting the Proposal of the Strategy for Preventing and Protecting from Discrimination for 2021-2030, which completed the Strategy proposal. - The Strategy for Developing a Public Information System in the Republic of Serbia for 2020-2025, states that there are various models for informing in national minority languages in the Republic of Serbia, including: public broadcasting service programs, TV shows, private media articles, including civil society media, program contents of houses founded by national councils, as well as internet use, access to homeland media, etc. However, the Strategy states that although the adoption of media laws has strengthened the legislative framework relating to informing national minority members, some problems of a normative and practical nature have been noted, indicating a lack of a comprehensive and coherent approach to providing information in national minority languages. National Councils of National Minorities, as bodies of selected national minority representatives through which national minority members achieve their collective rights, have great authority in achieving public interest in terms of public informing. Although they are publically funded, these bodies have authority to found broadcasting houses, propose members of the REM Council, express opinions on candidates for editor-in-chief of national minority languages programs in public broadcasting houses, as well as express nonbinding opinions on projects submitted to calls that aim to improve the quality of informing national minority members. The Strategy further points out that despite the national councils' importance in the field of informing, their activities are only one way of achieving national minority members' public interest to be informed in their own language, and the minority media scene should not be equated only with their activities. With regard to the role of national councils, there is some concern about their impact on media pluralism and editorial independence. Given that the broadcasting houses, founded by the NCNMs, are supported with public funds, it is necessary to organize their operations in accordance with the public interest. Furthermore, according to Article 16 of the Law on Public Information and Media, the act on founding institutions, companies, or foundations by National Councils, defines how management organs are selected and appointed; if the institution, company or foundation is a broadcasting house, then the act defines the selection and appointment of the house's editor-in-chief, in a way that guarantees its editorial independence. National councils are, therefore, required to select the board of directors of broadcasting houses, appoint directors and editors-in-chief in a way that promotes the editorial independence of the media. Moreover, the Strategy highlights the major problem of securing financial sustainability of the house that produces content in national minority languages, as well as insufficient fulfilment of the public broadcaster's duty to inform in national minority languages.

**Financial resources allocated to the policy/measure in USD:**

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

The Protector of Citizens' special report with recommendations—Analysis of National Councils of National Minorities' Public Power Exercising—for 2014-2018: The Protector of Citizens conducted a research in 2019 with the help of the OSCE Mission in order to make recommendations and understand the needs and possibilities for improving the work of National Councils based on the gathered data, to help the advancing of national minority members' rights and comprehend how the NCNM exercise their lawfully granted power. The research findings show that organs that launch calls that aim to protect, foster, and develop national minority culture, both traditional and contemporary, are fulfilling their lawful obligation and consulting with the NCNM. During the reporting period (2014-2018), three councils founded cultural institutions of special significance for the communities they represent, the Bosniak, Bunjevci, and Vlach national minorities. Seven council, representing Bulgarian, Greek, German, Ukrainian, Croatian, Montenegrin national minorities, and the Federation of Jewish Communities, stated that they had not established cultural institutions of special significance for the minorities they represent. In an earlier period, seven councils, representing Albanian, Bosniak, Hungarian, Macedonian, Rusyns, Slovak, and Czech national minorities, established cultural institutions of great significance. Based on the data, it was concluded that the regulation pertaining to establishing institutions of great cultural significance was somewhat applied. According to the report, councils that used the possibility of adopting strategies in domains where they exercise power, such as culture, are rare. The national councils of the Albanian, Vlach, Hungarian, Macedonia, Slovenian, Croatian, and Ukrainian national minorities stated that they had approved a special strategy for the development of national minority culture for 2014-2018. The national councils of Bulgarian, Greek, German, Slovak, Montenegrin and Czech national minorities and the Federation of Jewish Communities stated that they did not adopt strategies for culture during the reporting period. The national council of the Bosniak national minority stated that it created a comprehensive strategy for all four spheres in 2012, and that four years later the council adopted a strategic work plan for the period 2016-2020, with detailed activities for each sphere. Similarly, the national council of the Rusyn national minority responded that it had adopted a comprehensive National Strategy for Rusyns for the period until 2020. The report highlights that the councils frequently overlook the importance of defining indicators of strategy implementation success and activity plans that would highlight the effectiveness of the selected strategy's elements. Data obtained from the NCNM and other authorities, which the Protector of Citizens had previously gathered and use to compile a report with recommendations, speak of many media featuring programs in national minority languages. Four councils (of the Albanian, Bulgarian, Bunjevci, and Hungarian national minorities) claim to have founded institutions aiming to fulfil the right to inform in national minority languages, but none of them were founded in 2014-2018. Six national councils (of Albanian, Bunjevci, Hungarian, Macedonian, Slovenian, and Ukrainian national minorities) claim to have adopted a strategy for developing an information system in the national minority language for 2014-2018. Not a single national council was asked for an opinion on the report of the Program Council of Public Broadcasters related to program contents in national minority languages. In November 2018, two new national councils were formed: Russian and Polish. The national council of the Polish national minority prioritizes the inclusion of the Polish language with elements of national culture in the educational system of the Republic of Serbia, and mentions organizing various cultural events that promote Polish culture in the country and abroad. According to the Protector of Citizens, the NCNM should create dual language websites with regularly updated information of importance for national minority members, involve their community more in the planning of their activities, dedicate more of their activities to youth in the community and provide more content for them, incorporate a gender perspective into their planned activities, include strategic planning, create a database on institutions of great significance for national minority culture (including local cultural institutions with programs that feature elements

related to the national minority culture), and frequently update information and submit them to their supervising ministry, etc. The Protector made the following recommendations to state authorities: the Ministry of Public Authority and Local Self-Government, Ministry of Education, Science and Technological Development, Ministry of Culture and Information, and Office for Human and Minority Rights, should keep a continuous record of the councils' operations in accordance with their jurisdiction and offer support in the event of observed shortcomings; the authorities should organize additional financial reporting and budgeting training, and improve the instruments for gathering information on community needs, using the data to define activities and develop mechanisms for monitoring and assessing the implemented activities, etc

**Partner(s) engaged in the implementation of the measure:**

Ministry of Culture and Information, Ministry of Education, Science and Technological Development, and other relevant ministries, Office for Human and Minority Rights, Office for Cooperation with Civil Society, Social Inclusion and Poverty Reduction Unit

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## Strategic Framework for the Improvement of the Position of Persons with Disabilities in Social and Cultural Life

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Labor, Employment, Veteran and Social Affairs

### Website of the policy/measure, if available:

<http://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/strategija/2020/44/1/reg>

<https://www.kultura.gov.rs/tekst/sr/4993/strategija-razvoja-sistema-javnog-informisanja-u-republici-srbiji-za-period-od-2020-do-2025.php>

[http://demo.paragraf.rs/demo/combined/Old/t/2020\\_01/t01\\_0340.htm](http://demo.paragraf.rs/demo/combined/Old/t/2020_01/t01_0340.htm)

