

**ANNEX I:**  
**Description of the Action**

“EU support for Internal Market”

Ref. 2021ARES (2021) 3836844  
Contract Number: CRIS 2023 / 445-054

## Project Details

<b>PROJECT TITLE</b>	EU support for Internal Market.
<b>CRIS No.</b>	CRIS 2023 / 445-054 OPSYS ref. PC-18915
<b>SPECIFIC OBJECTIVE</b>	Efficiency of Serbian institutional agents improved to create an attractive environment for market operators
<b>TOTAL BUDGET</b>	8.000.000 EUR
<b>NAME OF THE ORGANISATION</b>	Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas (FIIAPP)
<b>NAME OF PARTNERS</b>	Slovak Agency for International Development Cooperation (SAIDC) Agenzia Italiana per la Cooperazione allo Sviluppo (AICS)
<b>START OF THE IMPLEMENTATION</b>	As per Article 2.2 of the Special Conditions of the contract
<b>END DATE</b>	36 months after start of implementation
<b>PROJECT DURATION</b>	36 months
<b>COUNTRY/IES</b>	Serbia

## Acronyms

ABBREVIATION	EXPLANATION
<b>ADM</b>	Accise Dogane Monopoli di Stato
<b>ADR</b>	Alternative Dispute Resolution
<b>AICS</b>	Agenzia Italiana per la Cooperazione allo Sviluppo
<b>BC</b>	Beneficiary
<b>CA</b>	Competent authorities
<b>CPC</b>	Commission for Protection of Competition
<b>CPO</b>	Consumer Protection Organization
<b>CSM</b>	Consiglio Superiore della Magistratura
<b>CVP</b>	Communication and Visibility Plan
<b>CWG</b>	Communication Working Group
<b>DMS</b>	Document Management System
<b>DoA</b>	Document of Action
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>EUD</b>	Delegation of European Union
<b>FIIAPP</b>	Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas
<b>ICT</b>	Information and Communication Technology
<b>IS</b>	Information System
<b>IT</b>	Information Technology
<b>IWP</b>	Initial Work Plan
<b>KAI</b>	Key Area of Intervention
<b>MEI</b>	Ministry of European Integration
<b>MUST</b>	Ministry of Internal and Foreign Trade
<b>MS</b>	Member State
<b>MSA</b>	Member State Agency
<b>MTTT</b>	Ministry of Trade, Tourism and Telecommunications (until October 2022)
<b>NGO</b>	Non-governmental organization
<b>PL</b>	Project Leader
<b>PMU</b>	Programme Management Unit
<b>R&amp;D</b>	Research and Development
<b>SAIDC</b>	Slovak Agency for International Development Cooperation
<b>SCM</b>	Steering Committee Meeting
<b>SQL</b>	Database-related query language
<b>SLO</b>	Single Liaison Office
<b>STE</b>	Short-term Expert
<b>TNA</b>	Trainings Needs Analysis

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## 1. EXECUTIVE SUMMARY

Currently, the Republic of Serbia has significant structural challenges that continue to hamper the competitiveness and growth potential of the private sector and the internal market. Among the **main challenges**, we can find that Serbia stills needs to improve its competitiveness and position in the international arena; address the qualification, number and age structure of its inspectors; face the relation with its neighbouring countries; adopt legislation for the important areas of socio-economic life, including provisioning of the services.; improve the institutional and regulatory environment, reduce its negative trend in the corruption indexes; tackle the informal economy so enhance fair competition, reach operational independence of its institutions and appropriate staff in the public administration which are many times taken over by the private sector. These challenges must be resolved to integrate appropriately and fully into the EU Single Market.

The second Cluster of the **Negotiation Clusters** with the European Commission is focused on the Serbian Internal Market, is divided into different chapters which are linked to the **Key Areas of Intervention (KAI)**, which are the backbone of the implementation. The KAIs are based on the indicative areas of intervention (as defined in the concept note and the fact finding mission) and allow the consortium to find an appropriate structure to define the work plan and implement the action. The concrete KAI and their relationship with the negotiation chapters are as follows:

CLUSTER 2 – INTERNAL MARKET NEGOTIATION CHAPTERS	KEY AREA OF INTERVENTION
1. Free Movement of Goods	KAI2. Market Surveillance KAI8. Quality Infrastructure Strategic Framework
3. Right of Establishment and Freedom to Provide Services	KAI1. e-Commerce KAI5. Point of Single Contact
7. Intellectual Property Law	KAI3. Intellectual Property Laws
8. Competition Policy	KAI4. State Aid KAI7. Competition
28. Consumer and Health Protection	KAI 6. Consumer Protection

The **intervention logic** will be as follows:

**A) IMPACT:** Promote the integration of the Serbian market into the Internal Market of the European Union.

**B) OUTCOME:** To increase the efficiency and capacities of the Serbian institutional agents to create an attractive environment for market operators.

**C) COMPONENTS:**

- **COMPONENT 1 Improved legal and regulatory internal market framework.** Through a process of supporting and enhancing the capacity of the relevant national institutions to formulate and implement laws and regulations to speed up the harmonisation process.
- **COMPONENT 2. Increased market literacy and skills for public officials.** Through a series of training programmes adequate for each KAI and its concrete capacity building targets, which includes seminars, webinars, study visits, peer to peer, and other educational tools.
- **COMPONENT 3. Increase of internal market awareness for stakeholders and other beneficiaries.** For increasing the knowledge of the past and ongoing activities and to widespread the subsequent results, several campaigns of visibility will be promoted as well as

other communication tools, which will also inform the final beneficiaries and the general public about detrimental practices and how to avoid them.

- **COMPONENT 4. Improved access and use of digital internal market tools of the public administration.** IT support would be provided to develop, implement, and reinforce digital tools and digital knowledge regarding Internal Market digital processes to make more efficient processes, intra-institutional cooperation, and to contribute to a better business environment with reduced paperwork.

Regarding the **implementation**, there will be three different phases in the program:

1. **INCEPTION PHASE:** Divided in two main actions 1) General Coordination and 2) Identification of Demand and Workplan Design. 3months.
2. **IMPLEMENTATION PHASE:** Each KAI is composed by a **set of activities** which are, in turn, subdivided into subclusters, each of them related to one of the four Components (see section 3.4). Therefore, the activities of each KAI contribute partially to the general Components. Each MSA will take the lead for 2 or 3 KAIs to facilitate the coordination and the implementation of the corresponding activities, but all the MSAs can participate in any KAI by mobilizing its own expertise or from other EU MS.  
  
Further measures that may help to achieve the results and objectives for each chapter, beyond the KAIs, will be considered during the implementation phase and shall be included in the workplans.
3. **CLOSING PHASE:** It will be focused in 1) Summary and dissemination of results 2) Preparation of closure and sustainability plan and 3) Preparation and submission of final report. 3 months

To carry out the implementation of the project in the most efficient way and always in coordination with the Serbian stakeholders, the **governance** of the programme will have the following articulation mechanisms: 1) Steering Committee (SC), 2) Technical Committee (TC) and 3) Project Management Unit (PMU). The project will be implemented through the core team based in Belgrade and composed by a Team Leader and three Technical Experts from the three MSAs full time engaged with the project and based in Belgrade, with the support to the technical and financial teams in their respective HQ. Stakeholders will be involved in the Steering Committee but there will be open communications channels for the day-to-day work.

## 2. RATIONALE AND RELEVANCE OF THE ACTION

### 2.1 Context

According to the [Country Assessment made by the Commission in June 2022](#), there are significant structural challenges that continue to hamper the competitiveness and growth potential of the private sector and the economy as a whole. The role of the state in the economy is diminishing but remains widespread, with privatisation efforts and efforts to improve the management of state-owned enterprises lagging behind. Structural challenges remain for state aid, competition, and public procurement, where existing legislation is mostly sound but not implemented consistently enough and can be circumvented through special procedures.

The EC identifies the need for Serbia to improve the resilience and competitiveness of its internal market, to integrate properly and fully into the EU Single Market. To this end, increasing its accession readiness, avoiding legal insecurity, and addressing structural challenges in the business environment, are considered essential. As stated in the [Serbia 2022 report](#), the EU remains Serbia's biggest trading and investment partner, accounting for 60.3 % of its total trade and for 47.8 % of foreign direct investment inflows in 2021. Total bilateral trade between the EU and Serbia increased significantly by 23.6 % year-on-year from EUR 24.5 billion in 2020 to EUR 30.3 billion in 2021. Imports to Serbia from the EU grew at the same pace as exports to the EU, with the EU registering a surplus of EUR 2.4

billion in 2021. After the EU, Serbia's main trade partners in 2021 were China (8.9 % of total trade), Russia (4.7 %) and Bosnia and Herzegovina (4.7 %).

Although the country has been improving its economic structure and aligning its legislation with the EU acquis regarding the economy and internal market, the country should work more efficiently towards the improvement of the market integrity and the creation of an environment appealing to market operators. This requires the harmonization of legislation i.a. in the following key areas: competition, free movement of goods and services, intellectual property rights and consumer protection to promote private sector development, trade, R&D and innovation.

The whole Balkan region will benefit from the headway achieved through this action in Serbia allowing for better and more transparent trade relations and the creation of a stronger trading bloc.

## 2.2 Policy Framework (EU – Regional – Western Balkans)

The European Union, in particular DG NEAR, works with the Western Balkans, aiming to support prosperous democratic societies on their path to accession to the Union. This region includes Republic of Serbia, Montenegro, Republic of North Macedonia, Republic of Albania, and Bosnia and Herzegovina that have adopted a European integration perspective, first recognised during the [Feira European Council](#) in 2000 and later updated through the [Thessaloniki European Council](#) in 2003.

Within this close cooperation, in 2018, the EU and the Western Balkans region during the Sofia Western Balkans Summit, issued the [Sofia Declaration](#) which focused on trade facilitation and the socioeconomic development of the region, reinforced by the implementation of the [Common Regional Market Area Action Plan \(2020 - 2024\)](#), which assists to closely align rules and regulations according to the EU Internal Market and its Regional Digital Area.

Due to the Coronavirus pandemic, in 2020 the [Zagreb Declaration](#) was issued, reaffirming the close cooperation between the EU and the region, calling for immediate support to the health systems and social and economic sectors. This Declaration highlights the mutual support between both regions and the good relationship they share, based on European values and principles. This Declaration underlines the need for the Balkans to transform into functioning market economies.

The [EU Stabilisation and Association Process \(SAP\)](#), which establishes regional political and economic targets, has continued to strengthen partnerships among the Western Balkan countries with the purpose of stabilising the region and installing a free-trade area, for instance with the implementation of a regional system of diagonal cumulation of origin including Turkey. Moreover, the Stabilisation and Association Agreement with Serbia lays out the requirement to actively promote regional cooperation and sign bilateral agreements with other countries participant in the SAP.

The relationship between the [Western Balkans and the EU has progressed throughout the years](#), in general terms. Within the region, the Republic of Serbia has advanced accordingly, being in the average of the region.

## 2.3 Policy Framework (EU – Serbia)

The EU member states have already been developing policies that contribute to enhancing the Serbian economy. The ongoing [Economic Reform Programme \(2022-2024\)](#) bolsters the promotion of structural reforms including i.e. to better the efficiency and effectiveness of administrative services with the optimization and digitalization of business processes.

[The EU Council](#), endorsed the revised enlargement methodology for the Western Balkans in March 2020. The main novelty in this enlargement methodology is the establishment of six clusters that cover several negotiation chapters. Internal Market is being negotiated in CLUSTER 2, which includes nine different chapters. There are five of special interest due to their relationship with the Key Areas of Intervention of this project with a number of challenges as outlined in the last version of the Annual progress report of the EU:

## • CHAPTER 1 – FREE MOVEMENT OF GOODS

Serbia has made moderate progress in this chapter, having removed the ‘transitional provisions’ regarding the Serbian conformity mark from its legislation. However, an action plan ensuring compliance with Articles 34-36 of the Treaty on the Functioning of the European Union (TFEU) remains to be adopted. Moreover, shortages in human resources at standardisation, accreditation (conformity assessment bodies), and market surveillance institutions continue to hamper full alignment with the EU acquis. Thus, in the coming years Serbia should provide administrative, financial and human resources capacity for market surveillance, the agency for the homologation of vehicles, as well as for the implementation of the European Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH).

## • CHAPTER 3 – RIGHT OF ESTABLISHMENT AND FREEDOM TO PROVIDE SERVICES

The right of establishment and the freedom to provide services in Serbia are moderately prepared as further alignment with the sectoral laws of the EU acquis and the adoption of the Strategy for the development of postal services for the period 2021-2025 are still necessary. Serbia still needs to adopt the horizontal Law on services and to align its national legislation with the Regulation on cross-border parcel delivery systems. The Serbian law on the recognition of professional qualifications adopted in September 2019 and the amendments to the Law on planning and construction, are largely aligned with the EU acquis.

## • CHAPTER 7 – INTELLECTUAL PROPERTY LAW

Serbia is on track to align with the EU directives on intellectual property law. Serbia still needs to harmonise copyright law and related rights legislation with the EU guidelines on collective rights management and on orphan works as well as ameliorate enforcement, as there is a need to align with the SatCab II and DSM Directives (please refer to page 10 for more info), by improving capacities and facilitating the coordination of different stakeholders.

## • CHAPTER 8 – COMPETITION POLICY

Insufficient progress has been made by Serbia in this regard. Serbia is required to advance in the alignment of existing fiscal aid schemes and the Law on multilateral interchange fees and special operating rules for card-based payment transactions and its amendments with the EU acquis and SAA obligations. Serbia should enforce that obligations on notification and the standstill obligations are systematically respected and finalise the inventory and define an action plan for the alignment of all existing aid schemes identified as incompatible with the SAA obligations.

## • CHAPTER 28 – CONSUMER AND HEALTH PROTECTION

Serbia is moderately prepared in matters of consumer and health protection. Serbia still needs to ensure institutional, administrative, and technical capacities to implement the EU acquis on this topic; to reinforce the managerial capacities, human resources and financial sustainability of the public health insurance fund and of all relevant authorities dealing with consumer protection, market surveillance and sanitary inspection. Moreover, Serbia still needs to further align with the EU acquis on substances of human origin, patients’ right in cross-border healthcare among others.

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Several projects have already been carried out and are still being implemented with the aim of fostering the advance of the different chapters. During the inception phase, the results and recommendations



will be taken into account to adjust the logical framework and to specify in more detail the activities, so as to avoid overlaps and take advantage of the lessons learnt. Some of those projects are:

- Improved capacities of market operators and regulators to reduce the number of breaches of competition rules.
- EU for Serbia – Support for safer products
- Protection and Enforcement of Intellectual Property Rights
- Support to the national convention on the European Union
- Enforcement of Intellectual Property Rights
- Further Development of Protection of Competition in Serbia
- Further Development of Consumer Protection in Serbia
- Reinforcement of consumer protection in Serbia as a response to the new market challenges
- Strengthening Serbian Market Surveillance System of food and non-food products

At Regional level EC and GIZ-ORF in cooperation with CEFTA Secretariat are running complementary project- “EU 4 Business: Fostering the common Regional market through Quality Infrastructure and e-commerce”.

## 2.4 Problem analysis / priority areas for support

According to the Guidance Note of the project<sup>1</sup>, to improve the integrity of the Serbian market and to create a business environment conducive for market operators, the 8 key areas of intervention are as follows: e-Commerce, Market Surveillance, Intellectual Property Laws, State Aid, Right of Establishment Freedom to Provide Services, Consumer Protection, Competition and Quality Infrastructure Strategic Framework.



### ⇒ E-COMMERCE

In the national legal system, the area of e-commerce in Serbia is regulated by the [Law on Commerce \(2019\)](#), the [Law on Electronic Commerce](#), the [Law on Foreign Trade](#) and the [Law on Consumer Protection](#). All of them provide a standardised regulatory framework with respect to European and international e-commerce European and international guidelines in this field, as well as the process of trademark registration and domain management necessary to operate in this market.

MUST has set up two online platforms<sup>2</sup> with the objective to educate consumers and include legal advice and important information for consumers as the main concerns relate to the misuse of personal data during the ecommerce transactions. To promote the fulfilment of all qualification requirements to get E-Trustmark Certificate, Serbia should improve the quality of national online shops to establish trust between providers and consumers.



### ⇒ MARKET SURVEILLANCE

In Serbia, the Law on market surveillance systemically regulates general rules of market surveillance, market surveillance authorities and their scope of work, cooperation, the exchange of information and communication between the market surveillance authorities and customs authorities, and coordination between the market surveillance authorities and monitoring of the market surveillance activities. In line with this Law, market surveillance authorities are public administration authorities that carry out the activities and take measures of market surveillance to ensure that

<sup>1</sup> Call for Expressions of Interest to implement a facility supporting Serbia in achieving the objectives of aligning with EU internal market rules 14/10/2021

<sup>2</sup> <https://zastitapotrosaca.gov.rs/> and <https://zapotrosace.gov.rs/>

products comply with the requirements set out in the legislation and to ensure that products do not endanger health, safety and other aspects of public interest protection.

