

# ABOUT EU4BE



The World Bank is implementing **EU for a Better Business Environment, or EU4BE**, an initiative funded by the European Union (EU) and designed to help the Government of Serbia improve the business environment and promote private sector competitiveness. Key partners include the Ministry of Economy, Public Policy Secretariat (PPS), Ministry of European Integration, and other government ministries and public authorities.

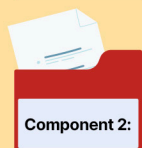
***The project is scheduled to continue until April 2025.***

***The project's activities are grouped into three components:***



Component 1:

Establishing a platform to coordinate reforms for improving the business environment



Component 2:

Support for streamlining administrative procedures and regulations



Component 3:

Flexible technical assistance instrument

# ABOUT COMPONENT 2

Through its Component 2, EU2BE assists the Serbian Government in simplifying business regulations and streamlining administrative procedures and requirements, leading to a lower administrative burden on businesses. New and innovative instruments, such as business lifecycle modelling and business episodes, and the streamlining and digitalisation of administrative procedures in each business episode, seek to enhance efficiency of doing business and create cost and time savings.



## LIFECYCLE AND BUSINESS EPISODES

The lifecycle of a business comprises all the rights a business can exercise and all the obligations it must meet, from incorporation to dissolution, in order to operate legally and efficiently in its area of activity. Life events, or business episodes, helps businesses in a variety of areas understand their administrative requirements and rights and find out how remain compliant in the easiest and most affordable way possible.

## BUSINESS EPISODES IN THE LIFECYCLE OF A BUSINESS

**Starting a  
business**

**Hiring  
staff**

**Paying  
taxes**

**Operating**

**Closing a  
business**

## STEPS IN INVESTIGATING LIFECYCLES AND BUSINESS EPISODES

The lifecycle of a business and the business episodes associated with it are constructed using reviews of regulations and consultations with the private sector. For each business episode, this involves identifying the relevant administrative procedures and requirements, as well as the bodies responsible for them.

This lifecycle modelling also includes optimising the administrative procedures and requirements involved and making a preliminary calculation of their costs to the private sector and the savings that stand to be achieved after improvements have been made. The lifecycles and associated business episodes will be presented to the responsible bodies, which should then agree with the suggestions.

After the recommendations for streamlining have been agreed, the final estimate of costs and likely savings due to improvements is produced. The next step is a review of the relevant business registers and an assessment of how ready the selected administrative procedures are for digitalisation.

Finally, the procedures will be digitalised.



## EXPECTED RESULTS

### ***Administrative regulations will be streamlined and simplified***

EU4BE has reviewed and constructed ten lifecycles and their associated business episodes in the following industries:

- ✓ Domestic freight transport by road
- ✓ International freight transport by road
- ✓ Hotels
- ✓ Restaurants, bars, and food delivery
- ✓ Soft drinks
- ✓ Manufacture of distilled potable alcoholic beverages
- ✓ Manufacture of wines and other grape products
- ✓ Manufacture of beer
- ✓ Pharmacies
- ✓ Media outlets

Linking administrative procedures and requirements into business episodes and using these to construct logical lifecycles is a key EU4BE objective. The ultimate goal of the project is to digitalise administrative procedures, thereby making it easier for businesses to operate in these industries by allowing them to use online services and so save time and money on administrative procedures and requirements.

# EU4BE

EU FOR A BETTER BUSINESS ENVIRONMENT