### Describe the main features of the policy/measure:

The measure is implemented through the adoption of strategic documents. - In 2020, the Strategy for the Improvement of the Position of Persons with Disabilities in the Republic of Serbia for 2020-2024 was adopted (Official Gazette of RS, issue 44/2020). The Strategy's main goal is to ensure that people with disabilities have equal access to all civil, political, economic, social, and cultural rights, with full respect for their dignity and personal autonomy, while ensuring their independence, freedom of choice, and full and effective participation in all aspects of society, including community life. The target value is to increase the participation of persons with disabilities in society by 25%. The Strategy's first specific goal, Increased Social Inclusion of Persons with Disabilities, aims to overcome obstacles that people with disabilities face in exercising their rights as individuals, consumers, cultural participants, and in gaining access to information and communication, as well as to raise public awareness about the position of people with disabilities. The goal implies an increase in the number of public objects accessible to persons with disabilities by 10% annually, an increase in the number of programs dealing with improving the social inclusion of persons with disabilities by 20% annually, and that the effects of supported programs related to improving the social inclusion of persons with disabilities, i.e. the public awareness of persons with disabilities, are increased by 10% annually. The Strategy for the Development of the Public Information System in the Republic of Serbia for 2020-2025 (Official Gazette of RS, issue 11/2020) adopted in 2020, implies specific objective 1: Improved safety, socio-economic, and professional conditions for the work of journalists and media workers, which includes internal measures and procedures for employing persons with disabilities in the media, gathering and analyzing data on the inclusion, i.e. the work engagement of persons with disabilities in the media environment, equal opportunities for the inclusion of persons with disabilities in the media sector, especially when their disability necessitates workplace adjustments. Objective 3: Functional, competent, professional, and open institutions, with mechanisms of protection against external pressures at their disposal, which consistently apply public policies and regulations, entails fulfilling the responsibility of public media services to provide media services that are equally accessible to people with disabilities, as well as fulfilling the responsibility of public media services to provide media content that is meaningful to and represents all social groups: women, the elderly, rural population, persons with disabilities, ethnic and national minorities, and other. Specific objective 4 of the Strategy for the Development of the Public Information System in the Republic of Serbia for 2020-2025—High-quality, plural, and varied media content that satisfy the information needs of various social groups—includes measure 4.2: Creating conditions for providing adequate information to persons with disabilities; achieving equal access to media contents for this category of media consumers. The following are indicators for measure 4.2: conducted analyses of the prevalence of programs for persons with disabilities as well as an analyses of the accessibility of programs to persons with disabilities; the number of supported projects related to public information for persons with disabilities; the number of supported projects for media content production presented in accessible formats for persons with disabilities (sign language, Braille, and the like); the level of satisfaction of persons with disabilities with the accessibility and quality of media content, sorted by sex (research); the number of media content available for persons with disabilities (REM's report). Measure 4.2 entails the following activities: 1) making a gender-sensitive analysis of the prevalence of programs for persons with disabilities, as well as an analysis of how much (the other) programs, i.e. media content, are accessible to persons with disabilities; 2) making amendments to the law related to public information and the media that oblige broadcasting houses to increase the availability of content to persons with disabilities; 3) introducing fiscal measures to ensure the sustainability of media intended for persons with disabilities (including using digital and online services to facilitate access to content); 4) introducing media content for persons with disabilities, with a special focus on the availability of media content that acknowledge the gender specificities of persons with disabilities; 5) supporting the visibility of persons with disabilities in all media through project co-financing. - As for assuring accessibility, it is important to emphasize the approval of the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled (2013), which allows copyright exemptions to allow for the creation of accessible versions of books and other copyrighted works for visually impaired persons. The Republic of Serbia ratified this Treaty in 2020 through the Law on the Approval of the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled (Official Gazette of the RS – International Agreements, issue. 1/20).

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

- In the Strategy for the Improvement of the Position of Persons with Disabilities in the Republic of Serbia for 2020-2024, the description of the situation concludes that prejudices and stereotypes about persons with disabilities are widespread in society, as a result of media actions, while employees in state institutions continue to base their work on the medical model of disability. Topics such as the meaning, nature, and implications of disability are not included in educational programs. There are no disability studies at universities of social sciences and humanities, despite the fact that disability studies are taught at many universities throughout the world, resulting in a lack of knowledge of the social construct of disability among future professionals. Women with disabilities are faced with numerous forms of discrimination, including being invisible in the public domain, not participating fully in public and political life, having difficulty preserving their rights, and being subject to gender-based violence. The Strategy highlights the importance of sport, recreation, and culture for youth with disabilities to participate in, in order to increase their involvement in society. Activities aimed at developing disability awareness, eliminating stereotypes and biases, and promoting a positive image of persons with disabilities are particularly vital for all these fields. The Strategy emphasizes the importance of developing an ICT tool that would make it easier for people with disabilities to use new technology. Reliefs for assistive technology devices (e.g., duty exemptions, reduced VAT rates) are also required, as are incentives for the national ICT industry to develop new tools. The Action Plan for the Implementation of the Strategy for the Improvement of the Position of Persons with Disabilities in the Republic of Serbia 2020-2024 for the period 2021-2022, was adopted in 2021. - according to the Strategy for the Development of the Public Information System in the Republic of Serbia for 2020-2025, the primary problem for informing persons with disabilities is that there are not enough persons with disabilities in the public sphere. Also, there are not many journalists who specialize in reporting on people with disabilities, which is a major issue. That is why it is important to combat stereotypes while reporting on persons with disabilities and their needs. Their needs are not unique; they are the same, but are met in different ways. Aside from the aforementioned, the Strategy notes that the media do not report in an indiscriminate or inclusive manner reporting (low resources are likely the reason for this), as well as a disregard for regulatory organizations' policies and recommendations relating to citizens' equality.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**



## MEASURES AND INITIATIVES REPORTED BY CIVIL SOCIETY ORGANIZATIONS

**Describe how the CSO form has been used to promote collaboration with CSOs in the preparation of this report, including the distribution of the form and the modalities of collection and analysis of the information received. Please indicate the percentage of measures and initiatives received that have been considered as relevant by the Party and included in the QPR.:**

The Institute for Cultural Development Research contacted relevant civil society organizations dedicated to cultural diversity issues and cultural industries. The Institute for Creative Entrepreneurship and Innovation provided information on accomplished activities that gather a significant number of entities in the field of cultural industries and creative economy. In addition, cooperation was developed with the Association Independent Culture Scene of Serbia, an umbrella organization that brings together more than 80 cultural associations from Serbia. Association ICSS undertook an independent consultative process among its members and, with the consent of the organization's Board of Directors, summarized its most significant initiatives in the Report in the form of implemented measures. Forms proposed by the Convention's Secretariat as part of the revised reporting system based on Article 9 of the Convention were used during the consultative process. Organizations presented their ideas for future priorities, which were summarized in a priority list. In respect to civil society entities' independency and their positions on the Convention's implementation, the measures were presented in their original form, without any amendments.

**GOAL 1 - Support sustainable systems of governance for culture:**

### Culture Forums

**Name of CSO(s) responsible for the implementation of the measure/initiative:**

Association Independent Cultural Scene of Serbia

**Website of the measure/initiative, if available:**

<https://nezavisnakultura.net/>

**Describe the main features of the measure/initiative:**

Based on a culture forum model that was previously established in Novi Sad (at the initiative of local governments), in 2018, the Association ICSS initiated the launching of four more comparable bodies in Šabac, Požega, Užice, and Subotica. Culture forums are a powerful participatory mechanism that allows for a greater number of small local entities to participate in the process of decision-making, proposing measures, and aligning program activities. They are organized by local self-governments, most notably the Secretariate or the Department of Culture, and members of the three sectors—public, private, and civil—can all participate equally. The Culture forum's goal is to empower individuals and collectives to actively participate in the creation and implementation of local cultural policies. This model proved to be successful in Novi Sad as an excellent example of participatory practice, and for that reason, the Association ICSS formed a team that, inspired by the Novi Sad ones, launched similar forums in several cities in Serbia. The reason for selecting the abovementioned cities is that the current local scenes are becoming more active, especially in terms of developing mechanisms for advocating for better conditions for, primarily, contemporary art development. Local self-governments foster little or no communication with entities, resulting in misunderstandings and a lack of timely support, while institutions, organizations, and individuals are often left to their own devices in terms of organizing and surviving. The most common form of support is through public calls, through which small funds are granted; however, even more, important than this financial aspect is providing systematic, institutional support for solving immediate and long-term problems, which entails constant dialogue as well as the establishment of new models for connecting to achieve greater efficacy. A collaborative approach to addressing challenges could have long-term positive effects such as program partnerships, reciprocal technical support, and professional exchange. This especially refers to the potential cooperation of cultural institutions with civil society organizations. It is the same when it comes to decision-making. Culture forums, as a powerful participatory mechanism, provide permanent insight into the scene's demands and, more importantly, the challenges it faces. The participation of the professional and general public in discussions on relevant cultural topics also creates an active audience that has an opportunity to take part in the decision-making process. Even more important is assigning new roles to culture workers. Although this is still a long way from qualitatively significant outcomes resulting from participatory decision-making implementation, it can serve as a first major step in creating the conditions for something comparable.

**Does it specifically target young people?:** NO

**Does this measure/initiative receive or has it received International Fund for Cultural Diversity (IFCD) funding?:** NO

**What are the results achieved so far through the implementation of the measure/initiative?:**

During the first cycle of the Forum's inception, the model was not successfully and fully implemented in any of the aforementioned cities, like the one in Novi Sad. This was because local self-governments were completely unavailable for communication and inclusion. The only exception was Šabac, where this type of communication was possible but there was not enough enthusiasm to implement programs like these. In Užice and Subotica, the city's cultural officials did not respond to the first calls for cooperation. In Požega, due to previous issues with cooperation and political disagreements, which have hurt the work of individuals and cultural organizations in various ways, this sort of dialogue was deemed impossible from the start, so no one even reached out to their local self-government. The most fruitful discussion took place in Subotica, and it concerned the use of space designated for contemporary culture, as well as the lack of such spaces for the demands of local production. The topics in the other two cities were connected to local difficulties, relationships with decision-makers, funding culture, and available sources of finance, as well as the need for more extensive communication. This initiative is important because it launched the question of citizens' participation in making decisions related to planning and implementing cultural policies.