This Law transposed all Market Surveillance obligations according to the [Regulation No. 765/2008/EEC](#)<sup>3</sup>. However, harmonization with the more recent [Regulation \(EC\) 2019/1020 on market surveillance and compliance of products](#) is still needed.

The market surveillance authorities staff is heavily under capacitated, and its financing and budget still require additional strengthening. Their qualification is an issue to be addressed though capacity building measures, that also could enhance the incentive of their position which hardly compete with the private sector allowances.



## ⇒ INTELLECTUAL PROPERTY LAWS

The importance of intellectual property follows the European standards and is a condition for the accession to the European Union. It is necessary for the Republic of Serbia to additionally harmonize its legislation with the European Directives from the field of intellectual property to improve efficient administration and protection of Intellectual Property Rights (IPR). Also, it is necessary to further develop and pass the new <https://www.wipo.int/wipolex/en/legislation/details/19573> IPR Development Strategy for the 5 year period after 2023/2024 and improve human and technical capacities in this field; intensify and strengthen IPR enforcement and enforcement cooperation between the competent bodies.

The main aims of the Intellectual Property National Strategy are the harmonization of the national legislation with the European legislation in the field of intellectual property; the improvement of the administrative capacities of the working groups of the Coordination Body and of the enforcement institutions for IPR through capacity building; educating and raising capacities for the transfer of knowledge in order to improve the implementation of the intellectual property in the economy; and, to support and improve the cooperation between IPR enforcement bodies and IPR Holders. The preparation of a new Law on copyrights and related rights is underway to further align with the acquis and the SatCab II and DSM Directives, including the areas of collective rights management and orphan rights.

Management Information System, National [RAPEX](#) and [New System for Intellectual Property Rights/INES](#) plus facilitate communication between Market Surveillance Authorities, other Enforcement Authorities and National and Regional contact points in the field with the benefits for exchange information and operating mode. However, the government of the Republic of Serbia and the competent institutions still need to improve the model of cooperation that will secure the efficient purposeful protection of the intellectual property rights as well as the infrastructure supporting the information exchange platform.



## ⇒ STATE AID

On the path to EU accession, countries must establish an effective state aid control system. The EU recognizes that state aid has both potential benefits and costs: State aid can promote economic integration, supporting efficient use of public resources, and boost growth and jobs. However, state aid can reduce aggregate economic activity, discourage innovation, and waste public resources if it is used to keep alive unsustainable businesses or activities. State aid in the EU is regulated to ensure that government interventions minimize both distortions to competition and trade and the risk that selective advantages are granted to specific, well-connected firms.

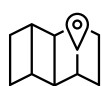
State aid control system in the Republic of Serbia was established in 2010 while the current legal framework consists of the Law on State Aid Control ("Official Gazette RS", No. 73/19) (hereinafter: the

<sup>3</sup> EU issued a guideline on how to proceed for market surveillance authorities. Find it [here](#).

Law) that has been adopted by the National Assembly at the end of 2019 and its full implementation started from 1<sup>st</sup> January 2020. The Law is broadly aligned with the provisions of Article 107 and 108 of TFEU, Art. 73 of SAA, including procedural regulation and EC comments and recommendations having in mind primarily focus of the legislation on setting the Commission for State Aid Control (hereinafter: CSAC) as competent authority in the area of state aid assuring its legal independence. CSAC is responsible for implementing the law on state aid control in a consistent and adequate manner to ensure also its operational independence.

Having in mind that the Law prescribes legal basis for the adoption of implementing bylaws and obligation for the proponent to adopt such legislation, in accordance with EU acquis (EU regulations, guidelines and communications for the implementation of Articles 107 and 108 and Article 106 TFEU), so far, the CSAC has drafted and Government of Republic of Serbia has adopted many by-laws in the field of regional state aid, horizontal state aid culture, services of general economic interest etc.

A strong state aid system in the Republic of Serbia, in accordance with the rules applicable for all Member States, implies harmonizing the national legislation in this field, creating good state aid schemes, strengthening the capacities of state aid grantors, will largely benefit economic operators doing business in the Republic of Serbia.



#### ⇒ POINT OF SINGLE CONTACT

The EU Services Directive ([Directive 2006/123/EC](#)) establishes a Point of Single Contact (PSC) for entrepreneurs active in the service sector. Time-consuming administrative procedures often discourage potential entrepreneurs from setting up their businesses. The PSC aims to help the European service sector reap the benefits of the Single Market by making national information on rules and formalities and national procedures available online.

The PSC should provide national information to help deal with licences, notifications or permits needed to start a business; requirements for offering services temporarily; recognition of professional qualifications and regulated professions; labour and social laws; rules for public procurement.

Therefore, to reduce the burden of administrative procedures and encourage more people to become entrepreneurs, create new jobs, and improve Serbia's economic performance. For example, all required registration numbers can be provided to entrepreneurs in only one visit to the registry and only one procedure. Once this occurs, the one-stop-shop mechanism will be fully functional. In addition, the PSC simplify business start-up procedures.

Currently, the PSC remains to be established, which relies on adopting the horizontal law on services aligned with the EU Services Directive, which is now under technical debate in the parliament and has no clear deadline for approval. A certain analytical preparation of the PSC implementation can be provided within the project even before the adoption of the final services directive and this activity is generally planned for later stages of the project.



#### ⇒ CONSUMER PROTECTION

The 2019-2024 Consumer Protection Strategy in Serbia was adopted in December 2019. The Law on Consumer Protection in September 2021 was designed to improve out-of-court procedures as well as other aspects of the protection of the consumers. Although Serbia has substantially harmonized its national legislation with the Acquis, bearing in mind latest developments in the EU legislation, it has yet to adopt /update several legal regulations in order to be in-line with the current EU legislation, including the sectoral regulations of the consumer protection (passenger rights etc.).

Reinforcement alignment with the EU acquis regarding cooperation between national authorities responsible for enforcing consumer protection laws, multiannual consumer programmes, online resolutions of consumer disputes, and alternative resolution of consumer disputes must be achieved in full extent.



## ⇒ COMPETITION

Development of the legal regulation encourages and helps to strengthen the competitiveness of enterprises in domestic and foreign markets. In 2005, Serbia replaced the Antimonopoly Law of 1996 by modern rules contained in the first [Law on Protection of Competition](#) (FLPC) 3 and charged an independent and autonomous public body – the [Commission for Protection of Competition](#) (CPC) – with their application and enforcement.

The legislative framework was revamped in 2009 and amended in 2013 to further align it to the EU standards. Accordingly, the legislative framework has been assessed by the EC (Progress Reports for Serbia) as broadly in line with Articles 101 and 102 of the Treaty of the Functioning of the European Union (TFEU) and related provisions of the Stabilisation and Association Agreement (SAA).

The CPC's competencies are listed in Article 21 of the Law on Protection of Competition ("Official Gazette of the RS", no. 51/2009 and 95/2013). They include, inter alia, enforcement of competition rules, monitoring and analysis of conditions of competition in individual markets and in individual sectors (Article 21, par. 1, item 6) and providing opinions to competent authorities on draft, as well as existing laws and regulations which have an impact on market competition (Article 21, par. 1, item 7). Furthermore, as specified in Article 47 of the Law, in cases where the price flows or other circumstances indicate the possibility of restriction or distortion of competition, the CPC may analyze the state of competition in a particular sector of the economy or certain categories of agreements in various economic sectors (i.e. perform sectoral analyses).

When it comes to enforcement of competition rules, over the years, the CPC has gained significant experience and developed a robust decisional practice. Furthermore, important regulatory reforms have taken place in energy, transportation, and telecommunications to allow for more competition in market segments.

Between 2014 and 2019, the Commission reviewed yearly on average 120 mergers and 15 competition infringement cases, of which most dealt with restrictive agreements. CPC has set a track record of enforcing competition rules against both private sector companies and SOEs. Going forward, a closer cooperation between the CPC and the anti-corruption agency and the procurement agencies present in the country to avoid bid rigging and corruption in procurement in many sectors, including health, transport and construction may be needed.

According to the EC Progress Report for Serbia published on October 12, 2022, the practice of consulting the CPC on all relevant legislation should continue and their opinions be systematically taken into account. At the same time, the capacity and specialisation of the judiciary to deal with complex competition cases remains modest and needs to be significantly improved.

Having analysed these identified issues, the most adequate methodology is to develop demand-driven activities to accurately respond to each of them.



## ⇒ QUALITY INFRASTRUCTURE STRATEGIC FRAMEWORK

The purpose of the project in relation to the product quality and safety key area of intervention is to foster the legislation harmonization with the EU acquis. The [Law on Technical Requirements for Products and Conformity Assessment](#) ("Official Gazette of the RS", No 49/02) is the legal basis for transposition of European directives, if prescribing of technical requirements and performing of conformity assessment procedures for products is not stipulated by special laws, but it also enables prescription of technical requirements in the field where the harmonised regulations at EU level do not exist.

The **Law on Accreditation** ("Official Gazette of the RS", No. 73/10) , prescribes in detail the manner of surveillance over the activities of the conformity assessment body during the duration of

accreditation, as well as the surveillance over the activities of the Accreditation Body itself, which is under the authority of the Ministry of Economy.

The **Law on Metrology** ("Official Gazette of RS", No. 15/16.) regulates organization of metrology activities, legal units of measurement and measurement standards of the Republic of Serbia, placing on the market and use of measuring instruments, assessment of conformity of measuring instruments with prescribed requirements, pre-packaged products, the validity of documents and foreign conformity marks, supervision, and other metrology-related matters.

The **Law on Standardization** ("RS Official Gazette", No. 36/09), regulates conditions for faster and more efficient adoption of European standards. The new law clearly defines the difference between "general standardization" and so-called "branch standardization". The Law regulates the general standardization, which includes the widest range of users, but no branch standards that apply in specific areas (rail, air and river transport, defense, etc.)

The **Law on General Product Safety** ("[Official Gazette of the RS](#)", [No 41/09](#) and [77/13](#)) shall apply in terms of product safety on the market and in the course of their usage. This Law is substantially harmonized with the basic requirements of [Directive 2001/95/EC](#) on General Product Safety and it is fully in compliance with the requirements of [Directive 87/357/EEC](#) concerning the misleading products.

The product quality and safety key area of intervention was prioritized during the Fact-Finding Mission (17-21 October 2022) through meetings with the Ministry of Economy. The main issues at stake analysed concerned the state of the current strategy and legal framework of Serbia so that Serbia's Infrastructure Quality Strategy can be improved as well as the preparation for the Agreement on Conformity and Acceptance of Industrial Products between the Republic of Serbia and the EU can be supported. Moreover, capacity building for relevant ministries, institutions and conformity assessment bodies was considered relevant for supporting the negotiation process in Chapter 1, and, improving information and the availability of digital services in connection with the applications technical regulations was seen necessary to improve Serbia's product quality and safety regulations alignment with the EU acquis.

## 3. INTERVENTION LOGIC

### 3.1. Methodology

The programme will work through demand-driven **activities**, providing **high-quality expertise and short-term peer-to-peer technical cooperation** to the target groups in response to the real needs identified. Work plans will be jointly developed and aligned with actual policies of the beneficiaries, filling up a niche market for technical cooperation that would otherwise be neglected by the traditional international cooperation mechanisms. To implement the workplans, experts will mostly come from EU Member States (mandated or public bodies), to maximise the use of European expertise, as well as from civil society organisations and relevant specialised international organisations, and private companies if needed.

This demand-driven approach will be made according to the needs that are identified throughout the programme for the main areas of intervention. More specifically, the phases of identification of demand and action planning will be carried out through:

**FLEXIBLE PRIORITY AND DEMAND-DRIVEN APPROACH:** To guarantee the real impact of this action, prioritisation will be key all along implementation. The project will analyse which are the main activities based on political needs and transposition levels. The overall prioritisation will be regularly updated and confirmed by the programme's Steering Committee. All actions will respond to a specific demand based on requests received from the target beneficiaries. In the inception phase, the implementing agencies will enhance dialogue with the project technicians to catalyse this demand-driven approach.

**ENSURING COHERENCE WITH EU POLICIES:** EU Delegation in Serbia will play a key role in the identification of actions, inter alia by ensuring coherence with EU Internal Market policies, as well as with other European cooperation actions in the country. Considering the potential impact on and importance of this programme for the future of both Serbia and the EU, the EU Delegation in Serbia will be present at the Steering Committee and in the choice and implementation of relevant actions.

**EFFECTIVE COLLABORATION AND TEAMWORK:** The EU Delegation in Serbia, the beneficiary institutions, the PMU, and all the complete team commit to keeping open lines and flows of communication and ensuring equal access to information and knowledge, in a spirit of collaboration and teamwork.

**BUILDING ON EXPERIENCE:** actions should build on lessons learned from past, existing, and ongoing good practices from past EU projects in Serbia and the region, in a spirit of continuous learning and improvement.

**RESULTS-FOCUSED ACTIONS:** should contribute to achieve the principal results of the programme and assure that it benefits as many stakeholders as possible, diversify and enrich the public policy, shorten learning time, and facilitate the achievement of the goals through the action.

### 3.2 Methodological Tools

The tools and methodological approaches to be used include: **studies** (analyses, research, systematisation, lessons learnt, case studies, comparative studies, analysis work); **meetings** (national, regional and local, multi-stakeholders meetings/conferences aiming at raising awareness, building consensus, exchanging experiences and best practices, searching for common policy solutions advancing sustainable production practices, virtual communities of practice, networks and face-to-face-working groups, workshops, meetings, panels of experts, seminars, programming meetings, conferences); **education** in a real working environment based on the prepared guides, education through preparing and introducing procedures in accordance with EU legislation and practice); **visits** (missions, exchange visits/internships, stays, institutional partnerships, peer review); **specialised advisory/expertise services** (technical assistance to support the change, strategy development, policy reform, support for self-analysis, strengthening management techniques); **education and information** (communication, awareness, media and social media campaigns); **capacity-building** (face-to-face and virtual, offering innovative tools based on new technologies and social networks) and **community of practice**. Other tools include deskwork, software development, etc.

To achieve these methodological tools, a pool of European and local Key Experts -Kes- and Non-Key Experts -NKEs- (senior, junior and short-term or longer term) will be mobilised, completing the core team (explained below) and in charge of assessments, delivering trainings courses and other activities described in this DoA. KEs and NKEs will be engaged throughout the complete project for all the activities that require substantial work and might need specific expertise and inputs. The recruitment of KEs and NKEs will be determined according to needs identified during the implementation of the Action and always considering the thematic areas and prioritisation of needs.

### 3.3 Implementation strategy

Our proposal responds to the need of Serbia in its preparation for the 'Internal Market' cluster of negotiating chapters, mainly through assuring a good functioning of public and non-public Institutions in charge of creating an attractive environment for market operators.

For that reason, the intervention follows the logic below (please refer to the Annex A1, Logical Framework for more information):

**A) IMPACT - OVERALL OBJECTIVE:** Promote the integration of the Serbian market into the Internal Market of the European Union.

**B) OUTCOME (SPECIFIC OBJECTIVE):** To increase the efficiency and capacities of the Serbian institutional agents to create an attractive environment for market operators.

The following chart presents the intervention logic of the Programme. In the following sections, this graph is detailed and explained in depth.

### GENERAL OBJECTIVE

Promote the integration of the Serbian market into the Internal Market of the European Union.

### SPECIFIC OBJECTIVE

To increase the efficiency and capacities of the Serbian institutional agents to create an attractive environment for market operators.

