

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 3

Component 3 is EU4BE's technical assistance instrument/fund that ensures rapid and effective implementation of a variety of initiatives put forward by the Serbian Government and other public authorities that seek to improve the business environment. This component provides support for developing policies, regulations, and projects in areas relevant for the business environment and conditions in which companies operate, such as comparative assessments, studies, research, strategy and action plan drafting, and the like. EU4BE adds value by facilitating continued thematic dialogue between the private sector (especially sole traders and micro-, small, and medium-sized enterprises) and public authorities, regional chambers of commerce, and other stakeholders that is designed to identify practical issues in day-to-day operations, verify recommendations for improvements to the business environment and recognise initiatives eligible for support under this component.

After the initiatives are identified in public-private dialogue or proposed directly to EU4BE by public authorities, they receive support through public calls for applications. Private businesses and other stakeholders seeking to improve the business environment can submit their proposals through the relevant public bodies.



This instrument can be used to support the following groups of activities:

- 1.** Drafting legal instruments such as laws, byelaws, and the like
- 2.** Developing policy documents, such as programmes, strategies, activity plans, ex ante and ex post assessments, studies, surveys, and the like
- 3.** Capacity-building training events for civil servants, and staff and associates of chambers of commerce, business associations, and the like
- 4.** Initiatives helping to introduce a new digital business environment and new business models, as well as analyses related to new practices and models used in the region and worldwide.

Results achieved and expected:

A total of **14 project initiatives** have to date been selected for support under this component, with a budget of some 1.3 million euros. Of these, six projects have been completed, two are in progress, and a final six are in preparation. The recommendations and results of some initiatives have already been incorporated into the strategic objectives and documents of line ministries and other public authorities.

EU4BE provides support for:

- Development of strategies and programmes, with their associated action plans, in areas such as quality infrastructure, trade and e-commerce, and artificial intelligence
- Comparative, in-depth, and desktop assessments, including primary research on large representative samples of businesses, resulting in recommendations for enhancements to the regulatory and institutional framework relevant for improving the business environment, promoting competitiveness at home and abroad, and building capacity for export and integration into large-scale supply chains, in areas such as quality infrastructure (metrology, accreditation, and standardisation); trade and e-commerce; artificial intelligence; archiving and e-archives; energy efficiency; digitalisation and e-government; and the like
- Drafting new or upgraded laws and regulations as part of Serbia's commitment to align its rules with EU law, in particular in energy efficiency, quality infrastructure, archiving, and the like



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