



USAID SERBIA COUNTRY PROFILE

USAID partners with Serbia to advance European integration and accelerate reforms that improve people's lives.

Since 2001, USAID has invested more than \$937 million to support Serbia's economic and democratic development. This represents a significant part of the more than \$1.2 billion in total United States Government assistance to Serbia during that time. In line with our [Country Development Cooperation Strategy](#) and in partnership with Serbia's government, private sector and civil society, USAID has implemented dozens of activities throughout Serbia to improve lives, create jobs and to support the country's European aspirations. USAID's current programs help make: Serbia's government more responsive to citizen needs; energy and environment more green; civil society and media more vibrant, and the economy more inclusive and competitive.

GOAL ONE: IMPROVING DEMOCRACY AND GOVERNANCE

Our first goal is to help Serbia improve its democracy and governance. To do this, we bolster the ability of citizens to access reliable information, engage with their government, and work collaboratively to meet Serbia's challenges. USAID also supports reformers in their work to make Serbia's governance institutions stronger and more accountable to the people. Activities improve the responsiveness of the Serbian judiciary, reduce corruption by improving the transparency of Serbia's public procurement and health systems, and bolster political pluralism. USAID also supports independent media, youth

reconciliation, and digital human rights. USAID support to Civil Society Organizations strengthens their sustainability, increases their ability to represent citizens' concerns, and expands their capacity to affect change. Additionally, USAID supports the expansion of renewable energy and energy efficiency.

Current Activities in this area include:

- Improving Public Procurement Activity
- Media.Innovation Activity
- Regional Youth Partnerships Activity
- Civil Society Resilience Strengthening Activity
- Inspire To Action Activity
- Political Process Strengthening Activity
- Justice for All Activity
- Better Energy Activity
- Election Integrity Activity

GOAL TWO: DRIVING INCLUSIVE ECONOMIC DEVELOPMENT

Our second goal is to help the private sector to realize its potential to grow and to create new economic opportunities for all citizens. USAID programs help small and medium size businesses and disadvantaged communities reach their economic potential. Working directly with Serbian businesses, our programs help entrepreneurs become more innovative and competitive in domestic and international markets through their: adoption of modern management and production practices, improved knowledge of markets, and improved access to finance. We also support a number of innovation-driven initiatives that are expanding entrepreneurship and new innovative businesses in areas such as: web3 and blockchain; agri-tech, gaming and virtual reality; and biotech. Our programs work with government counterparts, non-governmental organizations, international donors, and other U.S. agencies to advance reforms that make Serbia more business friendly and that expand access to finance. To assist Serbia in addressing growing inequity, USAID also supports initiatives that improve economic opportunities for underserved communities. Under this goal, USAID also supports economic sustainability through environmental protection.

Current Activities in this area include:

- Big Small Businesses Activity
- Serbia Innovates Activity
- Venture An Idea Activity
- Economic Empowerment of Persons with Disabilities Activity
- Together for the Environment Activity
- She Knows" - Economic Empowerment of Women project
- Let's Come Out - Let's Work Together Activity