### INCEPTION PHASE

#### 1. GENERAL COORDINATION

- |  |  |
|--|--|
| 1.1. Establishing a collaboration mechanism with institutional partners  | 1.4. Analysis of working methodologies with stakeholders |
| 1.2. Identification/mapping of other key stakeholders and other partners | 1.5. Development of monitoring and evaluation system     |
| 1.3. Set-up of the project office and Project Team                       | 1.6. Planning kick-off workshop                          |

#### 2. IDENTIFICATION OF DEMAND AND WORKPLAN DESIGN

- |   |   |
|---|---|
| 2.1. Launch of dialogues and relevant studies on internal market, and the traceability solutions  | 2.4. Presentation of the final Work Programme and its methodology to the Delegation of the European Union and Political Partners: political launch and first Steering Committee |
| 2.2. Gaining in depth knowledge of EU and Serbian policies and initiatives related to the KAI   | 2.5. Submission and approval of final indicative work plan and inception phase report to the Delegation of the European Union in Serbia and the Serbian Stakeholders            |
| 2.3. Identification of the specific demands for each KAI and elaboration of workplan, including relevant and up-to-date indicators depth knowledge of EU and Serbian policies and initiatives |   |



	<b>COMPONENT 1:</b>	<b>COMPONENT 2:</b>	<b>COMPONENT 3:</b>	<b>COMPONENT 4:</b>				
<b>IMPLEMENTATION PHASE</b>	<p><b>Improved legal and regulatory internal market framework.</b></p> <p>Through a process of supporting and enhancing the capacity of the relevant national institutions to formulate and implement legal tools to speed up the harmonisation process.</p>	<p><b>Increased capacities of institutions, market literacy and skills for public officials and all relevant stakeholders”</b></p> <p>Through a series of training programmes adequate for each working group which includes seminars, webinars, study visits, peer to peer, and other educational tools.</p>	<p><b>Increase of internal market awareness for stakeholders and other beneficiaries</b></p> <p>For increasing the knowledge of the past and ongoing activities and to widespread the subsequent results, several campaigns of visibility will be promoted as well as other communication tools, which will also inform the final beneficiaries and the citizenship about detrimental practices and how to avoid them.</p>	<p><b>Improved access and use of digital internal market tools of the public administration</b></p> <p>IT support would be provided to complement, implement, and reinforce digital tools and digital knowledge regarding Internal Market digital services to make more efficient processes, intra-institutional cooperation, and to contribute to a better business environment.</p>				
	<p><b>HORIZONTAL TASKS</b></p> <p>Management &amp; Coordination, Knowledge Management, Monitoring/Reporting, Evaluation and Translation / Interpretation, Updates of the Workplan</p>							
<b>KEY AREAS OF INTERVENTION</b>								
<b>Themes</b>	e-Commerce	Market surveillance	Intellectual Property Rights	State Aid	Point of Single Contact	Consumer protection	Competition	Quality Infrastructure and Strategic Framework
<b>CLOSING PHASE</b>	<ol style="list-style-type: none"> <li>1. Summary and dissemination of results</li> <li>2. Preparation of closure and sustainability plan</li> <li>3. Preparation and submission of final report</li> </ol>							

## TENTATIVE TIMELINE OF THE PROJECT:



### A. INCEPTION PHASE

#### PURPOSE:

To establish a fully operational Programme Office and Programme Team.

To collect feedback from key stakeholders and the EU Delegation in Serbia; identify focal points as well as all stakeholders and beneficiaries who will be involved in the programme; effectively prepare for the programme implementation by identifying the initial demands.

Definition of the workplan based on already identified demands.

#### ACTIVITIES RELATED TO THE INCEPTION PHASE

##### 1. GENERAL COORDINATION

- 1.1. Establishing of collaboration mechanism with institutional partners
- 1.2. Identification/mapping of other key stakeholders and other partners
- 1.3. Set-up project office and Project Team
- 1.4. Analysis of working methodologies with stakeholders
- 1.5. Development of monitoring and evaluation system
- 1.6. Planning kick-off workshop

##### 2. IDENTIFICATION OF DEMAND AND WORKPLAN DESIGN

- 2.1. Launch of dialogues and relevant studies on internal market, and the traceability solutions
- 2.2. Gaining in depth knowledge of EU and Serbian policies and initiatives related to the key areas of intervention.
- 2.3. Identification of the specific demands for each key area of intervention and elaboration of workplan, including relevant and up-to-date indicators.
- 2.4. Presentation of the final Work Programme and its methodology to the Delegation of the EU in Serbia and political partners: Political launch and first Steering Committee.
- 2.5. Submission and approval of final indicative work plan and inception phase report to the Delegation of the EU in Serbia and the Serbian Stakeholders

A proper start of activities is crucial for a successful implementation during the entire programme. As such, the inception phase lays down the entire basis for a proper implementation of the programme, during which the activities and timetable of work are reviewed, relations with key stakeholders are established and crucial documents for the implementation of the programme are produced. During the

inception phase the work plan will be reviewed in the light of the results framework. This phase has an estimated duration of 3 months.

It's an intensive period of review of the programme design, **with the coordination of the EUD in the country and main stakeholders, mobilization of EU experts, identifying the demands**, planning of tasks, resources, and inputs, and verifying risks and assumptions.

For this reason, the first bundle of tasks will address the initial arrangements of the projects to set-up the general coordination. Staff will be hired, and the governance bodies will be established. Then, collaboration mechanisms will be put in place while other key actors are being mapped so as to ensure the most proper communication and that everyone is on board. The monitoring system will be set up to follow-up the evolution of the program and the indicators, that will be defined and fine tune in this phase, on a regular basis.

Then, the programme will immediately start with the identification of the demand and the design of the workplan, which would be detailed for the first year and tentative for the coming. The first step will be to launch sectoral dialogues and desk research about the actual situation of the alignment of Serbia's market with the Internal Market key areas, and to brainstorm among relevant stakeholders on the traceability and tools needed to adapt to this future new environment. Furthermore, the assessment of each institutions' capacity will be done in this phase of the inception phase.

The second step, based on a demand-driven approach, will be the identification of the specific needs of each key area of intervention. This will be achieved through a consistent and permanent dialogue with beneficiaries which will also help to obtain an updated analysis/**mapping of the actual policies in place**, the main bottlenecks and weaknesses and the strategic and most relevant sectors to focus on. The situation of the EU policies will also be followed-up to make sure that the measures are always up to date and consistent with the EU Acquis.

Finally, this will indeed help to build the workplan, to be conducted according to the process and methodology set out in the previous section and bearing in mind that it may evolve subject to the considerations of the **first Steering Committee**. The plan will be validated and presented to the beneficiaries and stakeholders and once approved, will be the roadmap for the implementation of the programme.

## B. IMPLEMENTATION PHASE

During the **implementation phase**, we will build on the foundations laid in the inception phase. These will help us achieve the different specific objectives and to contribute to the achievement of the overall objective. A detailed workplan will be jointly elaborated and presented to the EU and the beneficiaries and stakeholders during the inception phase. The scope of the workplan will enter into deep detail for the first year and outline the actions for the coming years. As the programme is demand-driven, the exact scope of work of all years cannot be determined in advance. Instead, an annual work plan (revised and updated each semester in agreement with the Steering Committee) will be produced, considering the EU policy and programming directives and orientations, the progress made by Serbia outside the programme, the planning for and outcomes of dialogues, emerging trends and partnerships, the demands and the absorption capacity of our consortium and ongoing work arising.

The planned workplans will be formulated by the PMU and sectoral EU experts in collaboration with the **main stakeholders**. They will be subject to regular revisions and updates, and they will be approved by the Steering Committee.

As mentioned in section 3.1, the programme wants to provide concrete results to support the Serbian internal market through 4 Components related to the main needs identified in the 8 key areas of intervention. The activities will be structured around these key areas of intervention. Thus, each key area of interventions has subgroups of activities that contribute directly to the different Components.

## COMPONENT 1: IMPROVED LEGAL AND REGULATORY INTERNAL MARKET FRAMEWORK

Under this Component, activities focused on supporting the formulation and implementation of new policies, strategies, amendments and further legislation on internal market will be subscribed. It will be based on the understanding that a strong policy framework aligned with the EU *acquis* is the first step towards an efficient and competitive internal market environment.

Some key areas of intervention have done good progress in aligning with the EU legislation and the transposition level is high even though some gaps remain to be addressed and enforcement to be strengthened, while other areas are one step behind and need further legislation development. Analysis of strategies, frameworks and regulations will be carried out to provide support, recommendations, and guidelines to the relevant stakeholders in their endeavours to foster the harmonisation process.

## COMPONENT 2: INCREASED CAPACITIES OF INSTITUTIONS, MARKET LITERACY AND SKILLS FOR PUBLIC OFFICIALS AND ALL RELEVANT STAKEHOLDERS

This Component is based on the logic that not only staff capacities but also institutions themselves, in charge of internal market policies in partner countries, need to be strengthened. The acquisition or improvement of new competences allow civil servants to deal with complex cases, to better understand the EU legislation and guidelines in their fields, apply innovative technical equipment and procedures that make their jobs more efficient and feasible. These knowledge and tools leverage the capacity of institutions to perform their duties more efficiently and with a higher impact.

Activities under this pillar will seek to strengthen and build institutions capable of designing, implementing, monitoring, and enforcing regulations; and to enhance the capacity, knowledge and skills of not only line ministries and government technical agencies but also other related actors such as civil society institutions, so as to promote an appealing market environment to market operators. Actions will therefore not only address capacity building of individuals, but address the relevant institutions in their entirety, covering i.e., processes, structures, etc.

## COMPONENT 3: INCREASE OF INTERNAL MARKET AWARENESS FOR STAKEHOLDERS AND OTHER BENEFICIARIES

This Component will seek to build an informed citizenship and a safe market environment through communication and visibility campaigns, in which awareness will be created not only about the results of the programme but also about how to avoid detrimental practices actually present in the intervention areas. Specific campaigns will be built for certain key areas of intervention that might need from promotion to reach the citizens. It will also create an exchange of good practices and an articulation with similar initiatives financed by the EU in other regions

## COMPONENT 4: IMPROVED ACCESS AND USE OF DIGITAL INTERNAL MARKET TOOLS OF THE PUBLIC ADMINISTRATION

Digital technologies and services are proven enablers of sustainable development and inclusive growth. There are existing digital tools in Serbia that may need to be improved or supported while other might need to be developed. Coordination can be improved if the interoperability increases as far as many actors are usually involved in the different key areas of intervention. New technologies can improve the currently established digital platforms, thus allowing both institutions and citizens to use them more often and more efficiently.

Through this Component, IT support would be provided to complement, implement and reinforce digital tools and digital knowledge, which will be in line with actual EU *Acquis* and/or law enforcement

practices regarding digital market and processes. These improvements have the potential benefit to make the market processes more efficient and streamlined, ease the intra-institutional cooperation, and contribute to a better business environment, for example, by reducing of bureaucracy.

## HORIZONTAL COMPONENT

These 4 Components registered will be complemented with the **horizontal component**, which includes:

### I. MANAGEMENT AND COORDINATION

For a detailed description of the management and coordination positions see section 4.4. Additionally, the services of a Project Assistant in charge of the administrative and institutional tasks will be contracted. She/he will prepare and follow the missions to the expert in Belgrade; support Team's duties and meetings, take minutes of meetings, and more generally ensure all administrative tasks required by the management of the project at the Belgrade's Office.

### II. KNOWLEDGE MANAGEMENT

It will be based on **Three Pillars**:

1. Capturing and analysing relevant knowledge, evidence and experiences generated by the project activities. This pillar describes the methodologies and tools for managing the knowledge and evidence produced across the countries and partners.
2. Sharing relevant knowledge and good practices among project partners, through learning spaces and document sharing, and ensuring their visibility to external stakeholders. This pillar describes how the knowledge contributes to global and European debate spaces and fora on disability-inclusive international cooperation.
3. Reinforcing the capacity and the knowledge of Programme's partners and target groups through the organisation of a solid learning system to train/learn on internal market development and policy making.

### III. MONITORING / REPORTING AND EVALUATION

(See section 3.3.)

### IV. TRANSLATION AND INTERPRETATION

Considering the amount of documentation and events, the Action will require a specialized firm or freelance that will be hired by technical assistance. This company will oversee interpretation from Serbian to English and vice versa at meetings and other oral conversation. Apart from that, it will translate documents, regulations, training materials, information materials and other written materials and will draft written materials with relation to the project in Serbian and English.

### V. (OPTIONAL) LEGAL EXPERTS

To comply and assure with the amount of regulation from all the different key areas of intervention a tender will be launched to hire a technical assistance. This figure will be decided in the Inception Phase based on the actual needs.

These Components are thought as transversal results that encompasses all the indicative areas of intervention, namely point of single contact, market surveillance, e-commerce, consumer protection,

intellectual property laws, competition and State Aid. For each of them, below there are proposed groups of activities thought to be implemented, which will be further analysed and changed according to the real demands of the beneficiaries during the Inception phase to come with a more accurate proposal; and during the Implementation phase, following the demand-based methodology.

## ACTIVITIES

### KEY AREA OF INTERVENTION 1

#### E-COMMERCE

E-commerce and online stores have risen in the last years in Serbia, making it easier for informal businesses to reach more customers. The **Laws on e-fiscalisation and e-invoicing were adopted** for the purpose of creating a more connected digital economy environment. **The legal framework is there**, so the project will rather focus on the needs pre-identified regarding the capacities and awareness.

The involved stakeholders engaged in the e-commerce framework, including individual companies, will be supported through a comprehensive capacity building and/or best practices from similar companies in EU. E-retailers will be the first target group and the project will endeavour to improve their position supporting them with trainings, guidelines, and innovative approaches. Logistics / postal services will also be improved as they suffer a lack of labour rather than legislative gaps. They need assistance to develop their business and support their employees,

The academia will also play an important role, in particular to enhance the cooperation between stakeholders. Policy makers and those involved in law enforcement will also benefit from strengthening the capacities and skills to comply with their responsibilities. Finally, quality information will be gathered through regular assessments so that could be useful for all stakeholders.

The fact-finding mission showed that there is a lot of space for **improving citizens awareness**. Issues such as the amount of informal economy is not clear but is a relevant point as citizens can only claim for their rights when they go through the legal way of transaction. The trust on e-trust marks is real but low. In general terms, there is a lack of education on e-commerce among consumers and SME, thus, media campaigns, guides, promotion, and trainings will be deployed in order to strengthen consumers' trust in e-commerce.

Finally, a digital pillar is needed in this area of intervention as electronic payments stands as a key element for improving the trust on e-commerce and promote it. Some technical systems are already in place, so, the project will focus on promotion and education on benefits of safe usage of online payment methods.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### *Result 1: E-retailers supported to improve their position in the Serbian market*

- Activity 1.1** Update and dissemination of ecommerce guide for businesses
- Activity 1.2** Supporting/incentivizing ecommerce aggregators (ecommerce platforms, banks, etc.) to support setting up or development of web shops SMEs.
- Activity 1.3** Implementation of digital skills programmes for SMEs, with a focus on development of entrepreneurial, digital skills and ecommerce
- Activity 1.4** Organizing/supporting practical trainings for SMEs to enter ecommerce.
- Activity 1.5** Feasibility study for establishment of call centre in support of e-retailers

- Activity 1.6** Analysis and proposal for implementation of EU directives DSA and DMA.
- Activity 1.7** Supporting development of e-retail by traditional local and regional offline retailers in Serbia: multi-channel approach.

### **Result 2: Developed and improved logistics for e-commerce**

- Activity 2.1** Training courier services and their employees in legal and cross-border issues.

### **Result 3: Enhanced co-operation between key stakeholders – government institutions, businesses, and academia – to improve e-commerce**

- Activity 3.1** Building communities of practice between e-traders and academia

### **Result 4: Strengthened capacity of Institutions in charge for policy, regulation, and oversight in e-commerce**

- Activity 4.1** Strengthening capacities of Institutions (strengthening skills of employees in the institutions in charge of e-commerce – workshops, on the job trainings, exchange of experiences and best practices, study visits etc.)
- Activity 4.2** Strengthening capacities of inspections in charge of e-commerce through workshops, study visits, improving market surveillance procedures, including combating the grey economy on the internet etc.)

### **Result 5: Conducted regular (biannual) assessments of ecommerce market in Serbia \***

- Activity 5.1** The Survey on e-consumer incentives and barriers to uptake in Serbia
- Activity 5.2** The Survey on MSME e-Commerce in Serbia
- Activity 5.3** Mapping the existing and potential e-commerce market.

\*To avoid overlaps, the EU for Better Business Environment project and its planned activities will be analysed and examined during the inception phase

## **COMPONENT 3: AWARENESS RAISING**

### **Result 6: Strengthened consumers' trust in e-commerce**

- Activity 6.1** Measurement and development of digital skills for online shopping amongst citizens
- Activity 6.2** Further improvement of the [MTTT e-commerce information platform](#)
- Activity 6.3** Media campaign to promote e-commerce.
- Activity 6.4** Dissemination of buyer's guide to e-commerce (Possibly with eLearning course - either self-paced or delivered through e.g., public libraries or other wide-spread institutions)
- Activity 6.5** Promotion of "Trust marks"
- Activity 6.6** Establishing online dispute resolution platform (synergy with KAI Consumer Protection)

## **COMPONENT 4: DIGITALIZATION**

### **Result 7: Promoted electronic payment \***

- Activity 7.1** Promotion of payment by cashless methods (payment cards, IPS system, e-banking, etc.) - Connected to the security of payments, to address the low

awareness of cashless payment methods and to lower the high pressure on postal financial services

**Activity 7.2** Promotion of electronic bill payment (payment of utility bills, e-Government services, etc.) as most of the bills are still paid at the postal offices.

**Activity 7.3** Educating merchants and consumers on benefits of safe usage of online payment methods

\*To avoid overlaps, the EU funded regional project on e-commerce plans and its planned activities will be analysed and examined during the inception phase

\*\* This set of activities will consider personal data protection issues in e-commerce on different digital platforms and sharing good investigation practices during the development of the project.

