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## LOCAL ENGAGEMENT AND ASSET DEVELOPMENT ACTIVITY

Local Engagement and Asset Development Activity is a four-year, \$1.7 million project implemented by the National Coalition for Decentralization (NCD), a local network of 16 civil society organizations (CSOs) based in South Serbia. The project supports community development by mobilizing existing local resources and increasing civic engagement throughout Serbia. NCD helps to develop collaboration and strong ties between citizens, local civil society organizations, the private sector, and government.

### ACTIVITIES IN SERBIA

- Improves public perception of civic engagement and raises awareness about the potential of community resource mobilization through the Respect for Activism, a national public outreach campaign, which promotes a positive image of activism
- Introduces innovative models promoting citizen engagement through mentoring, capacity building, and financial support to a minimum of 100 local resource mobilization initiatives
- Supports the replication of 10-20 of the most successful local initiatives

### RESULTS

- Supported 21 local initiatives to mobilize communities and resources around a variety of issues including environmental protection, labor rights, air pollution, emigration, waste management, culture, and arts

- Identified and mapped more than 140 authentic activist-led citizen initiatives throughout Serbia that show potential of community mobilization
- Developed and completed three case studies of innovative formats of community organizing used in Europe
- Developed web platform promeni.rs to promote authentic initiatives and activities, examples of innovative community engagement, and useful tools for activists in Serbia

## **ADDITIONAL INFORMATION**

### **PROJECT FUNDING**

U.S. Agency for International Development  
(USAID/Serbia)

### **PROJECT IMPLEMENTATION**

National Coalition for Decentralization  
(NCD), Center for Research, Transparency  
and Accountability (CRTA) Organization for  
Respect and Care of Animals (ORCA), Jelena  
Šantić Foundation, Media - Reform Center Niš

### **PROJECT SPAN**

Nationwide

### **PROJECT DURATION**

June 2018 – June 2022

### **TOTAL FUNDING**

\$1,698,900

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