### Advocacy Initiative 1% for Culture

**Name of CSO(s) responsible for the implementation of the measure/initiative:**

Association Independent Cultural Scene of Serbia

**Website of the measure/initiative, if available:**

<https://www.facebook.com/1postozakulturu>

**Describe the main features of the measure/initiative:**

Based on the original research conducted by one of the ICSS members, the Center for Empirical Studies of Culture of South-East Europe (CESC) in collaboration with the ICSS Association, on the subject of allocating funds for culture in countries in the region and their cities, a multi-month campaign dubbed "1% for Culture" was launched. This comprehensive study drew on publicly available data on cultural allocations at both the republican and capital levels. The findings revealed that the Republic of Serbia and

the City of Belgrade have the second-highest total budgets in the region, but that allocations for culture in both Serbia and Belgrade are lower in percentages than in all other states and capitals in the region. As a result, the Association Independent Culture Scene of Serbia has launched a campaign to reform the finance policy culture, inviting all other entities to join them, including artists, culture managers, curators, researchers, cultural organizations, and educational and cultural institutions. This campaign was launched in 2019 at the local level in Belgrade, in collaboration with a number of individuals and organizations that joined the initiative. The campaign entailed holding public events, writing statements, and media appearances, as well as consultations with the decision-makers. The initiative advocated for clear and transparent procedures that would allow for responsible management and distribution of public funds in culture, as well as the inclusion of all cultural entities in the decision-making process regarding managing the public budget and other cultural resources. Increases in cultural foundations should be used to increase finances for cultural programs and budgets for calls for projects as well as for cultural research, decentralizing culture, audience development programs, and bringing culture back to schools. Three public discussions were held during the campaign, with decision makers in attendance in addition to the initiators. The campaign's goal was to bring together as many cultural entities as possible to push for a common vision of reforming Serbia's system of (co)financing cultural programs and projects. The project was aimed largely at the line Ministry of Culture and Information, as well as the Ministry of Finance and the Secretariat for Culture of the City of Belgrade. Novi Sad, as the then-future European Capital of Culture, hosted one of the discussions. A special emphasis was placed on the media, as potential collaborators in this process, which significantly increased the visibility of the advocacy initiative and indirectly paved the way to decision-makers.

**Does it specifically target young people?:** NO

**Does this measure/initiative receive or has it received International Fund for Cultural Diversity (IFCD) funding?:** NO

**What are the results achieved so far through the implementation of the measure/initiative?:**

Given that a continued conversation with decision-makers was never established, the campaign ended the same year it began. Even though the republican budget for culture was increased, no major progress was made in terms of changing the finance system.

## GOAL 2 - Achieve a balanced flow of cultural goods and services and increase the mobility of artists and cultural professionals:

### Self-Propelled

**Name of CSO(s) responsible for the implementation of the measure/initiative:**

Association Independent Culture Scene of Serbia

**Website of the measure/initiative, if available:**

<https://nezavisnakultura.net/festival-na-sopstveni-pogon>

**Describe the main features of the measure/initiative:**

The goal of the independent culture festival "Self-Propelled" is to promote dealing with the current and socially relevant issues through art and culture, especially in smaller places. We believe that art and culture are the most fruitful media for speaking about vulnerable issues, that they are the most direct channel for including vulnerable and marginalized groups, and that they contribute to the social and economic development of individuals and society as a whole by encouraging creativity and an open relationship to one's life and environment. The importance and power of independent cultural initiatives in local communities (in Serbia and the region) are based on a large number of creative and experienced nongovernmental organizations, independent art organizations, non-formal groups, and individuals with developed capacities, many of whom implement a large number of international, regional, and local programs or participate in them as individuals or groups. The festival's extensive program highlights the independent cultural scene's diversity, expansiveness, and immense potential, as well as the necessity of cooperation and solidarity, while simultaneously drawing attention to the difficulties it faces and possible solutions in the field of cultural policy. Each festival's initial idea is to highlight cooperation and connection in order to promote and reach new audiences and associates who are involved in similar practices but lack the tools to connect and collaborate. To escape the classical form of festivals and the contemporary festivalization of culture, "Self-Propelled" delivers comprehensive geographic/spatial, time and program dispersiveness, as well as a call to participation. Association ICSS encourages this type of decentralization, not just in the organizational sense, but also through mini-grants and internal calls for members to apply for cooperation or the implementation of independent programs. Every year, as part of the Association, an independent body—a three-membered commission—is formed to assess the quality of the applications received using pre-defined indicators and parameters. Each of the organizations-members has the right to apply along with one or more members, and to include new cultural entities from local scenes that are potential candidates for new members of the Association. This measure also represents the increase of the local cultural scene's program capacities, while also working on increasing the visibility of the member's work, as well as the number of new members each year.

**Does it specifically target young people?:** NO

**Does this measure/initiative receive or has it received International Fund for Cultural Diversity (IFCD) funding?:** NO

**What are the results achieved so far through the implementation of the measure/initiative?:**

The Festival's programs have taken place in over 30 cities and places in Serbia, with about 20 partnerships formed between organizations-members, as well as with other individuals outside the network, and organizations and decision-makers at the local level. The creation of local scenes is one of the most significant achievements of this ICSS activity. Some of the aforementioned collaborations not only launched long-term projects but also considerably increased the visibility of these organizations' work on a local or regional level. The festival "Self-Propelled" has been supported for years by the Ministry of Culture and Information of the RS.

## GOAL 3 - Integrate culture in sustainable development frameworks:

### Creative Entrepreneurship Serbia

**Name of CSO(s) responsible for the implementation of the measure/initiative:**

Institute for Creative Entrepreneurship and Innovation

**Cultural domains covered by the measure/initiative:**

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Publishing

Visual Arts

**Website of the measure/initiative, if available:**<http://www.kreativnaekonomija.com>**Describe the main features of the measure/initiative:**

The Initiative Creative Entrepreneurship Serbia is a unique program for developing creative entrepreneurship in Serbia and raising awareness on sustainable creative economy through creative entrepreneurship development. The program aims to boost the sustainable development of creative economy at a local level and to improve the economic and cultural position of creative entrepreneurs, first at the entrepreneurship level, then at the policy level. This is accomplished through two lines of capacity-building and training: a program to improve different aspects of doing business in creative entrepreneurship (the laboratory for creative entrepreneurship) and a program to improve the capacity of policymakers and creative entrepreneurs to participate in the creation of fair and sustainable policies that support creative entrepreneurship (the school for creative economy). These are supported with a variety of side activities such as mapping, documenting, and promoting sustainable creative entrepreneurship; networking and boosting the visibility of creative entrepreneurs (rural creative industries fairs, expos, public events, promotions...); raising local governments awareness of the developmental impact of rural creative entrepreneurship; and strengthening partnership for sustainable development (Creative Economy Forums). These two things seemed like linked and intertwined training programs: on the one hand, the Initiative wanted to empower creative entrepreneurs to run businesses in a better and more economically sustainable way, but also to increase their knowledge of the economics of creative industries; on the other hand, it intended to empower them to be equal participants in the creation of economic and other policy measures related to their development. Oftentimes, advanced creative entrepreneurs attended both programs, because they wanted to be the "voice" of their creative community and to push for a better working environment. This allowed them to connect with other stakeholders from their local community, whether they were also creative entrepreneurs or policymakers. The Initiative therefore created a community in which knowledge was transferred from creative entrepreneurs to policymakers, allowing them to better articulate the economic measures to support creative entrepreneurs. Creative entrepreneurs have been empowered not only to better articulate their problem, but also to form a partnership between policymakers and those affected by their policies. As a result, both parties learned from this interaction. Creative Entrepreneurship Serbia maps creative entrepreneurs, their capacities and needs, based on which it designs custom training courses. Creative entrepreneurship laboratories last 3-6 days. Each creative entrepreneurship lab is tailored for a specific region or territory. Each one is unique and specific. This enables them to provide better and more useful knowledge that meets the needs of entrepreneurs in the specific area or territory. The laboratory serves as an "open knowledge innovation" program, providing information in the field of business and cultural economics. It is also important that everyone with a business idea related to creative industries can participate in Labs, because the laboratory, in addition to empowering them business-wise, also empowers them socially. Working in a group allows them to connect and get stronger, to do something together, to realize that they are not alone, but also to better integrate into social and economic life. The Laboratory's participants get new knowledge about local cultural expressions and improve their skills in order to enhance their employability. It focuses on themes that are most important to creative entrepreneurs in the Western Balkans region, yet are inaccessible to them. These include financing, taxes, intellectual property, and legal aspects of doing business in creative industries. The Initiative had a significant impact on professionalization and the improvement of human capacity for creative entrepreneurship as well as encouraging public-private dialogue between key stakeholders in creative economy. Through the laboratory of creative entrepreneurship as well as publications, books, training, and other educational material, the Initiative increased knowledge of more than 500 women, youth, and other stakeholders on how to become an entrepreneur in the creative economy environment. Through public events, the Initiative has increased the knowledge and skills of more than 5000 people, as well as their motivation to explore cultural expressions and local culture and increase income opportunities by applying this knowledge and skills in the creation of creative products and services. The Initiative has also contributed to the improvement of existing skills and the creation of new ones for more than 500 rural creative entrepreneurs. Additionally, the Initiative greatly contributed to raising awareness of creative entrepreneurship through research and mapping studies, which were useful to boost the visibility of the diversity of cultural expression and affirm local cultures in the municipalities. The policy component of the Initiative is focused on participative creation of public policy and based on mixed groups—creative entrepreneurs, policy makers, NGOs, and other stakeholders. Mixed groups enable all stakeholders to gain a better understanding of the creative ecosystem and the needs of each of these groups. It is aimed towards creative entrepreneurs who want to be advocates of changes in the creative entrepreneurship ecosystem and who want to participate in the process of creating sustainable and effective policies in this area.