## KEY AREA OF INTERVENTION 2

### MARKET SURVEILLANCE

The purpose of the project in relation to the **market surveillance** key area of intervention is to foster the **legislation harmonization with the EU acquis and strengthen the capacities** of the market surveillance authorities to carry out efficiently their activity.

While the current law on market surveillance is well aligned with the EU [Regulation No 765/2008](#), harmonization with the more recent [Regulation \(EC\) 2019/1020](#) on market surveillance and compliance of products is still needed. In this sense, a first group of activities will focus on the **analysis of the current strategy and the legal framework** of Serbia in relation to the Regulation (EC) 2019/1020, to support the competent authorities in their goal of improving the legislation. The also stated, that they would like to have a frame agreement with the laboratories, allowing them to test several types of goods throughout the year, which is not possible at the moment, as each year only one type of product is tested in the campaign style; thus, the project aim to develop a flexible framework (standards, checklists, sampling procedures and their implementation, providing evidence through samples, joint action plan, education on the spot, analysing test reports and harmonizing the process of making a decision), and support market surveillance activities focused on sampling and testing of the good based on the market needs and priorities.

The MUST- Market Inspection Sector is appointed as the main market surveillance authority but **its capacity to do effective surveillance both at resources and competences levels need to be enforced**. Therefore, an in-depth analysis of the feasible tools and mechanisms will be carried out, accompanied by skill-based trainings at three levels: i) EU regulations and ii) Serbian regulation and transposition.

As per Article 9 of the Regulation (EC) 2019/1020, market surveillance authorities may agree with other relevant authorities or other organisations on carrying out of **joint activities**. Thus, other market surveillance authorities and other relevant actors, such as Ministry of Economy and Ministry of Finance-Customs Administration, should take part of the project, by improving their coordination as well as their skills and their access to the same mechanism and tools.

Digital tools are increasingly more relevant to improve the efficiency of the governmental services. In this respect, as NEPRO System established in Serbia such as equivalent of the European Rapid Alert system for dangerous products (RAPEX) stands, as a key **digital tool** for market surveillance in Serbia but is still dynamic and upgradeable, should be supported and promoted among all market surveillance authorities. Apart from that Serbia is in the preparation to be able to access the EU RAPEX.



## COMPONENT 1: LEGISLATION

### **Result 1: Strategic and Horizontal legal framework of Market Surveillances is in line with Regulation (EU) 2019/1020**

- Activity 1.1** Market Surveillance Strategy Analyzed and completed in accordance with the findings and suggestions and Draft of the National Strategy of Market Surveillance prepared.
- Activity 1.2** Horizontal Market Surveillance legal framework Analyzed in the context of harmonized Serbian Law on Market Surveillance with Regulation (EU) 2019/1020
- Activity 1.3** Table of Concordance of the Market Surveillance Law with Regulation (EU) 2019/1020 prepared.
- Activity 1.4** Developing a flexible framework and support market surveillance activities focused on sampling and testing of the goods based on the market needs and priorities.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### **Result 2: Market Surveillance Authorities in Serbia effectiveness in on-line and off-line activities improved**

- Activity 2.1** Analyses of all mechanisms/tools/powers available to all market surveillance authorities in Serbia in charge of product compliance and product safety
- Activity 2.2** Market Surveillance inspectors and Customs Officers trained in order to improve their skills for implementation market surveillance activities in accordance with new MS roles and EU best practices.
- Activity 2.3** Provision of the Administrative, material and technical capacities of the MUST-Market Inspection Sector
- Activity 2.4** Organization of Study Visits

### **Result 3: MUST - Market Inspection Sector prioritized their Market Surveillance Activities based on samplings and laboratory testing non-food product to improve product safety**

- Activity 3.1** Roundtables organized.
- Activity 3.2** MUST-Market Inspection Sector supported by the EU expertise realized training in the real work environment and the laboratory.
- Activity 3.3** Handbooks and guidelines prepared.

## COMPONENT 4: DIGITALIZATION

### **Result 4: Cooperation between different Market Surveillance Authorities improved**

- Activity 4.1** Single Liaison Office established.
- Activity 4.2** Market Surveillance Authorities have the access to RAPEX / ICSMS.

### KEY AREA OF INTERVENTION 3

#### INTELLECTUAL PROPERTY RIGHTS

#### **Increasing the ability of institutions to transpose and enforce intellectual property laws**

The activities will focus on strengthening the capacity of the institutions represented in the Coordination Body for the Efficient Protection of the IP Rights and its working groups, and exchange of best practice

on functioning of similar bodies for enforcement from EU countries.<sup>4[1]</sup> The employees of the institutions represented in Coordination Body will be trained on new trends in IPR infringements and novelties of the EU legal framework, including those related to e-commerce, online trade, etc. The activities will encompass further strengthening of the analyses and risk management system, as well as training on EU best practices.

<sup>5[1]</sup> The employees of the -institutions represented in Coordination Body will be trained on new trends in IPR infringements and novelties of the EU legal framework, including those related to e-commerce, online trade, etc. The activities will encompass further strengthening of the analyses and risk management system, as well as training on EU best practices.

The platform developed under the 2016 Twinning project will be further developed and strengthened, and IT support for all enforcement institution will be provided to ensure secure and reliable exchange of information. The staff in charge for maintenance of the IT platform will be trained to facilitate functioning of the platform.

The support for organizing the awareness raising campaigns about detrimental effects of counterfeit and pirated products, particularly in areas where the greater trends in IPR infringement is identified by Expert Working Group.

The activities will also include support to cooperation between the Coordination Body and the courts to ensure strengthening of the enforcement of IPR. It will include analysis and recommendations of the IPR related court cases, guidelines to clarify the provisions of the Directive 2004/48 on IPR enforcement and the round tables for judges.

## COMPONENT 1: LEGISLATION

### **Result 1: Improved legislation framework for efficient administrative protection and enforcement of IPR**

**Activity 1.1** Analysis of the Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC and Directive (EU) 2019/789 of the European Parliament and of the Council of 17 April 2019 laying down rules on the exercise of copyright and related rights applicable to certain online transmissions of broadcasting organizations and retransmissions of television and radio programs, and amending Council Directive 93/83/EEC. Recommendations based on analysis for amendments of the Serbian Law on Copyright and Related Rights. To be done by expert/s for this field from EU and/or EU member states, that have experience in their own countries on how to deal with the consequences of the adoption of the directives and the social debate that creates.

**Activity 1.2** Drafting the amendments of the Serbian Law on Copyright and Related Rights based on recommendations and analysis from above mentioned EU directives, to be done by Serbian legal expert, taking into consideration IPR EU Regulation 608/2013.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### **Result 2: Administrative capacities of the working groups of the Coordination Body and enforcement institutions improved**

**Activity 2.1** The trainings and study visits regarding the new trends in IPR infringement, e-commerce, online trade, etc.

<sup>[1]</sup> the Expert Working Group for the Collection and Analysis of Data and the Identification of IPR Infringement Trends (Expert Working Group) and the Working Group for the Coordination of Combating IPR Infringements.

<sup>[1]</sup> the Expert Working Group for the Collection and Analysis of Data and the Identification of IPR Infringement Trends (Expert Working Group) and the Working Group for the Coordination of Combating IPR Infringements.

- Activity 2.2** Organizing the meetings with similar institutions from abroad on identifying IPR infringement trends and other significant issues.
- Activity 2.3** Providing the recommendations for further improvement of the work of the Coordination Body and its working groups. Possibly enlargement of Coordination body with the new members, e.g., from Ministry of Justice.

### **Result 3: Capacities of courts improved**

- Activity 3.1** The analyses of the main issues occurring in the court IPR related cases and identification of main challenges
- Activity 3.2** Preparing the casebook (guide) with the most significant IP cases of the European Court of Justice
- Activity 3.3** Organization of the round tables and workshops for judges and other stakeholders.
- Activity 3.4** Study visits for judges.

### **Result 4: Capacity building in the field of IPR Enforcement**

- Activity 4.1** IPR enforcers from judicial and administrative bodies trained based on case law
- Activity 4.2** IPR enforcers trained on identifying IPR infringement in on-line trade and all forms of distant trade.
- Activity 4.3** TNA regarding implementation the Law on Trade Secret
- Activity 4.4** Enforcers and stakeholders trained based on operation practices in implementation Law on Trade Secret

### **Result 5: Supported the cooperation between IPR Enforcement bodies and IPR Holders**

- Activity 5.1** Analysis of the effectiveness of the current level of cooperation between IPR Enforcement bodies and IPR Stakeholders through roundtable with all relevant representatives and prepare conclusions/suggestions.
- Activity 5.2** Workshops for economic entities how to use new mechanism-on-line application for action in the administrative procedure in case when IPR violation suspected.

## **COMPONENT 3: AWARENESS RAISING**

### **Result 6: Public awareness regarding protection and enforcement of intellectual property rights improved**

- Activity 6.1** Organizing raising awareness campaigns and annual conferences on IPR with the most actual topics from the field of IPR and IPR enforcement, and different IPR EU Regulations such as 608/2013
- Activity 6.2** Promotion of the web site of the Coordination Body

## **COMPONENT 4: DIGITALIZATION**

### **Result 7: IT infrastructure supporting the information exchange platform improved**

- Activity 7.1:** Providing further analysis, development and improvement of IP Platform after the testing phase and inclusion of other IP enforcement institutions in use of IP Platform IP Stat for exchanging the information between relevant enforcement institutions. Providing IT support to the IPO for the maintenance of the Platform.
- Activity 7.2:** Technical support to enforcement authorities for the adequate use, data entry and functioning of the Platform, including the training of staff.

- Activity 7.3:** Further improvement of the web site of the Coordination Body.
- Activity 7.4:** Further implementation of the web site www.ipr-enforcement and support MUST for update the content in accordance to the organizational changes
- Activity 7.5.:** Technical support to the Market Inspection Sector and IPR holders to use the online application for action in the scope of Market Inspection responsibilities and promote this application

## KEY AREA OF INTERVENTION 4

### STATE AID

On the path to EU accession, countries must establish an **effective state aid control system**. The EU recognizes that state aid has both potential benefits and costs: State aid can **promote economic integration**, supporting efficient use of public resources, and **boost growth and jobs**. However, state aid **–could risk distorting competition, discourage innovation, waste public resources and ultimately reduce aggregated economic activity** if it is used to underpin unsustainable businesses or activities.

State aid control system in the Republic of Serbia was established in 2010 while the current legal framework consists of the Law on State Aid Control (“Official Gazette of the Republic of Serbia”, no. 73/19) (hereinafter: the Law) that has been adopted by the National Assembly at the end of 2019 and its full implementation started from 1st January 2020. The Law is broadly aligned with the provisions of Article 107 and 108 of TFEU, Art. 73 of SAA, including procedural regulation and EC comments and recommendations having in mind primarily focus of the legislation on setting the Commission for State Aid Control (hereinafter: CSAC).

CSAC has drafted and Government of Republic of Serbia has adopted many by-laws which are aligned with the EU acquis but in order to harmonise national legislation with changes and newly adopted State aid rules in EU, CSAC need further support.

The existing aid schemes, most notably the **fiscal state aid** schemes established by the laws on corporate income tax, on personal income tax and on free zones, are not yet harmonised with the EU acquis.

CSAC is the body responsible for implementing the Law. As far as the CSAC is a relatively new body, its enforcement capacity should be further strengthened through training, study visit and technical and on the job support.

Advocacy activities among aid-granting authorities need to continue as the awareness regarding state aid rules remains to be addressed systematically. Thus, the project will **reinforce the capacity of the CSAC to raise awareness** among, grantors and beneficiaries -The rationale of this measure will be, in any case, assessed in depth during the inception phase.

Finally, the **specialised electronic platform** to help monitor compliance regarding the cumulation of aid should be completed. Previous stages have already been put into place and it will soon be completed, so the project may focus on **updating and maintenance**. To ensure a successful launch of the e-register, it is key to ensure continuous **good coordination between CSAC and grantors**.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### **Result 1: Fully harmonized rules with the EU acquis**

- Activity 1.1** Training and on the job support of employees for application of the rules prescribed by the accompanying acts which are in progress/ currently in the process of adoption.
- Activity 1.2** Alignment of schemes with EU acquis; Review the existing list of State aid schemes and analysing the specific state aid schemes to define the action plan on how to align these schemes.
- Activity 1.3** Workshops (learning sessions)
- Activity 1.4** Further alignment with EU acquis and assistance in special cases - Support in solving demanding cases/examples of practice.

### **Result 2: Strong and efficient body in the field of state aid control**

- Activity 2.1** Training and on the job support for already engaged staff and newcomers in CSAC regarding further harmonization with the EU acquis, changes in the field of state aid, and implementation of domestic legislation.
- Activity 2.2** Trainings of employees
- Activity 2.3** Advisory support, monitoring
- Activity 2.4.** Strengthening the capacities of aid grantors through trainings and technical support
- Activity 2.5** Trainings, coaching and study tours (in the state aid authorities in member states); ensure participation of beneficiary representatives in relevant conferences and seminars at European level.
- Activity 2.6** Monitoring of implemented knowledge.

## COMPONENT 3: AWARENESS RAISING

### **Result 3: Raised awareness of state aid among grantors and beneficiaries**

- Activity 3.1** Training employees on how to raise awareness among, grantors and beneficiaries.
- Activity 3.2** Info-sessions, regional conferences, and trainings.
- Activity 3.3** Providing analysis and promoting a methodology to raise awareness of state aid control.

## COMPONENT 4: DIGITALIZATION

### **Result 4: Technical support to the CSAC for enforcing state aid rules and enabling their independent functioning**

- Activity 4.1** Maintenance of the E-register and developing or purchase of the DMS system.
- Activity 4.2** Technical equipment for the Commission for State Aid Control

## KEY AREA OF INTERVENTION 5

### POINT OF SINGLE CONTACT

As far as the Point of Single Contact for Services (**PSC**) **remains to be established**, the **impact** expected for this intervention area is **limited**, at least for the first year. Therefore, **initial efforts should be focused on preparatory** issues such as mapping administrative procedures and requirements for providing services or analysing the current situation on the administrative and institutional capacities of services of the relevant institutions. **In the case the law is approved** next year, actions to **set up a PSC can be included in the workplan**. This PSC can be set as a unit within the MUST and then, trainings for staff, handbooks and guidelines, technical set up of the portal and public awareness activities should be implemented.

The **technical set up** of the portal should be divided into several phases. Because of the unknown extent of the final implementation, **the project can only cover the phase of analysis and design**. The extent of the deliverables of the project will be precisely specified during the inception phase of the project. **In the case the law is not approved** next year and a half at least, there will be a need of discuss the risks and mitigations strategies when defining the definitive activities in the inception phase.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### *Result 1: Administrative and institutional capacities of Service sector enhanced through establishment of PSC unit and provision of trainings*

- Activity 1.1.** Identifying the services covered by the Services Directive
- Activity 1.2.** Analysis of the three best PSCs (by country size etc.) in Member States
- Activity 1.3.** Strengthening capacities of institutions (strengthening skills of employees in charge service – workshops, exchange of experiences and best practices, study visits, roundtables, etc)
- Activity 1.4.** Preparing Draft by law which describe establishment and functioning of the PSC.
- Activity 1.5** Preparation and printing of a handbook on the Services Directive

## COMPONENT 3: AWARENESS RAISING

### *Result 2: Public awareness regarding improvement of business environment enhanced \**

- Activity 2.1** Developing of Project communication plan.
- Activity 2.2** Developing the project's branding/logo and relevant brand identity materials as well as printing promotional items.
- Activity 2.3:** Organization of presentations, workshops, and roundtables for businesses (especially for SME), organization of two conferences
- Activity 2.4** Preparation and publishing of the brochure for service providers on use and advantages of use of PSC portal

\* All these activities should be carried out after the establishment of the PSC. There are not necessary in the initial phase.

## COMPONENT 4: DIGITALIZATION

### *Result 3: Administrative procedures and requirements reviewed, categorized and mapped*

- Activity 3.1** Review of Inventory of all administrative procedure and requirements for providing services (already prepared in collaboration with PPS);

- Activity 3.2** Series of meetings with goal of preparation of the content for individual service activities
- Activity 3.3** Administrative procedure and requirements mapped and categorized according to phase of business cycle of the company.
- Activity 3.4.** Proposal additional useful information for service provider which must be part of PSC (for example, guides, contacts of organizations and associations that provide practical assistance to service providers and etc)

#### **Result 4: User friendly presentation model and visual identity for PSC portal prepared**

- Activity 4.1** Analysis of enlisted and mapped procedures and requirements and proposal of at least 3 user optimized presentation models (Content should be bilingual – in Serbian and English)
- Activity 4.2** Organization of the round table for selection of presentation model
- Activity 4.3** Presentation of selected presentation model and visual identity for PSC portal model

#### **Result 5: Technical setting-up of the PSC portal and the Registry of administrative procedures and requirements**

- Activity 5.1** Analysis of the existing environment, services and procedures
- Activity 5.2** Design of the architecture for new IT system, support of the development of the IT system (the design must include an analysis of the existing situation and linking to existing registers and portals)

### **KEY AREA OF INTERVENTION 6**

#### **CONSUMER PROTECTION**

The program activities will directly contribute to further development of integrated and coherent system for Consumer protection in Serbia by **enabling enforcement of legislation aligned with Union acquis** in accordance with the better regulation approach and by **enhancing capacities and improving cooperation among all consumer protection institutions**, especially by strengthening partnership between MTTT and consumer protection organizations.

