**GOAL**
To create a Circular Economy Platform (CE Platform) for sustainable development in Serbia achieved through the following:
- Creation of a strategic partnership with the private sector for an accelerated CE;
- Enabling finance to support change towards CE;
- Building the stakeholder network and facilitating transformative dialogue to accelerate the CE agenda.

**PROFILE**
Donor: UNDP  
Budget: $500,000  
Main Partners: Government of the Republic of Serbia, private sector companies, chambers of commerce, academia, CSOs, media  
Duration: July 2018 – December 2019

**CONTEXT**
The area of circular economy remains unexplored and its benefits unutilized in Serbia. The country is still primarily focused on traditional, linear ways of production and consumption. In order to contribute to changing this practice, the UNDP in Serbia is implementing the project which will support the transition to a more circular economy. In comparison with EU countries, the level of awareness on recycling and waste management is lagging behind in Serbia. There is a need to engage stakeholders from the public and private sector to work with the citizens in implementing a common vision of circularity.

It is estimated that 1/3 of all the food produced globally is thrown away. In Serbia, on average, each person wastes 35kg of food annually. At the same time, there are over 35,000 people using 75 Soup Kitchens across the country.

UN SDG 12 calls for reducing global food waste at the retail and consumer level by 50% by 2030.

**FOCUS**
- Involvement of private sector in supporting the CE agenda in sectors of plastics, textile and furniture, as well as food waste;
- Consultations with private companies in order to support implementation of SDGs and advance circular economy agenda;
- Identify regulatory barriers that companies face and whose removal UNDP could support in order to improve circularity of their business; identify areas of interest, opportunities, recognized successful initiatives, best practices and business models, innovative solutions;
- Develop CE roadmaps for three identified areas jointly with the private sector;
- Enable financing for transition towards CE through piloting the innovative finance mechanisms;
- Capacity building and trainings in the field of project development;
- Creating Circular Culture - changing behaviour and creating circular mindset. Develop recommendations for next steps to support further implementation of circular culture in Serbia.
RESULTS TO DATE

✓ Cooperation with schools launched and a series of creative workshops with schoolchildren initiated;
✓ Food waste workshops with Ministry of Environmental Protection and Chamber of Commerce organized;
✓ Sustainable Food Consumption event – How can we manage food surpluses more sustainably and food donations in Serbia, organized in cooperation with Smart kolektiv with the presence of Food bank, private companies, restaurants, social entrepreneurs;
✓ Young Balkan Designers open call launched;
✓ Co-creation workshop with key stakeholders implemented and annual targets for advancing CE in Serbia proposed;
✓ A series of consultative meetings with private sector companies for identification of opportunities for private sector involvement, regulatory barriers, options for collaboration, business support schemes and programmes implemented;
✓ Impact Accelerator for micro, small and medium enterprises launched.

QUOTE

„In order to reduce the food waste we need systemic and durable solutions, as well as sustainable management of food surplus. In this way we would contribute to reducing poverty and hunger, as well as to environmental protection, for the benefit of all the community members“, says Radmila Ivetic, President of the Food Bank Association.