**Does it specifically target young people?:** YES**Does this measure/initiative receive or has it received International Fund for Cultural Diversity (IFCD) funding?:** YES**What are the results achieved so far through the implementation of the measure/initiative?:**

Results of the Initiative are: Economic • Innovative approach to boosting creative entrepreneurship of women and marginalized group was provided, one that combined the principles of entrepreneurship and the diversity of local cultures, and provided entrepreneurs with new multidisciplinary knowledge and ideas to create the basis for a competitive and authentic entrepreneurial endeavor • More than 500 women, youth, and members of marginalized groups increased their knowledge on how to become an entrepreneur in the creative economy environment • New business models that support economic and cultural diversity dimensions of entrepreneurial endeavors in a sustainable way were explored • Increased public awareness of the value of creative micro entrepreneurship in Serbia and the creative business of women • Contribution to overcoming the missing link between entrepreneurial approach/practices and creative skills and the lack of knowledge about doing creative business, the economy, and the creative side of their work • Increased knowledge and skills of members of different marginalized groups, and their enhanced motivation to explore cultural expressions and increase income and employment opportunities by applying this knowledge and skills in the creation of creative products and services • Increased understanding on how to start a creative business and awareness of the potential of local culture for creating business and employment opportunities Social • Strengthened networking and cooperation of creative entrepreneurs as well as creative entrepreneurs and policymakers • Strengthened creative entrepreneurship among stakeholders and increased legitimacy of creative entrepreneurs to participate in more than 25 policy-making processes • Increased capacity and knowledge of more than 125 different stakeholders in the creative ecosystem for participative governance • Increased access of more than 450 women to the local labor market, and increased empowerment and motivation of women for self-employment in cultural and creative industries in a legal way Cultural • Strengthened policy focus on the development of creative entrepreneurship in more than 25 communities and municipalities • Supported diversity of cultural expressions, especially that of marginalized groups and women

## Digital Glass Serbia

**Name of CSO(s) responsible for the implementation of the measure/initiative:**

Institute for Creative Entrepreneurship and Innovation

**Cultural domains covered by the measure/initiative:**

Design

Media Arts

Visual Arts

**Website of the measure/initiative, if available:**

<http://www.digitalglassserbia.com>

<https://kreativnaekonomija.com/portfolio-item/revitalizuj-i-ozivi-staklarstvo/>

**Describe the main features of the measure/initiative:**

Describe the main features of the measure/initiative (800 words): Digital Glass Serbia is an initiative dedicated to the digital memorialization of glass art in Serbia, as well as the development of art glass entrepreneurship in a digital environment and new glass artists practices. The platform has several components: 1. Integration of gaming technology in the digitalization, reconstruction, and promotion of Serbian glass arts and objects ; 2. Development of skills and motivation of a new generation of digital artists, glass artists, glass craftspeople, and glass designers in Serbia; 3. Revitalization of glass art, design, and eco-sustainable creative entrepreneurship through "Glass Art Laboratory for Creative Entrepreneurship"; 4. Revitalization of the market for glass art as well as glass crafts, and development of new market niches and a new audience in this field. Digital Glass Serbia is included in the celebration of the UN International Year of Glass 2022.

**Does it specifically target young people?:** YES

**Does this measure/initiative receive or has it received International Fund for Cultural Diversity (IFCD) funding?:** NO

**What are the results achieved so far through the implementation of the measure/initiative?:**

- More than 32 women gained knowledge and skills for glass art entrepreneurship as a result of the project
- The project has increased the skills and motivation of more than 45 people to explore local glass expressions and increased income opportunities through the incorporation of these skills in the creation, marketing, and sale of new and competitive creative glass objects
- The project increased the capacities of 30 women to enter and build a career in creative micro-entrepreneurship
- The project raised the awareness about glass entrepreneurship and motivated a broad range of beneficiaries by publishing and presenting the "Catalogue of Business Ideas: Creativity Inspired by Tradition" with 40 business ideas for starting creative micro-entrepreneurship businesses, including glass entrepreneurship
- The project increased participants' knowledge of how to start a glass art business and of the potentials of local glass tradition and culture for creating business and employment opportunities
- Social • The project reduced gender inequality by providing access for more than 30 women to the local labor market and empowering and motivating them for self-employment in redesigning glass objects
- The project built new knowledge in developing eco-creative entrepreneurship based on recycling and redesigning glass objects
- Cultural • The project enabled the collection and valorization of art glass objects and ensured digital memorialization and the protection of diversity of art glass expressions in Serbia

**GOAL 4 - Promote human rights and fundamental freedoms:**

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**On the basis of the analysis of the responses provided through the CSO form, present up to ten main priorities of CSOs to implement the Convention over the next four years.:**

Priorities of CSOS in implementing UNESCO Convention should be:

- to protect and promote the diversity of cultural expressions by elaborating and introducing sustainable and fair creative entrepreneurship
- the CSO should contribute to the implementation of 2005 Convention through the introduction of better informed decision-making cultural policies that promote fair and sustainable economic measures in creative sector and encourages dialogue, sharing information and knowledge between creative entrepreneurs and policy makers that can lead to the good governance in creative sector as well as initiate structural changes in this field.
- Training of local decision makers on how to develop fair and sustainable policy at local level dedicated to support cultural sector and to ensure diversity of cultural expressions at local level
- Boosting creative entrepreneurship at the local level
- Education of stakeholder's of creative ecosystem on values and benefits of cultural sustainable development

## EMERGING TRANSVERSAL ISSUES

**Relevant Policies and Measures:**

### Smart Specialization Strategy as a Framework for Creative Industries Development

**Name of agency responsible for the implementation of the policy/measure:**

Government of the Republic of Serbia

Ministry of Education, Science and Technological Development of the Republic of Serbia

**Website of the policy/measure, if available:**

<https://pametnaspecijalizacija.mpn.gov.rs/>

<https://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/strategija/2020/21/3>

[https://pametnaspecijalizacija.mpn.gov.rs/wp-content/uploads/2021/06/Akcioni-plan\\_sr\\_web.pdf](https://pametnaspecijalizacija.mpn.gov.rs/wp-content/uploads/2021/06/Akcioni-plan_sr_web.pdf)

**Describe the main features of the policy/measure:**

The Government of the Republic of Serbia selected on June 29, 2017, recognized the importance of the creative industries for Serbia's economy, and founded the Creative Industries Council in 2018 as a form of support to this sector. In 2019, the Sector for Development, International Cooperation and the Promotion of Digital, Innovative and Creative Activities was established as part of the Office for Information Technology and eGovernment, as well as the new national platform "Serbia Creates." The strategic framework for the development of creative industries was established by drafting and approving the Smart Specialization Strategy for the Republic of Serbia for 2020-2027 (Official Gazette of the RS, issue 21/2020) which recognizes creative industries as a priority domain based on indicators of growth and positive trends. In 2017, a detail quantitative analysis was carried out in cooperation with relevant state institutions (Statistical Office, Intellectual Property Office, Public Policy Secretariat, Ministry of Education, Science and Technological Development, Ministry of Economy, Serbian Chamber of Commerce, University of Belgrade) and the Fraunhofer Institute from Germany, which mapped out the economic, innovational and research potential of the Republic of Serbia. Based on fields identified in the quantitative analysis from December 2017, an ICT innovation camp (software engineering) was organized. In 2018, after a series of interviews with relevant stakeholders, a qualitative analysis was carried out, which defined potential priorities—fields with competitive advantages. In the process of drafting the Smart Specialization Strategy (4S—Smart Specialization Strategy Serbia), the Ministry of Education, Science and Technological Development cooperated with other institutions from the public and private sector, as well as nongovernmental organizations, and was helped by experts from the World Bank project "Competitiveness and Jobs" as well as experts provided by the European Commission's Joint Research Centre (JRC). The creation of the document relied on a comprehensive entrepreneurial discovery process based on previously prepared analyses and implied a guided dialogue involving important representatives from the economic, academic, government, and civil sectors. The entrepreneurial discovery process started in March 2019 and lasted until June 2019. There were 17 workshops held during this time. The Ministry of Economy began the formal work on the