Although the topic of the consumer protection was already covered by two Twinning projects, with the rapidly changing environment, there are new legislative areas to be covered, especially in the field of protection of the consumers on the digital markets (DMA, DSA). The **Law on consumer protection** adopted in **September 2021** to improve **out-of-court procedures and mediation** between traders and consumers is expected to be amended after 2024, thus, the project will help to analyse the remaining gaps with the Acquis Communautaire and drafting an amendment addressing those gaps. The current Strategy on consumer protection covers period until 2024, so the development of the new Strategy forecasted for next year will also be supported.

Apart from the legislation, there are also pertaining issues, especially with the consumer protection on the local level and specialization/engagement of the consumer protection organizations. **Authorities** for consumer protection -including local governments- and consumer protection organizations still **needs strengthening**. In this sense, the project will include study visits, trainings and assistance focused on improving its capacities, knowledge of legislation and coordination among them. **Consumer protection** organisations, mostly recipients of grants and dependants on the national authorities, need support from **local governments**, so, this assistance will benefit both. These issues

could leverage from the horizontal connection with other activities performed on the local level within this project.

Bearing in mind the fact that ADR system is growing rapidly in last months, a strategic approach to further development of non-governmental sector in consumer protection field should be taken into consideration in this regard and specialization in the capacity building could be one aspect of it. However, a very low participation/response rate in previous training to CPO has been evidenced, so this must be carefully assessed during the definition of the workplan in order to ensure that there will be adequate impact. Options to motivate and engage CPOs to participate to the larger extent in the project implementation and benefit from its actions should be clearly analysed and proposed. Consumer organizations would also benefit from further **promotion of their work** on the protection of consumer interests and rights to the general public through an education and awareness raising campaign, which is an ongoing and never-ending activity. Even higher benefits are expected from the specialization and virtualization of the CPOs into a network transparent for the consumers regardless of their geographical location or nature of their complaint.

Law on Consumer Protection prescribes that traders are obliged to participate in the ADR procedure. This immensely influenced the growing number of the cases. The implementation of these provisions started in March 2022 and online platform for the ADR (ODR) procedures was launched in July 2022. There are approximately 1,000 cases as of April 2023. However, the Regulation 524/2013 on ODR may be abolished and, therefore, new regulation regulating the system for out-of-court resolution of disputes in cross-border transactions may be put in place.

Therefore, the system should be monitored within the next 36 months and the project will propose further steps in accordance with findings and the latest developments. Bearing in mind that there are 35 ADR bodies by now, it might be reconsidered to direct their further development in the sectoral specialisation since many EU countries have sectoral-specialized ADR bodies for certain sectors (telecommunications, tourism, energy, etc.)

The finalization of the ADR/ODR process supported by procurement of the pending software licenses will support the growing interest of the general public as well as of the traders in alternative resolution of the consumer protection cases. In any case, there should be clear commitment of further government financing of the ODR/ADR cases resolving to proceed with this support. Beyond the technical implementation, the project will focus on the feasibility of the system, the capacity building targeting key stakeholders.

## COMPONENT 1: LEGISLATION

### *Result 1: Legislation and policy of consumer protection enhanced*

- Activity 1.1.** Gap analysis of national legislation and Acquis Communautaire, taking into account previous partial gap analysis such as the one carried out in the IPA 2018 TW Project.
- Activity 1.2.** At least 1 amending law in the area of consumer protection in line with newly developed Acquis in this field developed.
- Activity 1.3.** Strategy on consumer protection 2025-2029 with Action plan developed and adopted by Beneficiary.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### *Result 2: Civil servants in charge of consumer protection, representatives of consumer protection organizations and market regulators trained on procedures and obligations in line with best EU practices*

- Activity 2.1.** Conducting study visits related to new legislation, such as New Deal for Consumers, i.e., models of implementation by different Member States, (5 days each, up to 10 participants/SV)



- Activity 2.2.** Assistance in conducting networking of consumer organizations.
- Activity 2.3.** Conducting trainings/workshops for consumer organizations regarding their specialization in specific field

### **Result 3: Local self-government more involved in the consumer protection system**

- Activity 3.1.** Assisting in implementation of the model of partnership of the relevant Ministry, local self-government units and NGOs
- Activity 3.2.** Conducting trainings for representatives of local self-government units which are not covered by previous technical assistance project
- Activity 3.3.** Preparing and disseminating educative materials for local self-governments regarding their role in consumer protection

## **COMPONENT 3: AWARENESS RAISING**

### **Result 4: Raised awareness of public on consumer protection issues (focus on young/vulnerable consumers)**

- Activity 4.1.** Preparing a campaign for consumers, with focus on vulnerable consumers.
- Activity 4.2.** Conducting campaign for consumers, with focus on vulnerable consumers.
- Activity 4.3.** Preparing and conducting campaign for protection of consumers in online transactions

## **COMPONENT 4: DIGITALIZATION**

### **Result 5: ADR bodies trained on procedures and obligations in line with new EU regulation regulating the system for out-of-court resolution of disputes in cross-border transactions**

- Activity 5.1.** Preparing feasibility study examining the legal and organisational conditions of functioning of ODR in Serbia
- Activity 5.2.** Drafting training needs assessment targeting stakeholders for trainings/workshops on ODR
- Activity 5.3.** Conducting trainings/workshops on ODR
- Activity 5.4.** Putting Intranet to life through training relevant institutions' representatives for usage of the platform
- Activity 5.5.** IT Development necessary to support transition to full ODR.

### **Result 6: Procurement of the software/services necessary for the functioning of the consumer protection electronic systems (to be confirmed in the Inception Phase)**

- Activity 6.1.** Procurement of the Microsoft SQL Server 2019/2022 license to support the databases of the National Consumer Complaints Register, ADR Platform, main web site of the MUST for consumer protection (zastitapotrosaca.gov.rs) and future eLearning platform.
- Activity 6.2.** Procurement of the licenses for the Intranet for internal and external users of the solution
- Activity 6.3.** Procurement and implementation of the solution for virtualization of the services of the consumer protection organization through shared telephone line and call routing (virtual call centre) with the subsequent implementation of the virtual structure.

## KEY AREA OF INTERVENTION 7

### COMPETITION

The forecasted activities will be **based upon the results of the previous Twinning project** (finished in 2021) and will address those gaps that could not be completed due to the pandemic or other causes. They will contribute mainly to the **capacity building** Component as they will focus on **strengthening the capacities of the CPC and other relevant institutions**. The **engagement of the Courts** is key due to the need to develop case law and enhance the courts' ability to deal with complex competition cases. If the Administrative court and/or the Commercial courts will participate in the activities of the project will be clarified in a later stage; indeed, their participation will rely on their consent and inputs after being consulted during the inception phase.

Another key element is the participation of other institutions which are in charge of drafting new legislation and regulations, but which may have fewer capacities than the CPC.

The first group of activities will focus on improving the administrative **capacities of the CPC and the capacities of the relevant Serbian courts (Administrative court and Commercial courts subject to their agreement)** and will include provision of assistance to them so as to gain insight into the practical application of competition rules applicable in the EU, especially the jurisprudence (case law) of various instances of EU courts.

The second activity will include **large scale training of the Serbian civil servants engaged in drafting laws** and regulations to assess the effects of those legal acts on competition in the Serbian market, to enable them to draft competition neutral or pro-competitive regulations.

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### *Result 1: Strengthened capacities of CPC staff*

- Activity 1.1** Organization of short-term study visits for the CPC staff to various instances of EU courts and developed competition authorities.
- Activity 1.2** Organization of internships for the CPC staff with the relevant Directorates of the European Commission in Brussels and developed competition authorities.
- Activity 1.3** Organization of a study visit or secondment of a senior competition expert from a developed EU competition authority to the CPC.
- Activity 1.4** Preparation and printing of a handbook and brochures
- Activity 1.5** Preparation of multimedia materials
- Activity 1.6** Organization of presentations, workshops, and roundtables
- Activity 1.7** Training of the CPC case handlers in the field of application of jurisprudence and EU competition rules as currently applicable and in the process of adoption, which imply harmonization with *acquis* in the field of antitrust and mergers.
- Activity 1.8.** Secure the latest digital forensics equipment (software and hardware) used for carrying out dawn raids and processing collected digital evidence and provide specialized training for the CPC staff.

### *Result 2: Increased capacities of public institutions regarding competition*

- Activity 2.1** Training Needs Analysis and preparation of training programme
- Activity 2.2.** Implementation of training programme for relevant institutions
- Activity 2.3** Preparation and printing of a handbook and brochures

- Activity 2.4** Preparation of multimedia materials
- Activity 2.5** Organization of presentations, workshops, and roundtables
- Activity 2.6** Raising awareness among public officials who are engaged in drafting laws and regulations (conferences, team buildings, etc.)

## KEY AREA OF INTERVENTION 8

### QUALITY INFRASTRUCTURE STRATEGIC FRAMEWORK

The purpose of the project in relation to the **product quality and safety** key area of intervention is to foster the **legislation harmonization with the EU acquis**.

[Law on Technical Requirements for Products and Conformity Assessment \("Official Gazette of the RS", No 49/21\)](#) is the legal basis for transposition of European directives, if prescribing of technical requirements and performing of conformity assessment procedures for products is not stipulated by special laws, but it also enables prescription of technical requirements in the field where the harmonised regulations at EU level do not exist.

The [Law on General Product Safety \("Official Gazette of the RS", No 41/09 and 77/19\)](#) shall apply in terms of product safety on the market and in the course of their usage. This Law is substantially harmonized with the basic requirements of Directive 2001/95/EC on General Product Safety, and it is fully in compliance with the requirements of Directive 87/357/EEC concerning the misleading products.

In this sense, a first group of activities will focus on the **analysis of the current strategy and the legal framework** of Serbia aiming to improve Serbia's **Infrastructure Quality Strategy** and to support the **preparation for the Agreement on Conformity Assessment and Acceptance of Industrial Products between the Republic of Serbia and the EU**.

The structural reform No. 21 of the Economic Reform Program 2023-2025 of improving the **Quality Infrastructure Strategy** aims the strengthening of competitiveness, safety and product quality by improving the strategic framework in the field of quality infrastructure (QI). The reform includes two components related to previous activities: Drafting of the said strategy with all preparatory activities, and preparation of the first action plan and commencement of its implementation.

The preparation for the **Agreement on Conformity Assessment and Acceptance of Industrial Products** between the Republic of Serbia and the EU aims at creating the conditions for the full integration of the Republic of Serbia into the single EU market. It is necessary to ensure full application of technical regulations and harmonized standards with the EU, a developed network of accredited bodies for conformity assessment and effective surveillance of the implementation of technical regulations for three groups of industrial products (electrical and electronic products, machines and personal protective equipment).

A second group of activities will focus on **supporting the negotiation process in Chapter 1** (Free Movement of Goods). These activities will focus on **capacity building** relevant ministries, institutions, and conformity assessment bodies (CABs) to fully implement the Action plans.

The last group of activities related to Product Quality and Safety will focus on **improving information** and the **availability of digital services** in connection with the **application of technical regulations**. It involves **digitalisation** of all internal administrative procedures in the field of Quality Infrastructure Institutions and the Ministry of Economy (MoE). This implies the networking and improvement of the databases and information systems of the MoE and key QI institutions in Serbia (Accreditation Body of Serbia, Institute for Standardization, and Directorate for Measurement and Precious Metals) in order to ensure the accuracy and up-to-date of information on technical requirements, standards, conformity assessment activities, accreditation and metrology.

The following indicative **activities** are proposed:

## COMPONENT 1: REGULATORY AND POLICY FRAMEWORK

### *Result 1: Improvement of the Strategic Framework of Quality Infrastructure (Draft and development of a Quality Infrastructure Strategy (QI) of the Republic of Serbia for the period 2024-2030)*

- Activity 1.1.** Drafting the Quality Infrastructure Strategy with preparatory activities (relevant analysis, research workshops, roundtables, study visits, comparisons with relevant institutions in the EU and involvement of study experts in the field of free movement of goods)
- Activity 1.2** Preparation of the first action plan and commencement of its implementation.

### *Result 2.: Preparation of the Agreement on Conformity Assessment and Acceptance of Industrial Products between the Republic of Serbia and the EU supported*

- Activity 2.1** Preparation of an analysis on Quality Infrastructure System in Serbia including technical legislation, institutional structure and capacity, designated bodies and market surveillance, with emphasis on its compliance with EU acquis in the field of free movement of goods (Chapter 1 negotiation field).
- Activity 2.2.** Analysis of the structure of Serbian market relevant for Chapter 1, including data for production, import and export of selected product groups in Serbia (such as electrical and electronic products, machinery).

## COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY

### *Result 3: Negotiation process in Chapter 1 supported*

- Activity 3.1.** Capacity building for relevant ministries, institutions and conformity assessment bodies (CABs) to fully implement the Action plans.
- Activity 3.2.** Assessment of budget necessary for the implementation of the plans
- Activity 3.3.** Support in drafting of technical legislation relevant to Chapter
- Activity 3.4.** Organizing roundtables and seminars for the industry and administration
- Activity 3.5.** Organizing study visit to relevant institutions in EU countries in order to gain relevant knowledge and exchange experience
- Activity 3.6.** Support in preparation of negotiation position for Chapter 1
- Activity 3.7.** Exchange of experience in Non-Harmonized area, obtain relevant EU countries experiences related to non-harmonized area (types of products/areas, how they were arranged, conformity assessment procedures, procedures for registering in the TRIS database, operation of Products Contact Points,...).
- Activity 3.8.** Check quality and safety of products as for example toys, fuels, oil in Laboratories (for the purpose of performing conformity assessment and market surveillance activities)

## COMPONENT 4: DIGITALIZATION

### *Result 4: Development of unique digital services related to the application of technical regulations*

- Activity 4.1.** Procurement of needed hardware and/or software for the implementation of the Product-info portal and improvement of the databases and information systems in all key Quality Infrastructure institutions - data flows

Also, the **gender perspective** will be fully integrated into the activities. In this sense, gender equality will be raised as a key issue for policy formulation, using inclusive language in all communications. Environmental policy will also be taken into account, by providing environmentally friendly solutions. Our concern for the environment will be evident from the design stage of the proposed info materials and publications, choosing to adopt eco-sustainable solutions that minimise waste and energy consumption. In addition, there will be an approach of compensations of Co2 Emissions.

### C. CLOSING PHASE

The final phase of the programme is of equal importance as the inception and implementation ones; sufficient time and resources should be allocated to capitalise these efforts. The aim is to wrap up and finalise all the final Components of the programme, to ensure that all relevant documents and Components are transferred to the beneficiary and that final Components/results are disseminated. Therefore, we should allocate sufficient months (approximately 3) for the programme's closure to allow a smooth transition of activities.

In this way, the closing of the programme will be a space to consolidate responsibilities and transfer the knowledge and learning acquired during implementation.

	ACTIVITIES	DELIVERABLES
<b>CLOSING PHASE</b>	Finalisation of activities (2 months before the end).	<b>Draft Final Report</b>
	Revision of the interim results.	Including, inter alia, a description of the achievement of results and reporting of the related indicators, the methods used, assessment of the impact of the Components and outcomes on beneficiaries, unintended effects, lessons learnt, conclusions and recommendations.
	Assessment of the impact and results of the programme.	The draft final report shall include in Annex an inventory of the Activities carried out as well as any other relevant document and source of evidence linked to the achievement of the Results.
	Systematisation and dissemination of results, impacts and lessons learnt.	<b>Final Report:</b> Based on the comments received, a final version will be submitted at the end of the programme.
	Evaluation of the programme.	<b>Systematisation Report:</b> the systematisation of results, lessons learnt and good practices.
	Closure of the programme.	<b>Evaluation Report</b>

**DRAFTING PROGRAMME CLOSURE PLAN:** The process of preparing the programme **closure and sustainability plan** will be led by the PMU. Our efforts will be concentrated on the handover of the activities and on the ownership of stakeholders in the region and in the countries.

**IMPLEMENTING PROGRAMME CLOSURE PLAN:** The programme closure plan will be followed closely by the backstop team to ensure a successful and timely closure of the programme.