preparation of the Industry Strategy. To align the contents of the Smart Specialization Strategy and the Industrial Policy Strategy of the Republic of Serbia for 2021-2030, simultaneously prepared by the Ministry of Economy (approved in March 2020, Official Gazette of the RS, issue 35/2020), and to follow the European Commission's recommendation from the annual report on progress from 2018, which suggested using the findings of the Smart Specialization Strategy to draft the Industrial Strategy, the Government founded a working group for aligning the strategies in May 2019. For carrying out the EDP process, a new structure was established, made up of the Coordinating Body and the EDP unit. The Republic of Serbia's Smart Specialization Strategy, adopted on February 27, 2020, identified the following priority fields: (1) food for the future, (2) information and communication technology, (3) machines and production processes of the future, and (4) creative industries. The general vision of the Republic of Serbia's Smart Specialization Strategy's (4S) states: Serbia creates innovations—a smart and creative Republic of Serbia that is highly competitive globally and recognized for its knowledge-based innovations, partnerships in the national ecosystem, and individual creativity in the following fields: – Sustainable high-tech food production with high added value for the future – Sophisticated software solutions for the global market and – Industrial innovations founded on cross-departmental collaborations. According to the general vision, by 2027 Serbian economy will be heavily based on knowledge and innovation. The five specific goals are defined as follows: 1. Scientific activities directed toward 4S priorities 2. Supported economic development through research and development and cooperation between participants of the quadruple helix 3. Education oriented toward innovation and entrepreneurship 4. Improved business conditions through optimization and digitalization of processes in 4S areas 5. Internationalization of economy through inclusion into regional and global value chains in 4S areas. The Strategy mentions the finding of creative industries (CI) analyses, which show that the Republic of Serbia exhibits great growth and development potential in this area. According to the quantitative analysis, creative industries are one of the important potential priorities in the Belgrade area, the Republic of Serbia's most important economic center. It claims that the creative industries' potential should not be viewed solely in terms of its impact on economic development, and that creative achievements have an impact on the creation of a city's or region's identity and image. It concludes that investing in the creative industries is investing in an improved quality of life and stronger local and national identity. An analysis of the cluster structure showed that smaller clusters with up to 25 members dominate the Republic of Serbia's creative industries. They belong to the entrepreneurial cluster type, meaning that they were established to facilitate cooperation between micro businesses and entrepreneurs, and provide access to information and aid the establishment of cooperation. Many micro and macro-level business (23.8%) as well as entrepreneurs (67.5%) make up the Republic of Serbia's creative industry. Micro-level business with up to 3 employees are particularly dominant. Out of the total number of start-up companies in the Republic of Serbia, creative industries account for 14.1%. The annual growth of new enterprises in this field is 3.25%, which is significantly higher than the overall economy's average (2.1%). When it comes to the departmental distribution of new entrepreneurs, the leading areas are design and creative service, such as graphic design, film, video production, as well as software development and engineering. The number of companies in this industry shows increasing tendencies for the period 2014-2018 in comparison to the rest of the Serbian economy. The annual growth rate of economic subjects from the broadly defined sector of CI for the period 2014-2018 was 6.2%, with the growth rate increasing every year. Most of the companies and entrepreneurs are registered in the Belgrade area, while the number of companies has increased in 2018 in comparison to 2014 by 33.4%. In the Vojvodina region, the number of companies increased by 29% during the same period. In the period 2014-2018, the GVA of the private sector's creative industries grew 64.9% for the narrow definition, and 24.1% for the broad definition. The average annual GVA private sector creative industries growth rate was 18.1% and 7.5%. The private sector creative industries GVA contribution to GDP is slightly higher than that of construction, but slightly lower than that of agriculture. In 2014-2017, export accounted for 8-11% of overall business income for companies, whereas in 2018 and 2019, export accounted for 10-14% of total company income. The cumulative export growth was about 100% for the narrow definition and around 50% for the broad definition. Qualitative research on the creative industries revealed the high potentials of specific segments, particularly in terms of high-quality staff, but also revealed infrastructure limitations. The main priorities in the creative industries supported by the Republic of Serbia's Smart Specialization Strategy are: – Creative audiovisual production – Video-games and interactive media – Smart packaging. The sector's final vision was characterized as follows: Creative industries promote individual auteur work and add value to other sectors of the Serbian economy, thereby contributing to positioning the Republic of Serbia as a high-tech, globally competitive economy. According to the report, marketing and communication are the areas with the highest level of entanglement of single priority creative industries sub-fields with other priority areas, as they are used by other sectors for video content production and communication, and increasingly design. The Strategy entails a Package of Measures, and given that the five specific goals are universal for all four priority areas with certain specificities, the majority of the measures refer to all priority fields, with several special measures that refer to one or more fields created in response to observed challenges in the EDP process. Specific Goal 1—Directing scientific activities to 4S priorities—includes Measure 1.4: Program for supporting experimental and innovative projects that connect art, science, and advanced technologies—dedicated to developing innovative forms of creative industries through supporting interdisciplinary research and cooperation with the ICT sector, through the new program of financing experimental and innovative project that include connecting art and science. A pilot initiative in the form of a call for several separate projects with a total value of 3,000,000 RSD is planned for 2020. The Ministry of Education, Science, and Technological Development will be implementing this measure, which will be carried through the Center for the Promotion of Science in partnership with the national platform "Serbia Creates." Specific Goal 2—Strengthening the economy through research and development and cooperation between members of the quadruple helix—includes Measure 2.11: Creative Hub—Boiler Room—The reconstruction of the spaces of Serbian Railway's "Boiler Room" into a creative hub as part of the infrastructural support to the creative industry, with accompanying program activities and infrastructure needed for performance and art programs as well as encouraging interdisciplinary cooperation between the various areas of CI. The goal of establishing a creative center in the former railway boiler room is to aid the incubation of new art projects as well as to provide a business infrastructure for development, networking, and forming collaborations among creative industry actors. The Ministry of Culture and Information is responsible for monitoring and regulating the implementation of this measure, which has a total value of 840 million RSD. Specific Goal 2 also includes Measure 2.12: The Creative Embassy in London—Reconstruction and Adaptation of the Serbian House in London as a new hub for promoting creativity and technological innovation from the RS, and strengthening the brand of Serbia as a destination with a strong creative industry and a source of innovative products, services, and companies. The purpose of this multifunctional space is to provide an exhibition and business infrastructure that will serve as a business incubator for individuals and start-ups looking to break into the British market, as well as to provide strategic support for interactions with international organizations and individuals in the creative industries, sciences, and arts. The overall cost of executing this policy is 120 million RSD, and the Ministry of Foreign Affairs is in charge of monitoring and supervising its execution. The Specific Goal 3—Education Oriented Towards Innovation and Entrepreneurship—includes Measure 6: Master's program for connecting arts and information technology—this measure entails the establishment of master's study programs, as well as accompanying short program studies in the areas of information technology, software development, data analysis, organization, and art. The focus of the call is to select and fund a three-term multidisciplinary master's study program in software engineering, data analysis, software development, organization, and art, with at least one short study program from the stated disciplines. The introduction of this study program, in accordance with the needs of the creative industries, would introduce new disciplines into higher education in the RS while also allowing for the education of a globally competitive personnel. This approach aims to create comparative advantages through linking research and academic forces to the needs of the economy. The institution in charge of monitoring and supervising the implementation is the Ministry of Education, Science and Technological Development.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