**DISSEMINATION OF COMPONENTS:** Dissemination of the programme's results, final material and lessons learned is essential for the success of the programme and for the long-term sustainability of Components. The PMU will ensure the delivery of all programme Components.

A final conference or event will be organized to present the achievements obtained during the programme, present a showcase of best practices and lessons learned, and increase the visibility of the success cases. The event may be aimed at a wide audience, and therefore the goal could also be to **communicate the progress made** with an approach that allows for a major outreach.

**PREPARE DRAFT OUTLINE OF FINAL REPORT:** The draft final report will be submitted **no later than 3 months** before the end of the period of implementation of tasks.

**PREPARE AND SUBMIT DRAFT FINAL REPORT:** The **draft** final report will capitalise on all the efforts and Components of the programme. The report will have the ultimate purpose of evaluating the efficiency and effectiveness of the programme's performance. More specifically, it will contain a detailed description of the different forms of support provided, and an informed discussion on short and long terms results. The detailed analyses underpinning the recommendations will be presented in annexes to the main report, along with other finalised Components. Further, the report will provide:

1. An evaluation of the programme's results and Components by comparing them with the programmed overall objective, specific objectives, and results as finalised in the inception report,
2. A critical analysis of any major problems that may have arisen during the implementation of the programme.

The report will follow our monitoring system and the reporting will be based on the programme cycle management principles and the logical framework approach, of which the Logical Framework included in Annex A1. The draft final report shall be submitted for approval to the Contracting Authority with agreement **at least 1 month before finalizing the activities**.

## 3.4 Monitoring and evaluation

### A. MONITORING

The EU as the major global development player has a crucial role in effective actions and results in the field. In that sense, Monitoring, Reporting and Evaluation ROM chain must be incorporated.

This programme is oriented to have a significant impact of middle / long term in supporting Serbia to better prepare to align with the Internal Market (Impact). The Programme establishes objectives and indicative tasks as well as indicators that will be monitored on a six-month basis to measure compliance. At the beginning of the intervention (inception phase) the indicators will be adjusted to adapt to the situation of the region, and the baseline and goal analysed. The technical and financial control and monitoring of the implementation of this programme will be a continuous process and will be part of the responsibilities of the consortium and implementing partners. To this purpose, the implementing partners shall set up a permanent system of internal, technical, and financial control and monitoring of the programme and shall draw up regular reports on the progress of the programme and final reports.

Each report shall provide a precise statement of the implementation of the programme, the difficulties identified, the changes introduced, as well as the degree of achievement of its results (Components and outcomes) as measured by the corresponding indicators, using the logical framework matrix or the list of the strategy action plan as a reference.

The reports will be:

**INCEPTION REPORT:** will provide a general work plan and a detailed work plan for the first year. In addition to the description of the work plan it will also include the conclusions of the analysis and mapping of Serbia related policy context, progress in data collection, opportunities for engagement arising and difficulties experienced and/or expected. It should also include an updated logical framework matrix including baselines and goals. The inception report will provide updates on the management structure of the programme or the stakeholders.

**PROGRESS REPORTS:** short informative reports on the progress of the activities will be prepared on a regular basis. A one or two-page template will be prepared in which the main milestones achieved can be reflected as well as the immediate steps.

**SIX-MONTHLY REPORTS:** will allow the control and monitoring of the status of the programme, of the resources planned and employed and of the budgetary details of the programme. A draft six-monthly progress report shall be submitted at the end of each six-month interval, indicating the progress made according to the established indicators and including an updated work plan for each component of the programme. These reports shall include:

- The status of the period before the submission of the report.
- Actions taken and highlighted during the reporting period.
- Problems and constraints encountered during the reporting period.
- Actions required after the reporting period, including the responsible entity and time frame.
- Human resources mobilised and financial status of ongoing procurement.
- Update of annual activity plan.

**ANNUAL REPORT:** shall include an Action Plan(s) for approval by the Contracting Authority. The work plans will include the activities to be carried out during the year, allocate the main responsibilities and budgeted costs. The Action Plan(s) will be updated, if needed, every six months together with the six-monthly report. Annual report will replace six-monthly report when they overlap.

**FINAL REPORT:** will be technical and financial. It will cover the entire duration of the implementation of the Action and will highlight the results achieved following the updated Logical Framework Matrix. All reports must have a results-based structure.

## B. EVALUATION

Having regard to the importance and the nature of the action, a mid-term and final external evaluation will be carried out for this action via independent consultants:

- **Mid-term Evaluation:** will be carried out for problem-solving and learning purposes, concerning possible adjustments/reorientation of the programme if necessary.
- **Final Evaluation:** will be carried out for accountability and learning purposes at various levels, including for policy revision.

The data collection for quantitative evaluation and qualitative assessment will rely on:

- **Objective and quantifiable evaluation.** Analysing the action plan and the logical framework updated after the inception phase, considering all Components linked to the general and specific objective.
- **Qualitative assessment** providing relevant information and continuous insights on aspects worth analysing in-depth to assess developments and explore potential adjustments when required and including them when drafting each new Annual Action Plan.

The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and inter alia provide them with all necessary information and documentation, as well as access to the programme premises and activities.



### 3.5 Stakeholder Analysis

KAI	SERBIA	SPAIN	SLOVAKIA	ITALY
<b>E-COMMERCE</b>	<ul style="list-style-type: none"> <li>- Ministry of Internal and Foreign Trade (MUST)</li> <li>- Ministry of Economy</li> <li>- Customs Administration</li> <li>- Commercial and Professional Chambers</li> </ul>	<ul style="list-style-type: none"> <li>- Spanish Tax Administration Agency (AEAT)</li> <li>- Ministry of Industry, Trade and Tourism and the Ministry of Consume</li> <li>- Ministry of Economic Affairs and Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> <li>- Ministry of Finance of the Slovak Republic</li> <li>- Financial Administration of the Slovak Republic</li> <li>- Slovak Association of Electronic Commerce</li> </ul>	<ul style="list-style-type: none"> <li>- State Monopolies of Special Customs</li> </ul>
<b>MARKET SURVEILLANCE</b>	<ul style="list-style-type: none"> <li>- Ministry of Internal and Foreign Trade (MUST) - Market Inspection Sector</li> <li>- Ministry of Information and Telecommunications- Inspection for electronic communications and postal services</li> <li>- Ministry of Health-Sector for inspection Affairs</li> <li>- Ministry for Environmental protection- Department for Chemicals</li> <li>- Ministry of Construction, Transport and Infrastructure</li> <li>- Ministry of Agriculture, Forest and Water Management</li> <li>- Ministry of Interior</li> <li>- Ministry of Labour, Employment, Veterans and Social Affairs</li> </ul>	<ul style="list-style-type: none"> <li>- National Securities Market Commission (CNMV) - investor protection</li> <li>- National Market and Competition Commission</li> <li>- Ministry of Economic Affairs and Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> <li>- Ministry of Finance of the Slovak Republic</li> <li>- Financial Administration of the Slovak Republic</li> </ul>	<ul style="list-style-type: none"> <li>- State Monopolies of Special Customs</li> </ul>

	<ul style="list-style-type: none"> <li>- Ministry of Economy/DMDM</li> <li>- Ministry of Finance-Customs Administration</li> <li>- Ministry of Mining and Energy</li> <li>- Ministry of Interior</li> <li>- Traffic Safety Agency</li> </ul>			
IPR	<ul style="list-style-type: none"> <li>- Ministry of Internal and Foreign Trade (MUST)</li> <li>- Ministry of Economy-The Intellectual Property Office</li> <li>- Ministry of Finance-Customs Administration</li> <li>- Ministry of Health-Inspection for Medicines and Medical Devices</li> <li>- Ministry of Interior</li> <li>- Public Prosecution Office</li> <li>- Supreme Court of Cassation</li> <li>- Judicial Academy</li> </ul>	<ul style="list-style-type: none"> <li>- Intellectual Property Rights Management Entities of Authors</li> <li>- Spanish Patent and Trademark office</li> <li>- General Society of Authors and Publishers</li> <li>- Spanish Reprographic Rights Center</li> <li>- Visual, Plastic Artists Management Entity</li> <li>- Audiovisual Media Authors' Rights</li> <li>- Spanish Society of Copyrights</li> <li>- Performers' Intellectual Property Rights Management Entities</li> <li>- Performing Artists, Management Society of Spain</li> <li>- Performing Artists Performers, Management Society</li> <li>- Producers' intellectual property rights management entities</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> <li>- Ministry of Finance of the Slovak Republic</li> <li>- Financial Administration of the Slovak Republic</li> <li>- Customs offices</li> </ul>	<ul style="list-style-type: none"> <li>- State Monopolies of Special Customs</li> <li>- Superior Council of the Magistracy (to be defined)</li> </ul>

		<ul style="list-style-type: none"> <li>- Association for the Management of Intellectual Property Rights</li> <li>- Audiovisual Producers' Rights Management Entity</li> <li>- Entities dependent on intellectual property rights collecting societies</li> <li>- Joint Collection Body of Artists and Producers</li> <li>- Digital One-Stop-Shop (AGEDI, AIE, AISGE, CEDRO, DAMA, EGEDA, SGAE, VEGAP)</li> </ul>		
<b>STATE AID</b>	<ul style="list-style-type: none"> <li>- Commission for State Aid Control (CSAC)</li> <li>- Ministry of Internal and Foreign Trade (MUST)</li> <li>- Ministry of Mining and Energy</li> </ul>	<ul style="list-style-type: none"> <li>- National Markets and Competition Commission (CNMC)</li> <li>- Ministry of Foreign Affairs, European Union and Cooperation (MAEC)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> <li>- Antimonopoly Office of the Slovak Republic</li> </ul>	- N/A
<b>POINT OF SINGLE CONTACT</b>	<ul style="list-style-type: none"> <li>- Ministry of Internal and Foreign Trade with its Sector for Trade, Services and Competition</li> <li>- Public Policy Secretariat (PPS)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Territorial Policy and Public Administration</li> <li>- Ministry of Foreign Affairs, European Union and Cooperation (MAEC)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Finance of the Slovak Republic</li> <li>- Ministry of Justice of the Slovak Republic</li> <li>- Business Register of Slovak Republic</li> </ul>	- N/A

	<ul style="list-style-type: none"> <li>- Office for IT and e-Government Serbian Chamber of Commerce (CCIS)</li> <li>- All ministries with regulatory role in the services area</li> <li>-</li> </ul>		<ul style="list-style-type: none"> <li>- IT Department of Ministry of Justice of the Slovak Republic</li> <li>- Experts from the Software development team of the Business Register (orsr.sk)</li> </ul>	
<b>COMPETITION</b>	<p><u>Main</u></p> <ul style="list-style-type: none"> <li>- Commission for Protection of Competition (CPC)</li> <li>- Competent Courts * (participation to be confirmed and defined in the inception phase)</li> </ul> <p><u>Sectorial</u></p> <ul style="list-style-type: none"> <li>- Ministry of Construction, Transport and Infrastructure</li> <li>- Ministry of Agriculture and Environmental Protection,</li> <li>- Ministry of Internal and Foreign Trade,</li> <li>- Ministry of Health</li> <li>- Ministry of Environmental Protection</li> <li>- Ministry of Energy and Mining</li> <li>- Business community</li> </ul>	<ul style="list-style-type: none"> <li>- National Commission on Markets and Competition</li> <li>- Ministry of Economic Affairs and Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Antimonopoly Office of the Slovak Republic</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>
<b>CONSUMER PROTECTION</b>	<ul style="list-style-type: none"> <li>- Ministry of Internal and Foreign Trade (MUST)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economic Affairs and Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> </ul>	<ul style="list-style-type: none"> <li>- N/A</li> </ul>

	<ul style="list-style-type: none"> <li>- National Council for Consumer Protection</li> <li>- Ministry of Justice</li> <li>- 11 Consumer organizations (with different level of activity)</li> <li>- 174 local governments (145 municipalities and 29 cities).</li> <li>- Serbia has 30+ alternative dispute resolution bodies (ADRs) active in the Consumer Protection field.</li> <li>- Ministry of Public Administration and Local Self-Governments</li> </ul>	<ul style="list-style-type: none"> <li>- Spanish Agency for Consumer Affairs, Food Safety and Nutrition</li> <li>- Municipal Consumer Information Offices</li> <li>- Municipal Consumer Information Offices (OMICs)</li> <li>- National Consumer Arbitration Board</li> <li>- Regional Consumer Arbitration Boards</li> <li>- Local Consumer Arbitration Boards</li> <li>- National Securities Market Commission</li> <li>- National Commission on Markets and Competition</li> <li>- Private Consumer Associations: OCU, FACUA and ADICAE</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Finance of the Slovak Republic</li> <li>- Financial Administration of the Slovak Republic</li> <li>- State Veterinary and Food Administration of the Slovak Republic (SVFA)</li> <li>- Public Health Authority of the Slovak Republic</li> <li>- Regulatory Office for Networking Industries</li> <li>- National Bank of Slovakia</li> <li>- European Consumer Centre, Slovakia (ECC, Slovakia)</li> </ul>	
<b>QUALITY INFRASTRUCTURE STRATEGIC FRAMEWORK</b>	<ul style="list-style-type: none"> <li>- Ministry of Economy - Products safety department</li> <li>- Ministry of Economy/DMDM</li> <li>- ISS</li> <li>- ATC</li> <li>- Ministry of Internal and Foreign Trade (MUST)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Industry, Trade and Tourism</li> <li>- Spanish Agency for Food Safety and Nutrition</li> <li>- Ministry of Economic Affairs and Digital Transformation</li> <li>- Ministry of Agriculture, Fisheries and Food (MAPA)</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Economy of the Slovak Republic (ME SR)</li> <li>- Slovak Trade Inspection</li> <li>- State Veterinary and Food Administration of the Slovak Republic (SVFA)</li> </ul>	<ul style="list-style-type: none"> <li>- State Monopolies of Special Customs</li> </ul>

*\*More relevant institutions of the Consortium will be mapped and introduced during the Inception Phase. Besides, other EU experts may be mobilised from other European Institutions.*

*\*\*The Ministry of European Integration will be also horizontally supported regarding cluster 2 negotiations.*

*\*\*\* The definitive of list of Serbian stakeholders will be confirmed in the inception phase of the project.*

### 3.6 Assumptions, risks, and mitigation strategies

#### A. ASSUMPTIONS

The principal assumptions, also reflected in the logical frame matrix, are:

<b>SPECIFIC OBJECTIVE</b>	S.O.1. The national government remains committed to the negotiations of the 'Internal Market cluster's chapters relevant to the project 1, 3, 7, 8, 28. S.O.2. Accession process moving forward. S.O.3. Good commitment and cooperation of all relevant stakeholders of the project.
<b>COMPONENT 1</b>	O.1.1. There is a political will to adopt an EU acquis related legal framework. O.1.2. The staff of the institutions facilitates access to existing legislation
<b>COMPONENT 2</b>	O.2.1. Institutions have the resources (time and financial) to implement new policies. O.2.2. Participants can use the acquired knowledge and skills in the performance of their competences and functions. O.2.3. Institutions roles regarding IM functions is clear and functional. O.2.4. High motivation and availability of staff to participate in trainings.
<b>COMPONENT 3</b>	O.3.1. Civil society is willing to participate and engage. O.3.2. Institutions are committed to disseminate project's results
<b>COMPONENT 4</b>	O.4.1. The citizens and businesses are willing to use electronic services. O.4.3. The application of digital tools is facilitated

These assumptions will be complemented and updated during the different phases of the project.

#### B. RISKS

Main risks detected include:

<b>RISK</b>	<b>LEVEL</b>	<b>MITIGATION</b>
<b>LOW LEVEL OF OWNERSHIP</b>	Low	The programme has been designed in close consultation with a wide range of stakeholders to both identify what support would be most likely to be "owned" and has focused support on the key functions of relevant institutions and organisations. However, regular policy dialogue and close monitoring of the programme should further assist in mitigating it
<b>LACK OF POLITICAL WILL</b>	Low	Given the fact that market regulations remain very high on the political agenda, it is very unlikely that the authorities lose interest in attaining the objectives. In such case, political dialogue would need to be strengthened
<b>POLITICAL INSTABILITY AND INSECURITY IN SERBIA WILL DISRUPT THE PROJECT ACTIVITIES</b>	Medium	Flexibility in project activities should allow for adaptation of project priorities to the context
<b>CHANGES IN THE MINISTERIAL RESPONSIBILITIES</b>	Medium	Continued communication between PMU and beneficiaries

<b>CREATION OF NEW MINISTRIES THAT MAY BE STAKEHOLDERS OF THE PROJECT</b>	Medium	Flexible approach that may include more / changed stakeholders and its needs based on a demand approach
<b>CHANGES OF RELEVANT CIVIL SERVANTS</b>	Medium	Activities that include capacity building and continued reporting of the project goals available for the beneficiaries
<b>LOW CAPACITIES OF ASSIMILATION</b>	Medium	This risk is more relevant to local than national/ institutions. Close coordination should mitigate the potential problem
<b>INADEQUATE COORDINATION BETWEEN VARIOUS STAKEHOLDERS/BENEFICIARIES OF THE ACTION</b>	Medium	Stakeholders working on internal market regulations and related fields of this facility have different tools and objectives, which will be clearly distinguished and yet coordinated. Careful setup of the Steering Committee, its regular meetings and use of local structures on the ground should efficiently mitigate this risk
<b>INADEQUATE RELATIONSHIPS WITH PARTNER INSTITUTIONS WOULD HAMPER THE ACHIEVEMENT OF THE EXPECTED RESULTS</b>	Low	Mentoring at high level shall help to define expectations and new channels of cooperation Political and policy dialogue with the support of EUD to the possible extent
<b>MAIN BENEFICIARIES AND/OR NATIONAL AGENCIES MAY NOT SEND STAFF TO THE TRAININGS / WORKSHOPS WITH THE REQUIRED SKILLS.</b>	Medium	Maintain political support for making this project successful
<b>INADEQUATE SELECTED STAFF TO PARTICIPATE IN TRAINING SESSIONS WOULD AFFECT THE PROMOTION AND IMPLEMENTATION OF NEW INITIATIVES</b>	High	Careful identification of relevant individual staff in every activity will be a priority to key activities and the team will properly communicate it to responsible directors/ commanders in charge of training staff designation
<b>CONTINUED CHANGES IN DECISION-MAKERS POSITIONS COULD HAMPER THE ACHIEVEMENT OF PROJECT RESULTS.</b>	Medium	Ensure political support through mentoring and meetings at the highest possible level will be done at central and regional level
<b>INADEQUATE ENGAGEMENT ON SHARING INFORMATION PROCESSES BETWEEN AGENCIES</b>	High	EU-funded project will promote inter-agency coordination through joint training and the development of a culture of working together
<b>BUREAUCRATIC DELAYS AND OBSTACLES.</b>	Medium	Delays and obstacles should be avoided through good project planning and communication with relevant stakeholders.  The project team remain flexible in their approach, allowing them to avoid these issues or plan to minimise their impact
<b>CITIZENS AND BUSINESSES WILL NOT ENGAGE IN REAPING THE BENEFITS FROM SERBIAN INTERNAL MARKET DEVELOPMENT</b>	Low	Active public outreach and campaigns on the achievements of Internal Market reform. Engagement with civil society in implementing the programme

<b>LACK OF SYNERGIES BETWEEN THIS ACTION AND OTHER EU-FUNDED PROGRAMS AT NATIONAL AND REGIONAL LEVEL.</b>	Low	Team Leader and Technical Experts will regularly liaise with other EU funded programme and will actively look for synergies. Regular coordination with EU HQ services, EU Delegation and engaged EU MS in countries where the activities take place will be pursued
<b>LACK OF SUITABLE FACILITIES FOR TRAININGS, MEETINGS AND WORKSHOPS</b>	Low	Good project planning at the Inception Phase and a flexible approach by the project team

### 3.7 Sustainability

Ensuring sustainability is key as future measures are needed to complement the results of the project once ended. Sustainable actions must be based on negotiation between the different interests involved in addressing the problem, as well as a compromise between what is desirable and what is practically possible, given the political context and resources available. Thus, to ensure the sustainability of the actions, it is necessary to ensure that the recipient institutions have a) the technical and managerial capacity required to maintain the activities or products generated by the component; b) sufficient resources to carry out the reform or change in public policy that is to be achieved. Furthermore, ensuring the sustainability of the products and effects of the programme will occasionally require parallel activities (from the roadmap that has been designed), incorporating other stakeholders (e.g., Parliaments in the case of the adoption of laws or civil society in the implementation of certain policies). Finally, sustainability will hardly be feasible if it does not involve the final beneficiaries, paying particular attention to women being able to give their opinions effectively.

During the program particular attention will be paid to the application of the following measures to ensure sustainability:

- **Alignment with country policy framework:** the main results of the programme will directly address and complement the partner government's national strategies.
- **Policy dialogue:** foster policy dialogue at a high governmental level so national institutions are open to adopting and incorporating the initiatives under the programme into their regular operations.
- **Ownership:** The programme relies on the institutional capacities and structures of the local partner by ensuring its ownership.
- **Long-term capacity development process:** the programme will strengthen the organisational, technical, and legal capacities of institutions. This improves the general conditions on which a sustainable response to social participation can be built.
- **Peer-to-peer approach:** the programme also incorporates a peer-to-peer approach to promote long-term partnerships between public institutions.

### 3.8 Communication and visibility

This project will follow the [2022 Guidance for External Actions: Communicating and Raising EU Visibility](#).

During the Inception Phase the Team will work with the Delegation of the European Union of Serbia to establish a Communication Strategy.



## 4. GOVERNANCE ARCHITECTURE MECHANISM AMONG PARTNERS

### 4.1 Steering Committee (SC)

#### COMPOSITION OF THE BODY:

- Serbian representative institutions (high level)
- The EU Member States agencies
- Delegation of the European Union in Serbia.
- PMU

A Steering Committee (SC) shall be set up to oversee and validate the overall direction of the project, review project implementation and provide guidelines for the project planning. Therefore, the structure of the SC will support the monitoring process of the implementation of the Action as well as provide strategic and political guidance to the project, to provide assistance where possible in overcoming any obstacles to project implementation. For this purpose, the SC will supervise the implementation of the DoA and be able to adjust the work plan to new and/or unforeseen situations.

The SC shall meet every semester in the beginning, or ad hoc should this be required.

#### MAIN TASKS:

- To assess the effectiveness of the project strategy.
- To monitor progress made in project implementation and agree on corrective actions or measures to be taken to address emerging needs.
- To approve the workplans of the project.
- To approve progress reports.
- To ensure the participation of all relevant stakeholders in project activities.

### 4.2 Technical and Coordination Committee (TC)

#### COMPOSITION OF THE BODY:

- Delegation of the European Union in Serbia
- PMU

**MAIN TASKS:** Supervise programme coordination, resource deployment, monitoring and evaluation, reporting and visibility, and compliance with the -EUD mainstreaming requirements (e.g., gender equality, human rights), will allocate responsibilities and tasks in order to operationalise work plans. 6 times per year.

### 4.3 Experts Working Group (EWG)

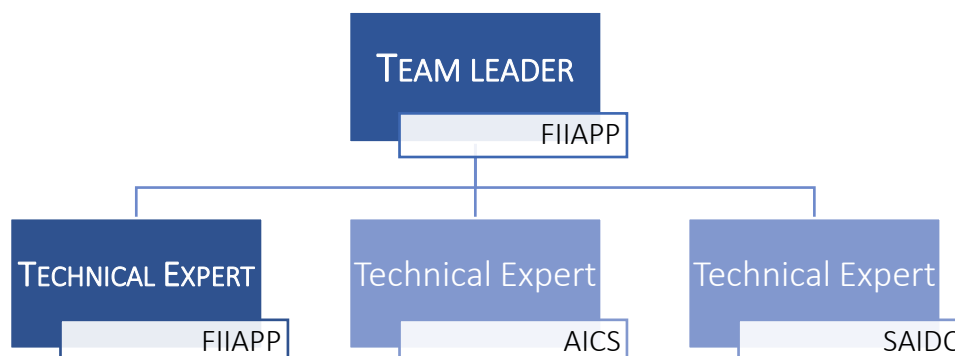
#### COMPOSITION OF THE BODY:

- Technical representatives from Serbian Partner Institutions (at least one for area)
- Delegation of the European Union in Serbia
- The EU Member States agencies

**MAIN TASKS:** An Expert Working Group (EWG) composed by beneficiaries, implementing agencies and EUD will meet monthly for the follow-up of the project and the action plan and to report on the project development.

The PMU will present one page of summary of the activities and actions done monthly, and reports on progress/activities, completed/planned quarterly to the beneficiaries and the EUD to keep the project on track and report on the project development.

## 4.4 Programme Management Unit (PMU)



**TEAM LEADER – FIIAPP** (TL 36 months) oversees the strategic direction of the project along with FIIAPP, SAIDC and AICS experts. As a leader of the Consortium, she/he will be the main representative of the project and key interlocutor with the beneficiaries, key stakeholders and other institutions and international organizations.

The TL will provide technical guidance and conceptual leadership in the overall project implementation. In cooperation with the rest of the PMU, the TL will be responsible for designing the annual work plans for the successful implementation of the project and responsible for the process of planning and coordinating Components, providing detailed reports on the impact of the programme and elaborating all strategic project documents (inception report, progress reports, final project report, etc.).

The TL will also be responsible for the smooth and timely implementation of the project activities and the achievement of the expected results.

### TECHNICAL EXPERTS – FIIAPP / SAIDC / AICS

Besides the Team Leader who responds for all the implementing partners, there will be three technical experts, full time positions, based in Belgrade, one per MS agency, who will be responsible for ensuring the proper implementation of the activities.

Even though each partner will mobilise expertise for all the Key Areas of Intervention, each technical expert will act as component leader of specific key areas of intervention (see table below). That means, they will be carry out the necessary tasks to i) define the specific activities for the key areas of intervention under their command in the workplans, ii) identify the resources needed -including the experts from the MS institutions identified in the expertise mapping-, iii) set the schedule of the activities for the corresponding period, iv) establish the dialogue with the line ministries, v) mobilize their own experts and its technical support, vi) request experts and technical support needed for the activities -as defined in the workplans- to the other MSA, vii) report to the Team Leader and PMU. They should also respond the other MSA requests of expertise and technical assistance when needed, assuming the management and logistics of the mobilization.

All these actions should be previously coordinated with the Team Leader and the other technical experts in the PMU, specially to mobilize experts from other MS institutions. Experts from third countries might also be mobilized under the management procedures of the corresponding MSA. However, the concrete division of tasks of the three experts will be defined in detail in the workplans. The initial key Area of Intervention distribution scheme is as follows:

KAI	EXPERTS MOBILISATION (PROVISIONAL)	COMPONENT LEADER
KAI 1 E-COMMERCE	FIIAPP / SAIDC/ AICS	SAIDC
KAI 2 MARKET SURVEILLANCE	FIIAPP / SAIDC/ AICS	AICS
KAI 3 IPR	FIIAPP / SAIDC/ AICS	AICS
KAI 4 STATE AID	FIIAPP / SAIDC	FIIAPP
KAI 5 POINT OF SINGLE CONTACT	FIIAPP / SAIDC	SAIDC
KAI 6 CONSUMER PROTECTION	FIIAPP / SAIDC	SAIDC
KAI 7 COMPETITION	FIIAPP / SAIDC	FIIAPP
KAI 8 QUALITY INFRASTRUCTURE STRATEGIC FRAMEWORK	FIIAPP / SAIDC/ AICS	FIIAPP

#### MAIN TASKS OF THE PROGRAMME MANAGEMENT UNIT (PMU)

Based in Belgrade, Serbia, will oversee day-to-day programme coordination and monitoring, communication and visibility, reporting, knowledge management, meeting and event facilitation, and logistics, including support to PSC and MC meetings.

Based in Belgrade, the PMU is identified as the general management unit of the project. Their primary task will be the everyday implementation of the project, based on annual action plans prepared by the Technical Committee and approved by the Steering Committee. It will ensure activities are properly carried out, both in terms of content and form, as well as compliance with budgetary, financial and administrative rules. The Team Leader will oversee the strategic and operational planning of the action.

It will also guarantee the project's flexibility through its ability to decide the cancellation, adaptation or amendment of certain planned activities and the creation of others, if necessary. The PMU will communicate daily basis and have follow-up meetings at least once every month. Additional meetings could be organised when needed.

The PMU will deal with the general coordination of activities to be implemented in the project striving to ensure the coherence and effectiveness of approaches between the projects' various components. They will also monitor the execution in the field, including the assignments of experts, partner entities and service providers.

#### 4.5 Additional dedicated Team and structure of each agency

##### LEAD AGENCY: FIIAPP

- ⇒ **Project Coordinator (PC 36 months).** She/he will be prepared terms of reference, methodological notes, identification of institutions and search for experts for the activities. She/he will monitor and supervise contract compliance, review of financial deliverables from experts and suppliers, she/he will prepare follow-up documentation, consolidation of information and knowledge management. She/he will follow-up of the correct execution of the activities' funds and supervise the preparation and presentation of financial reports. She/he will prepare reports and internal notes. She/he will participate in the Steering Committee meetings in Belgrade when necessary.

- ⇒ **Project Officer (PO 36 months)**. Due to the high budget and great expectations of the project, it is needed to reinforce the project team in Madrid with a project officer to ensure quick action and that all results are accomplished within the timeframe. PO will have administrative responsibilities, ensuring day-to-day activities such as financial management, monitoring, audits, tendering and logistics.
- ⇒ **Economic Officer (EO 36 months)** Its duties include budget control, economic follow up, invoicing, tax management, economic and financial reporting and audit documentation management.

#### PROJECT PARTNER: SAIDC

- ⇒ **Project Officer (PO 36 months, part time)**. PO will have administrative responsibilities, ensuring day-to-day activities such as financial management, monitoring, audits, tendering and logistics.

#### PROJECT PARTNER: AICS

- ⇒ **Financial Officer (36 months, full time)** based at the AICS WB Regional Office. The tasks of the expert will include budget control, invoicing, tax management, economic and financial reporting, procurement, and audit documentation management, ensuring that the procedures of the Italian component will be fully apply,

### 4.6 Location and facilities

As mentioned above, the PMU will be based in Belgrade, Serbia. For this purpose, The Consortium will establish an office close to the Serbian partner institutions (if possible).

## 5. THE IMPLEMENTING ORGANISATIONS

### 5.1 FIIAPP



Born in 1997, FIIAPP is a Public Sector Foundation, part of the Spanish and European cooperation and external action systems ('Member State Organization'). It specializes in promoting and managing the participation of Spanish and European public administrations ('Public Sector Expertise') in international

cooperation programmes, based on policy dialogue and peer to peer exchanges to strengthen public systems in partner countries.

The added value of the #FIIAPPWay is both strategic and operational.

#### STRATEGICALLY:

- Contribution to Team Europe's development effectiveness and transformational impact. FIIAPP orients the technical knowledge of public administrations towards sustainable results, mainstreaming the 2030 Agenda and the SDGs in the public policies of partner countries. Whole-of-government policy dialogue between EU and partner countries' administrations during project implementation ensures a more comprehensive, responsive and tailored Team Europe's offer.
- Contribution to Team Europe's external action and international partnerships. Mobilising European administrations in policy dialogues and mutually learning policy processes helps project EU values and policy priorities (*policy first*). By building shared responses to common challenges, it also promotes trust-based partnerships that can later feed into EU political dialogues.
- Specialization in the mobilisation of Spanish and European PSE, promoting the internationalization of Spanish and European public administrations. Overall, the Foundation

mobilizes roughly 130 institutions and 700 civil servants from all levels of government, both in Spain and, through its access to European networks, the EU.

- Demonstrated methodology and experience with regional public technical cooperation programmes, with a multiplier added value vis-a-vis bilateral programmes. They help promote the EU as the most successful model of integration and mutual learning and have been precursors of the Team Europe approach (dialogue and active listening, coherence, coordination, and visibility of the diversity of European models, multi-actor and multi-level approach, joint implementation, links with bi-regional political dialogue). With partner countries, they advance EU priorities that are not present or too sensitive at country level (e.g. deforestation in Brazil), leverage regional integration through regulatory convergence and public policy coherence/coordination and help build bodies of regional or bi-regional networks. By promoting trust-based relationships, they also nurture EU bi-regional partnerships, bringing the positions of our partners closer on the multilateral agenda.

#### OPERATIONALLY:

- Soundtrack-record in operational and financial project management. Only management entity in Spain for the EU Twinning instrument and at more than 350 projects, largest operator in the EU. Pillar-assessed to implement EU funds through indirect management since 2011 (successfully reassessed in 2021).
- Capacity to work across the whole 2030 Agenda and the SDGs, drawing on the full pool of Spanish and European institutional public expertise, and any contractual modality (Twinning, grants, indirect management, ...).
- Sound record in managing large, logistically challenging EU-funded programmes with an economic background (AL-Invest, EU4DigitalUA, EU for AfCFTA, ...).
- Building and managing a database/network of civil servants/experts from, among others, EU Public Administrations, with a large data base of experts and institutions.
- Managing logistical support for events.

## 5.2 SAIDC



The Slovak Agency for International Development Cooperation (SAIDC) is a budgetary organization of the Ministry of Foreign and European Affairs of the Slovak Republic (MFEA SR) established in 2007. The mission of the agency is to ensure the implementation of

official development assistance of the Slovak Republic following programming and conceptual documents prepared by MFEA SR. Since its inception, the agency has administered 537 projects worth 64,404,994 EUR. In the last 8 years more than 35 projects with cumulative budget of 3,253,027 EUR were implemented in West Balkans.