Measures implied by the Strategy were implemented or started to be implemented in the meantime: Measure 2.1: In 2020, the Innovation Fund issued a call for granting innovation vouchers. Out of the 118 innovation vouchers worth 60 million RSD, 72% come from priority areas identified by the Smart Specialization Strategy. Measures 2.3

and 2.6: In 2020, the Innovation Fund published a public call for the Early Development Program and the Innovation Co-Financing Program, which was aligned with the Republic of Serbia's Smart Specialization Strategy. According to the handbooks for the mentioned programs, at least 50% of the available public calls funding must be put aside for projects from priority areas, if there are enough quality projects. The Republic of Serbia's budget set up 5.3 million EUR for this public call. There were 322 submissions in total, with 253 coming for the Early Development Program and 69 for the Innovation Co-Financing Program. After the first phase of project evaluation, the expert commission shortlisted around 66 projects, 46 for the Early Development Program and 20 for the Innovation Co-Financing Program. After presenting the projects, the expert commission decided to finance 21 project as part of the Early Development Program and 14 projects as part of the Innovation Co-Financing Program. Out of 35 programs, 34 were from priority fields defined by the Smart Specialization Strategy. Measure 2.8: In coordination with the Ministry of Education, Science, and Technological Development and the Innovation Fund, the USAID issued the first public call and awarded funds in the amount of 4 million RSD to companies that will advance their business and product and package design in collaboration with the IT sector. Measure 3.2: In 2020, the Ministry of Education, Science, and Technological Development issued a call for proposals, make a selection, and approved the implementation of 41 projects aimed at advancing and developing curricula at higher education institutions, with a focus on innovating existing study programs to meet labor market needs, developing students' entrepreneurial skills, and improving high education institutions' collaboration with the economy and other stakeholders in the local community, increasing the use of information technologies during classes and learning programs, etc. The total budget for this project in 2020 was 13 million RSD, and 17 million RSD in 2021. Measure 3.4: In 2020, the Ministry of Agriculture, Forestry and Water Management, together with USAID and UNDP, supported a national student competition with a budget of nearly million RSD, which had the goal of supporting student innovation and creativity in the production of new food with added value, with an emphasis on environmental protection. The winner of the national competition represented Serbia at the European competition. Measure 3.5: The Ministry of Education, Science, and Technological Development launched a public call, made a selection and financially supported two new master's study programs dedicated to creative industries, that is connecting art and information technology, with a budget of 11 million RSD. Support was given to projects "Art and Video Games Designs" of the University of Arts in Belgrade and the University of Belgrade Faculty of Mathematics, and "Development of Computer Games" of the University of Kragujevac. In addition, in 2020, the MESTD launched a public call, made a selection and approved for financing four master's study programs relating to artificial intelligence, i.e. machine learning, "Artificial Intelligence and Machine Learning," with a budget of 12 million RSD. Support was given to projects of the University of Novi Sad (Faculty of Technical Sciences and Faculty of Sciences), University of Niš (Faculty of Sciences and Mathematics), and the University of Kragujevac. The platform <https://pametnaspecijalizacija.mpn.gov.rs/> was launched, where calls, news, and other relevant information regarding this measure are published.

**Financial resources allocated to the policy/measure in USD:**

**If yes, what are the main conclusions/recommendations?:**

**Partner(s) engaged in the implementation of the measure:**

Ministry of Economy, Ministry of Finance, Ministry of Labor, Employment, Veteran and Social Affairs, Ministry of Trade, Tourism and Telecommunications, Ministry of Agriculture, Forestry and Water Management, Ministry of Culture and Information

Public Policy Secretariat of the RS, Provincial Secretariat for Economy and Tourism of AP Vojvodina, Serbian Chamber of Commerce, Serbian Academy of Sciences and Arts, Statistical Office of the RS, Intellectual Property Office, University of Belgrade

Fraunhofer Institute from Germany, World Bank, European Commission's JRC

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## Improving Youth Informing, Culture, and Creativity

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Youth and Sports of the Republic of Serbia

### Website of the policy/measure, if available:

<https://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/prilozi/1.html&doctype=reg&abc=cba&eli=true&eliActId=427391@actid=427391>

<https://www.mos.gov.rs/storage/2021/09/evaluacija-sprovođenja-ap-nsm.PDF>

<http://www.pravno-informacioni-sistem.rs/SIGlasnikPortal/eli/rep/sgrs/vlada/strategija/2015/22/1/reg>

### Describe the main features of the policy/measure:

The measure is carried out by implementing the National Youth Strategy for the period 2015-2025 (Official Gazette of the RS, issue 22/2015), which was created to define youth policy and improve the socio-economic and cultural position of youth, with the goal of providing conditions for youth to live a fulfilling life of equality, with an emphasis on the importance of youth participation in the field of culture and creating cultural contents for achieving social cohesion. The National Youth Strategy identifies nine strategic goals whose achievement should improve: young women's and men's employability and employment; quality and opportunity for earning qualifications; youth's development of competencies and innovativeness; active participation of young women and men in society; young women and men's health and well-being; conditions for the development of youth safety culture; support to social inclusion of youth in risk of social exclusion; mobility, youth international cooperation, and support for young migrants; system for informing youth and knowledge about youth; reliance on youth and their participation in the creation of cultural contents. The strategic document recognizes youth culture and creativity as one of the major factors for improving the position of youth and youth policies. Improving the system for informing youth and knowledge about youth were defined as the Strategic Goal 8, while increased reliance on youth and their participation in the creation of cultural contents was defined as Strategic Goal 9. Based on the Report on the Evaluation of the Level of Achievement of the National Youth Strategy's Goals for 2015-2017 compiled by the Institute of Economic Sciences in Belgrade, as well as five consultative meetings in December 2017 organized by the Ministry of Youth and Sports in cooperation with the youth and representatives of youth associations, as well as local youth offices, the Action Plan for Implementing the National Youth Strategy for 2018-2020 (The Government of Serbia's Conclusion, Official Gazette of the RS, issue 99/2018) was drafted, and adopted by the Government of Serbia on December 12, 2018. The Action Plan specifies the indicators that follow: degree of activity implementation, the implementation period, the level of implementation (republican, regional, local), implementers and participants in the implementation process. It also defines the amount of funds necessary for implementation. The Action Plan defines activities for 2018, 2019, and 2020.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

Based on the evaluation of the previous Action Plan, analyses, and consultations, the Action Plan for Implementing the National Youth Strategy for 2018-2020 specifies, among other things, activities needed to achieve the strategic goals. 9 and 8 are two numbers (improving the system for informing youth and knowledge about youth were defined as the Strategic Goal 8, while increased reliance of youth and their participation in creating cultural contents was defined as Strategic Goal 9). As part of efforts related to Strategic Goal 8: Improved System for Informing Youth and Knowledge About Youth, to achieve the specific goal 8.1— Providing youth with access to complete, comprehensible, and reliable information in accordance with their needs—the following activities were defined: support for youth involvement in identifying needs (in production and the media); development of informative programs and services; preparation and delivery of information, as well as evaluation of services and programs; development of non-institutional educational programs and services for youth at the local level; establishing cooperation and coordination of informational programs and youth services with other programs, services, and youth structures at the local level; supporting programs and services in adapting informational programs to a youth-friendly language and facilitating informing in national minority languages; encouraging the use of gender-inclusive terminology when informing youth, and supporting programs and services tailored to vulnerable social groups that guarantee that all youth have equitable access to information; development and support for implementing standards and quality criteria for youth informative work in accordance with the European Youth Information Charter; defining guidelines for informing youth via the internet in accordance with European guidelines for informing youth through the internet; and supporting activities aimed at strengthening the capacities of youth policy subjects to implement standards and guidelines for informing youth in their programs and services. To accomplish the specific goal 8.2—The media providing information and creating contents for youth and about youth in line with their needs—the following activities were defined: keeping track of the scope and type of youth content in the media, as well as an analysis of their adjustment to the identified youths' needs and subjects of interest; establishing cooperation and developing partnerships between program implementers and youth information services and media; developing the capacities of all youth policy subjects for cooperation with the media in exchanging information and adjusting information to the youth; providing support for the development of media contents for the youth directed at presenting youth in a positive context, with positive examples and achievements of youth; founding youth editorial offices for working in the media made up of youth and associations carrying out youth activities; supporting journalist training for reporting on youth; and following youth and their needs. To accomplish the specific goal 8.3—Youth having adequate access to and knowledge for using new technologies and the internet—the following activities were defined: enabling daily free access to new technology and the internet for pupils and students; motivating young women to use free internet services and programs; supporting the establishment and equipment of public spaces at the local level where youth can use technology and the internet for free; supporting the training of educators, professional associates, and association activists that carry out youth activities for using new technologies in working with the youth; developing programs for increasing information literacy, i.e. skills among youth for searching and using information, especially for youth from vulnerable groups. As part of efforts related to Strategic Goal 9: Increased Reliance on Youth and their Participation in the Creation of Cultural Contents, to achieve the specified goal 9.1— Continuous support to the development of youth creativity and youth participation in the creation and use of cultural contents, the following activities were defined: identifying and improving programs that encourage youth creativity at a local level and enable collaboration with other environments; ensuring support for youth cultural activities within informal initiatives and associations that carry out youth activities; developing training programs for youth for self-employment through consociation in art and culture; introducing special hours for young creators in programs of cultural institutions, with no fee; securing support to cultural institutions for their work in the inclusion of youth in creating and using cultural content; supporting the recognition and providing systematic support to youth creative industries and cultural entrepreneurship; allowing associations that carry out youth activities in culture and art at the local level to use public spaces. Specific goal 9.2— Increased use of cultural contents among youth, defines the actives: providing support to programs that include young people in the process of adjusting cultural content to youth; supporting training programs for people working in cultural institutions on the contemporary ways and means of presenting cultural content in a youth-friendly way; improving cooperation between cultural institutions and education to increase the number of youth using cultural contents; providing support to the development of online providers of cultural emancipation for youth; supporting the promotion of cultural participation among youth in all kinds of media, while highlighting creative youth as positive examples.

### Financial resources allocated to the policy/measure in USD:

A complete plan of financing activities for 2018 was created, as well as a cost prediction for the three-year period 2018-2020. The total budget for 2018 was set at 4,937,251,497 RSD, with 4,346,149,742 RSD coming from the government budget and 591,101,750 RSD coming from other sources. This reflected the Government's

strategic priority of supporting youth employment and entrepreneurship, so the majority of the other resources were set aside for that purpose. A sum of 21,000,000 RSD was allocated by the Ministry of Culture and Information.

**Has the implementation of the policy/measure been evaluated?:** YES

**If yes, what are the main conclusions/recommendations?:**

Ministry of Youth and Sports regularly hired independent professional bodies for the annual evaluation of the Action Plan. For the final year of the Action Plan, the Ministry of Youth and Sports hired the Center for Development Management to conduct the Action Plan evaluation of the National Youth Strategy 2018-2020 for 2020. The Evaluation highlighted that in 2020, the Ministry of Youth and Sports launched four public calls to support programs and projects in the youth sector for various fields. A total of 88 projects were supported, all of which were based on the AP's implementation. The overall cost was 216,701,101 RSD. Despite the fact that youth, as a distinct social group, were particularly hard struck during the pandemic, the survey data show that even in the year 2020, the level of total achievement of nine strategic goals was significant—89.56%. The highest level of implementation was seen in strategic goals relating to culture and informing. With a success rate of 93.28%, Strategic Goal 9—Improved Reliance on Youth and their Participation in the Creation of Cultural Content was the most successful, while Strategic Goal 8—Improved System of Informing Youth and Knowledge About Youth, had a rate of 92.59%. In analyzing the Strategic Goal 8—Improved System of Informing Youth and Knowledge About Youth, four specific goals were implemented in 2020: - Youth were given access to complete, comprehensible, and reliable information in accordance with their needs—accomplishment rate 100%; - The media provided information and created content for youth and about youth in accordance with their needs—accomplishment rate 100%; - Youth had adequate access to and knowledge for using new technologies and the internet—accomplishment rate 83.33%; - Knowledge about youth based on relevant information, which are used for planning in all fields and at all levels of government—accomplishment rate 57.14%. The accomplishment rate of this strategic goal slightly increased since 2019 where the accomplishment rate 92.3%. The conclusion is that regarding the field of informing and content creation for youth, the Ministry of Youth and Sports and other parties defined by the AP have to continue to improve this system. In analyzing the Strategic Goal 9—Improved Reliance and Participation of Youth in the Creation of Cultural Content, two specific goals were implemented in 2020: - Provided continuous support to developing the creativity of youth and youth participation in creating and using cultural content—accomplishment rate 100%; - Increased use of cultural contents among youth—accomplishment rate 84.33%. However, as certain activities were not implemented, only a small percentage of youth participated in certain activities, such as “Providing Support to Programs that Include Youth in the Process of Adjusting Cultural Contents to Youth.” Therefore, the Evaluation recommends that youth should be given more hours for young creators in programs of cultural institutions, without fee. The results of the youth survey indicate that additional measures to improve cooperation in this sector should be considered.

**Partner(s) engaged in the implementation of the measure:**

Ministry of Culture and Information, Provincial Secretariat for Sports and Youth, Local self-governments, CSOs

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## Introducing Specialized Departments of Performing and Audiovisual Arts in Grammar Schools in the Republic of Serbia

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Education, Science and Technological Development of the Republic of Serbia

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts

Design

Media Arts

Music

Performing Arts

Visual Arts

### Website of the policy/measure, if available:

<https://mpn.gov.rs/prosveta/srednje-obrazovanje/gimnazije/specijalizovne-gimnazije-i-odeljenja/specijalizovana-odeljenja-za-scensku-i-audio-vizuelnu-umetnost/>

### Describe the main features of the policy/measure:

In terms of general secondary education, the Ministry of Education, Science and Technological Development introduced specialized departments for performing and audiovisual arts into grammar schools in 2020 as a way for the educational system to respond to the needs for improved cultural and artistic competencies. Secondary school students with particular skills in performing and audiovisual arts will benefit from specialized education, which will improve the quality and competency of students in various departments of arts colleges. This program helps pupils develop creative thinking while applying new technologies and creating a responsible attitude toward cultural heritage preservation. The program allows pupils to gain knowledge and skills related to theater disciplines, the media, film art, various audiovisual forms, video games, and the internet, in accordance with the continuous process of technological development and digitalization, which is expanding the range of artistic occupations and activities. Students in these departments are continuously involved in cultural and artistic events throughout all four grades through organized and guided tours of cultural and artistic institutions (Yugoslav Film Archive, local film, television, and radio studios, digital studios, theaters, etc.) with the goal of gaining a more thorough understanding of art occupations in the performing and audiovisual sphere. The curricula for the subjects Audiovisual Arts and Performing Arts are aligned and correlate with the curricula for other subjects, the contents of which might serve as starting points for pupils' creative work. Artistic subjects that are taught in all four grades are Performing Arts and Audiovisual Arts. As part of the Performing Arts subject, pupils get basic knowledge and understanding of the performing arts language and expression, learn about different disciplines in the theater, the characteristics of the professions of director, actor, playwright, costume designer, set designer, the use of light on stage, criticisms, and the relationship with the audience. They also participate in team work in creating scenes, while applying elements of performing arts expressions through movement, voice, word, object animation (puppetry, shadow theater, and other). As part of the subject Audiovisual Arts, pupils learn through theoretical work and many practical exercises about the structure and types of film and television art forms and occupations, the vocabulary of film and television, different forms of audiovisual narrative, videos, video games development, storyboard sketches, photography composition and framing, cooperating between members of the crew working on the piece. They use selected devices, equipment, platforms and apps. They also learn of ways to present their work in an adequate form, while using the proper terminology, and to analyze existing works and cultural events, thereby contributing to the preservation of cultural identity.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

By the end of the reporting period, six grammar schools in different cities in Serbia formed Specialized Departments for Performing and Audiovisual Arts (Faculty of Philology, Belgrade; Second Grammar School of Kragujevac; Grammar School, Kruševac; Grammar School "Laza Kostić," Novi Sad; Grammar School, Pirot; First Grammar School of Niš "Stevan Sremac").

### Financial resources allocated to the policy/measure in USD:

**If yes, what are the main conclusions/recommendations?:**

### Partner(s) engaged in the implementation of the measure:

Faculty of Philology, Belgrade; Second Grammar School of Kragujevac; Grammar School, Kruševac; Grammar School "Laza Kostić," Novi Sad; Grammar School, Pirot; First Grammar School of Niš "Stevan Sremac."

### Type of entity:

Public Sector

## Introducing Master's Program 4.0 in Game Studies at Public Universities in the Republic of Serbia

### Name of agency responsible for the implementation of the policy/measure:

Ministry of Education, Science and Technological Development  
 "Digital Serbia" Initiative  
 University of Arts  
 Faculty of Mathematics of the University of Belgrade  
 University of Kragujevac  
 National Platform "Serbia Creates"

### Cultural domains covered by the policy/measure:

Cinema/ Audiovisual Arts  
 Design  
 Media Arts  
 Music  
 Performing Arts  
 Visual Arts

### Website of the policy/measure, if available:

<https://www.dsi.rs/master-40-kreativne-industrije-gaming/>

### Describe the main features of the policy/measure:

At the suggestion of the "Digital Serbia" initiative, at the beginning of March 2020, the Ministry of Education, Science and Technological Development issued a Public Call for the Selection of Multidisciplinary Master's Study Programs That Would Connect Faculties of Sciences and Mathematics with Faculties of Arts, as well as with Companies Working in Creative Economy. Two new master's programs 4.0 were created based on the call, specific to video games development—"Computer Game Development" at the University of Kragujevac and "The Art and Design of Video Games" at the University of Arts in Belgrade in collaboration with the Faculty of Mathematics. The programs brought together 13 higher education institutions from three state universities and more than ten software companies. The Ministry of Education provided 15 budget places, while the "Digital Serbia" initiative provided five unconditional scholarships for each program. Both master's programs provide internship lasting for at least eight weeks in one of the involved companies. Some of the subjects of study are Virtual Reality Systems, 3D Animation and Video Game Dramaturgy. Students who choose to study video game development, art, and design will take three semesters of interdisciplinary studies to gain knowledge and skills in a variety of computer game development fields, including narrative development, visual concept design, sound/music, production, animation, 3D modeling, commercial distribution, interactive computing, and management. All students with bachelor's degrees and 240 ESPB points in study subjects pertaining to the arts or technical and technological sciences have the right to enroll. Three short one-semester programs were developed that cover fields such as game development, business skills, digital art, narrative techniques, music and sound: "Video Game 3D Designs" and "Sound in Video Games" at the University of Arts in Belgrade and "Computer Games Development" at the University of Kragujevac. These programs are designed to meet the needs of the video-games industry and do not require a bachelor's degree; anyone with a high school diploma is eligible to apply. Two master's and three short programs at public universities in Belgrade and Kragujevac employed over 50 educators for over 45 study programs and over 10 companies were involved in the lectures and internship.

**Does it specifically target young people?:** YES

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

### What are the results achieved so far through the implementation of the policy/measure?:

- In December 2020, the master's program 4.0 "Computer Games Development" started in Kragujevac, while the master's program 4.0 "The Art and Design of Video Games" in Belgrade is due to start in 2021. - The short one-semester programs "Video Games 3D Design," "Sound in Video Games," and "Computer Games Development" started in the school year of 2020-2021.

### Financial resources allocated to the policy/measure in USD:

**If yes, what are the main conclusions/recommendations?:**

### Partner(s) engaged in the implementation of the measure:

Serbian Games Association, Faculty of Architecture in Belgrade, Faculty of Dramatic Arts in Belgrade, Faculty of Engineering in Kragujevac, Faculty of Visual Arts in Belgrade, Faculty of Music Arts in Belgrade, Faculty of Applied Arts in Belgrade

Faculty of Philology and Arts in Kragujevac, Institute for Information Technologies Kragujevac, Faculty of Law in Kragujevac, Faculty of Science in Kragujevac

More than ten software companies, including 3Lateral, Mad Head, Two Desperados, Nordeus, Ubisoft, Crater Training Center, Playrix, SAE Institut, Two Desperados, Comtrade Digital Services, Propter, the Steinbeis Institute in Kragujevac

## Financial Support to the Cultural Sector During the COVID-19 Pandemic

**Name of agency responsible for the implementation of the policy/measure:**

Government of the Republic of Serbia

**Describe the main features of the policy/measure:**

The Government of the Republic of Serbia has made significant efforts to protect cultural life by enacting financial measures for the cultural sector in order to encourage artists and cultural organizations to participate in a digital environment. First, under the state of emergency, the Government of the Republic of Serbia adopted a set of financial measures The Program of Economic Measures to Mitigate the Negative Effects Caused by the COVID-19 Pandemic and Support the Serbian Economy, which covered all business entities, including those in the creative industries. The support entailed several measures: • tax reliefs for the private sector in the form of deferred payment of salary taxes and contributions during the state of emergency, with liabilities paid in installments later (the earliest from 2021); • direct payment to business entities, with payment of three minimal wages to entrepreneurs, micro, small, and medium-sized companies in the private sector (which make up for the majority of entities in culture); • affordable credit programs with lower interest rates and guarantees; • payment of a one-time direct relief of 100 EUR in dinar equivalent to all adults in the Republic of Serbia, as well as those working in the cultural sector. Another important measure for independent artists was the government's decision to provide non-refundable financial aid to independent artists and professionals during the difficult times of the pandemic, in the amount of 2 million USD, paid in net value to independent cultural workers for 90,000 RSD (873,79 USD). The City of Belgrade supported artists and professionals without regular jobs. Given that theaters and cultural institutions in Belgrade were closed at the beginning of the pandemic, the capital provided direct financial assistance to independent artists and professionals that collaborate with the cultural institutions of Belgrade.

**Does it specifically target young people?:** NO

**Does the International Fund for Cultural Diversity (IFCD) support the implementation of the policy/measure?:** NO

**What are the results achieved so far through the implementation of the policy/measure?:**

Many businesses, particularly those in the cultural sector, were able to retain economic activity as a result of the government's actions. In times of limited opportunities to perform in front of an audience during the pandemic, a total of 2682 independent artists and cultural professionals were granted significant financial support.

**Financial resources allocated to the policy/measure in USD:**

The Program of Economic Measures to Mitigate the Negative Effects Caused by the COVID-19 Pandemic and Support the Serbian Economy included financial assistance totaling 5.8 billion USD or 11% of GDP. Because this support was extended to all business entities, the cost for the cultural sector is not known separately. Support in the amount of 90,000 RSD (878.79 USD) was granted to all artists with the status of persons independently engaged in an artistic activity (2372 artists), in the total amount of 2,073,092.60 USD. Additionally, the City of Belgrade, along with the management of 17 cultural organizations, provided financial support to artists in the city of Belgrade who was unemployed and did not meet the criteria for government support. As a result of this decision, 309 more artists received 90,000 RSD (873.79 USD) in assistance until cultural organizations resumed their operations. This support cost a total of 270,001.11 USD.

**If yes, what are the main conclusions/recommendations?:****Partner(s) engaged in the implementation of the measure:**

City of Belgrade

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## CHALLENGES AND ACHIEVEMENTS

### **Describe the main results achieved to implement the Convention (at least one major achievement in one of the four goals):**

Goal 1. - The Government of the Republic of Serbia has recognized creative industries as one of the priorities and growing economic sectors. Consequently, in 2018 it established the Creative Industries Council as a special council of the Prime Minister of the Republic of Serbia - The incentive mechanism for investors in audiovisual works production in the Republic of Serbia has been improved - Annual calls for providing financial support to cultural programs and projects within the fields of contemporary arts and creative industries were continuously conducted, including during the pandemic year, with the introduction of new funding lines for the implementation of projects and programs in the digital environment. - New legal solutions and documents were adopted that regulate the rights, obligations and procedures of the participation of civil society organizations in the process of drafting and implementing regulations and public policy documents. Goal 2. - The agreement on cinematographic co-production between the Government of the Republic of Serbia and the Government of the Republic of France was ratified - Numerous multilateral and bilateral agreements in the field of culture have been signed - Competitions for supporting projects of mobility and e-mobility of artists and professionals in the field of culture and art, as well as artist residency programs, were implemented Goal 3. - The support program for sustainable local cultural development in the Republic of Serbia, "Cities in Focus" was implemented - International cooperation programs for sustainable development were implemented, through an annual call for co-financing projects related to culture and the arts that are financially supported through international funds, then through successful participation in the Creative Europe program with 230 projects of organizations from Serbia, and through preparatory activities for the European Capital of Culture Novi Sad 2022 Goal 4. - The Intellectual Property Development Strategy for the period from 2018 to 2022 was adopted. - Economic empowerment initiatives and inclusion in cultural industries of women from rural areas by raising their digital and entrepreneurial skills were implemented - The regulatory and financial framework in the area of the right to artistic expression and the recognition of the professional contribution of persons independently engaged in cultural activities has been improved.

### **Describe the main challenges encountered to implement the Convention and the main solutions found or envisaged to overcome them:**

The main challenges relate to the strategic arrangement of the field of culture and cultural industries, including the rights and regulatory framework within the digital environment, while ensuring the growth of investment in culture and strengthening intersectoral cooperation, which can be achieved with the following solutions: • Integration of cultural and creative industries into strategic and development plans at all levels as an element of sustainable development • Development of the National Roadmap for the implementation of the 2005 Convention in the digital environment • Diversification of funding sources in culture and strengthening of public-private-civil partnership • Creation of public policies based on facts and data, which will enable strategic management in the field of cultural and creative sector • Additional strengthening of cooperation between the culture sector and the education, science and economy sectors • Strengthening multilateral and bilateral cooperation in the field of culture by encouraging participation in international projects and through intergovernmental agreements, including trade agreements.

### **Describe the steps planned in the next four years to further implement the Convention and the priority areas identified for future policy action based on the conclusions of the current reporting process:**

• Development of the National Roadmap for the implementation of the 2005 Convention in the digital environment • Design and implementation of the national culture development strategy • Conducting research and collecting statistics and qualitative data as a basis for public policies based on facts and the implementation of the pilot project of the UNESCO Thematic Indicators for Culture in the 2030 Agenda (UNESCO Culture|2030 Indicators) • Implementation of training and education programs for stakeholders at the local level for the strategic arrangement of cultural development in the cities and municipalities of Serbia • Strengthening the diversity of cultural expressions in the field of contemporary art and cultural industries through open public calls of the Ministry of Culture and Information and relevant public institutions

## ANNEXES

**Please upload relevant documents (law, policy, agreement, regulation, strategy, etc.), studies and statistics in PDF format related to the implementation of the 4 goals and the 11 areas of monitoring of the Convention in your country. The documents should have been produced during the reporting period covered by this periodic report. Please provide the title and a description of the main content of the document in English or French.:**

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## SUBMISSION

**Designated official signing the report:**

**Title:**

Mr.

**First name:**

Marko

**Family name:**

Krstić

**Organization:**

Institute for Cultural Development Research

**Position:**

Director/Manager

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**Date of submission:**

2022

**Electronic Signature:**