SAIDC has complex and reliable internal rules and procedures to administer the projects and financial contributions, which has been recognized by European Commission in 2020 by giving the agency Pillar Assessment covering internal control, accounting, independent external audit and grants.

Current projects funded by SlovakAid3 are in line with sectoral priorities defined in the current Midterm Strategy for Development Cooperation of the Slovak Republic for 2019 – 2023. Thematically, projects are focused on the sectors of building capacities of civil society, Infrastructure and sustainable use of natural resources and Supporting creation of market conditions.

## 5.3 AICS



The Italian Agency for Development Cooperation (AICS) is established as a legal entity of public law subject to the power of orientation and supervision of the Italian Minister of Foreign Affairs

and International Cooperation, for the purpose of implementing development cooperation policies on the basis of efficacy, cost-effectiveness, uniformity and transparency criteria. In respect of the policy orientations, AICS performs technical and operational activities associated with the examination, development, financing, management, and control of the cooperation initiatives. AICS is pillar assessed since 2018.

The Agency has a network of 20 field offices worldwide for assessing local needs, implementing development initiatives, monitoring results and building partnerships on the ground. According to the Italian Law, the Agency's mission is to "perform technical and operational activities associated with the examination, development, financing, management and control of the cooperation initiatives". AICS intends to act as operating platform of the Italian cooperation system, by making it a protagonist in the fight against poverty, the promotion of peace, the defence of human rights and the construction of sustainable development - [www.aics.gov.it](http://www.aics.gov.it)

AICS has an outstanding experience and an extensive track-record worldwide in supporting development programs in the fields of justice, governance, and rule of law. AICS – through the strategic document (Documento Triennale di Programmazione e Indirizzo 2019-2021)- attributes utmost importance to “the crucial link between development, respect for human rights, democratic principles and good governance, and follows an approach based on the sharing of the principles of universality, human rights indivisibility, inclusion and participation in decision-making processes, non-discrimination, equality and equity, accountability and transparency, as set out in the European Consensus for development.

The commitment to institutional strengthening in the partner countries are fostered through initiatives that promote sound and effective governance systems and institutions that respond to the needs of the population and allow to prevent and counteract situations of fragility of state structures and institutions, and through support for peace-building interventions promoted by civil society, in line with the main objective of the Italian Cooperation "to prevent conflicts, to support the processes reconciliation, post-conflict stabilization". It is a commitment that requires action transformative measures, capable of addressing the structural causes of inequalities and of intervening on institutions and discriminatory rules and practices. This transformation is to be the result of promoted actions at local, national, and international level.

With reference to AICS, in the execution of the action, the provisions of the PRAG (Contract Procedures for European Union External Action – latest available version) will be used for procurement and grant operations, always guaranteeing the greatest transparency, equal treatment and the best cost-benefit ratio. It is specified that in the course of the project, the direct contracting of companies, NGOs and/or local and international Foundations may be foreseen for the provision of certain services, only if they are justified by the high-quality standards, skills and technical knowledge. Each case will be processed with the corresponding request for derogation as provided in the PRAG. AICS may also delegate the performance of specific activities to Italian Public Entities, through direct agreements according to its own standards and management systems as pillar assessed. In this regard, based on the Italian Law for Development Cooperation n. 125/2014 a specific convention will be sign between AICS and ADM for the direct assignment of the implementation of part of the activities described in the DoA. The Italian Customs and Monopolies Agency (ADM) takes part in all the relevant EU Committees dedicated to the harmonization processes with the EU Institutions on customs, excise, and IT matters. The Anti-fraud and Controls Directorate is the Structure of the Agency directly involved in customs controls and fight against frauds. It defines control methods and strategies in: customs sector; VAT in international trade; excise duties; games; and tobaccos, carrying out specific intelligence activities on trade flows at risk, using the Intelligence Room.

## Annex A1. Indicative Log Frame Matrix

	<i>Results chain</i>	<i>Indicator</i>	<i>Baseline (value &amp; reference year)</i>	<i>Target (value &amp; reference year)</i>	<i>Current value* (reference year) (* to be included in interim and final reports)</i>	<i>Source and mean of verification</i>	<i>Assumptions</i>	
Impact (Overall objective)	<b>Legal, administrative and policy integrity of the Serbian market into the EU Internal market is ensured.</b>	1.1 Percentage of transposed legislation	0 (2023)	TBD		Progress Report of the EC for Serbia	Not applicable	
		1.2. Level of preparation of Serbia on the key areas of intervention	TBD	TBD				
Outcome (s) (Specific objective(s))	<b>KEY AREA OF INTERVENTION 1 E-COMMERCE</b>							
	<b>OC 1: E-commerce widely spread</b>	OC 1.1. Increase in the share of people using e-commerce	TBD	TBD		Baseline and endline studies	The national government remains committed to the negotiations of the 'Internal Market cluster's chapters 1 ,2, 3, 4, 6, 7, 8, 9, 28.  Positive trend in Accession process.  Good commitment and cooperation of all relevant stakeholders of the project.	
		OC 1.2. Share of e-retailers declaring improved position in the Serbian market	0 (2023)	TBD		Baseline and endline studies		
		OC 1.3. Number of e-commerce subjects introduced into university courses in economics and business	TBD	TBD		Universities training programmes		
	<b>KEY AREA OF INTERVENTION 2 MARKET SURVEILLANCE</b>							
	<b>OC 2: Cooperation between different Market Surveillance Authorities is <u>more efficient and inclusive</u></b>	OC 2.1. Number of market surveillances performed (annually).	TBD	TBD		EU intervention monitoring systems EC Progress report		
	<b>KEY AREA OF INTERVENTION 3 INTELLECTUAL PROPERTY RIGHTS</b>							
	<b>OC 3.1: Better legal and institutional environment to apply IPR rules and regulations</b>	OC 3.1.1. Number of new and / or amended laws, bylaws; adopted and/or implemented	0 (2023)	TBD		Official Gazette		
OC 3.1.2. Increase in the number of IPR files/calls		0 (2023)	TBD		Official reports of institutions/courts.			

	<b>OC 3.2: Relevant stakeholders' have better understanding of the IPR regulations and advantages.</b>	OC 3.2.1 Increase in the number of IPR requests filed/ number of IPR certificates issued	TBD	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention Official institutional reports	
	<b>KEY AREA OF INTERVENTION 4 STATE AID</b>						
	<b>OC 4: State aid control bodies more efficient and effective</b>	OC 4.1. Number of state aid notifications filed to the DG Competition annually	TBD	TBD		Official reports; DG Competition website	
	<b>KEY AREA OF INTERVENTION 5 POINT OF SINGLE CONTACT</b>						
	<b>OC 5: Relevant institutional agents effectively fulfil their mandate to create an attractive market environment in line with the legal framework and Internal market regulations</b>	OC 5.1. Number of barriers to market access, investment and business development which have been removed	0 (2023)	TBD		EU intervention monitoring systems (Project reports)	
	<b>KEY AREA OF INTERVENTION 6 CONSUMER PROTECTION</b>						
	<b>OC 6.1: Serbian policies and legislation in the field of consumer protection are more inclusive and effective</b>	OC 6.1.1. Number of cases filed by citizens in front of the competent bodies related to consumers' rights and consumers protection.	TBD	TBD		Official institutional reports	
	<b>OC.6.2. Relevant institutions are better prepared to effectively fulfil their mandate in the field of consumer protection</b>	OC 6.2.1 Decrease in the average time for processing an appeal/claim filed in front of the institutions.	0 (2023)	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention Official institutional reports	
	<b>KEY AREA OF INTERVENTION 7 COMPETITION</b>						
	<b>OC 7: Institutions in the area of competition are more efficient and effective in performing their mandate</b>	OC 7.1. Average time for processing a claim in front of the CPC	TBD	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention	



		OC 7.2. Number of cases for breaking the competition rules reviewed/processed by the CPC (annual base)	TBD	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention		
	<b>KEY AREA OF INTERVENTION 8 PRODUCT QUALITY AND SAFETY</b>							
	<b>OC 8: Serbian legislation in the field of product quality and safety better harmonized with the EU acquis.</b>	OC 8.1. Progress in the negotiations under Chapter 1	TBD	TBD		EC Progress report		
<b>OUTPUTS</b>	<b>KEY AREA OF INTERVENTION 1 E-COMMERCE</b>							<p>There is a political will to adopt an EU acquis related legal framework.</p> <p>The staff of the institutions facilitates access to existing legislation</p> <p>Institutions have the resources (time and financial) to implement new policies.</p> <p>Participants can use the acquired knowledge and skills in the performance of their competences and functions.</p> <p>Low staff turnover and transfer of knowledge for newcomers ensured.</p> <p>Institutions roles regarding IM functions is clear and functional.</p>
	OP 1.1. E-retailers position in the Serbian market strengthened and enhanced	1.1.1. Number of customers using/subscribed to e-commerce aggregators supported/incentivized by the project. (sex disaggregated)	0 (2023)	TBD		Project technical reports Baseline and endline studies conducted and budgeted by the EU-funded intervention		
		1.1.2 Number of SMEs that have completed the digital skills programmes and reported on increased knowledge on e-commerce (sex disaggregated by women-owners)	0 (2023)	TBD		Self-assessment pre and post training questionnaires Trainings records Certificate document		
		1.1.3. Number of SMEs that have launched e-commerce after completing the training courses organised by the project (sex disaggregated by women-owners)	0 (2023)	TBD		Project technical reports Baseline and endline studies conducted and budgeted by the EU-funded intervention;		
		1.1.4 Number of women from rural areas that reported improved skills on digital, entrepreneurship and e-commerce after completing the training provided by the project	0 (2023)	TBD		Self-assessment pre and post training questionnaires		

	OP 1.2. Capacity and role of relevant institutions strengthened and cooperation with key stakeholders in the area of e-commerce enhanced	1.2.1. Number of courier services officers with increased knowledge on legal and cross-border issues related to e-commerce, after participating in project's training. (sex-disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires	High motivation and availability of staff to participate in trainings.  Civil society is willing to participate and engage
		1.2.2. Number of communities of practice built	0 (2023)	TBD		Project technical reports Baseline and endline studies conducted and budgeted by the EU-funded intervention	Institutions are committed to disseminate project's results  The citizens and businesses are willing to use electronic services.
		1.2.3. Number of relevant officers from institutions and inspections trained under the project that have reported improved skills in policy, regulation, and oversight in e-commerce (sex disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires	The application of digital tools is facilitated
	OP. 1.3. Strengthened consumers' trust in e-commerce	1.3.1. Number of people reached by awareness-raising campaigns addressing online shopping e-commerce and promotion of "Trust marks" (sex disaggregated)	0 (2023)	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention	
		1.3.2. Number of state institutions and non-state actors supported/engaged in MTTT e-commerce information platform, ODR;	0 (2023)	2 (MTTT e-commerce information platform, ODR) (2027)		Attendance lists Trainings records Certificate document	
		1.3.3. Number of journalists trained by the project who have increased their understanding on e-commerce and unfair business practices; (sex disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires	

	OP 1.4: Access and use of electronic payment improved	1.4.1. Number of merchants that have introduced electronic payment methods	0 (2023)	TBD		Surveys Progress and final reports Database of beneficiaries	
	<b>KEY AREA OF INTERVENTION 2 MARKET SURVEILLANCE</b>						
	OP 2.1. Strategic and Horizontal legal framework of Market Surveillance fully harmonized	2.1.1. Horizontal Market Surveillance legal framework in line with Regulation (EU) 2019/1020	0 (2023)	1 (2027)			Official Gazette; Official Government of the Republic of Serbia webpage
	OP2.2. Market Surveillance Authorities' effectiveness improved	2.2.1 Number of tables of concordance prepared	0 (2023)	TBD			Project technical reports
		2.2.2 Draft of the National Strategy of Market Surveillance Presented for adoption	0 (2023)	1 (2027)			Project technical reports
		2.2.3. Number of relevant officers trained under the project that have reported on improved skills for implementing market surveillance activities (sex disaggregated)	0 (2023)	TBD			Self-assessment pre and post training questionnaires
		2.2.4. Number of Market Inspection officers trained under the project that have reported on improved knowledge on market surveillance. (sex disaggregated).	0 (2023)	TBD			Self-assessment pre and post training questionnaires
	OP2.3: Single Liaison Office fully operational	2.3.1. Number of digital tools and platforms implemented/reinforced	0 (2023)	2 (Virtual single liaison office, RAPEX/ICSMS) (2027)			Surveys Progress and final reports Database of beneficiaries
	<b>KEY AREA OF INTERVENTION 3 INTELLECTUAL PROPERTY RIGHTS</b>						
	OP 3.1. Legal and regulatory IPR framework improved	3.1.1 Number of recommendations and	0 (2023)	TBD			Project technical reports

	amendments on the Serbian Law on Copyright and Related Rights drafted and adopted.					
OP 3.2: Capacity and role of the working groups of the Coordination Body and enforcement institutions improved	3.2.1. Number of recommendations for further improvement of the work of the Coordination Body provided	0 (2023)	TBD			Project technical reports
OP 3.3. Capacities of courts improved	3.3.1. Number of case studies related to IRP cases in courts elaborated.	0 (2023)	TBD			Self-assessment pre and post training questionnaires
	3.3.2. Number of relevant officers from judicial and administrative bodies trained under the project with increased knowledge on IRP enforcement. (sex disaggregated)	0 (2023)	TBD			Self-assessment pre and post training questionnaires
OP. 3.4. Competencies of the IPS Enforcement increased and cooperation with IPR Holders improved	3.4.1. Number of IPR enforcers trained by the project, that have increased skill on identifying IPR infringement in on-line trade and all forms of distant trade. (sex disaggregated)	0 (2023)	TBD			Self-assessment pre and post training questionnaires
	3.4.2. Number of enforcers and stakeholders, trained under the project, with improved knowledge on practices in implementation Law on Trade Secret (sex disaggregated)	0 (2023)	TBD			Self-assessment pre and post training questionnaires
	3.4.3. Number of conclusions/suggestions prepared by the project for increasing the cooperation between IPR Enforcement bodies and IPR Holders,	0 (2023)	TBD			Project technical reports

	approved/ adopted by the relevant bodies				
OP 3.5 Public awareness on protection and enforcement of intellectual Property rights improved	3.5.1. Number of people reached by awareness-raising campaigns and annual conferences on IPR with the most actual topics from the field of IPR and IPR enforcement (sex disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires
	3.5.2 Number of people reached by the Coordination Body web site by the end of the project	0 (2023)	TBD		Self-assessment pre and post training questionnaires
OP 3.6. IT infrastructure supporting the information exchange platform more accessible	3.6.1. Number of digital tools and platforms implemented/reinforced	0 (2023)	3 (IP Platform, Coordination body website, IPR enforcement website) (2027)		Surveys Progress and final reports
	3.6.2 Number of stakeholders from enforcement authorities, Market Inspection Sector and IPR holders that make use of digital services (sex disaggregated)	0 (2023)	TBD		Surveys Progress and final reports
<b>KEY AREA OF INTERVENTION 4 STATE AID</b>					
OP. 4.1. Capacity and functions of the state aid control body strengthened	4.1.1 Number of relevant officers trained by the project who have better knowledge to apply the harmonized rules of state aid (sex disaggregated).	0 (2023)	TBD		Self-assessment pre and post training questionnaires
	4.1.2. Number of relevant officers trained and supported by the project who have better understanding on implementing EU state aid rules in domestic legislation (sex disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires

	OP 4.2. Preparedness of aid grantors to apply state aid rules increased	4.2.1 Number of aid grantors who obtained trainings and technical support by the project and have reported on increased knowledge on state aid regimes	0 (2023)	TBD		Self-assessment pre and post training questionnaires	
	OP 4.3. Awareness on state aid rules increased	4.3.1. Number of state institutions better prepared on how to raise awareness among companies and SOEs	0 (2023)	TBD		Database of beneficiaries or participants Baseline and endline studies conducted and budgeted by the EU-funded intervention	
		4.3.2 Number of people reached by awareness-raising campaigns (sex-disaggregated)	0 (2023)	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention	
	OP 4.4. Access and use of digital state aid tools and database improved	4.4.1. Number of stakeholders that make use of digital services in the field of state aid	0 (2023)	TBD		Database of beneficiaries	
	<b>KEY AREA OF INTERVENTION 5 POINT OF SINGLE CONTACT</b>						
	OP 5.1. PSC Unit established and fully Operational	5.1.1. Number of relevant officers who were trained by the project report on strengthened knowledge on their role and duties.	0 (2023)	TBD		Self-assessment pre and post training questionnaires	
		5.1.2. Number of documents to set up the PSC adopted	0 (2023)	TBD		Project technical reports	
	OP 5.2. Public awareness on improvement of business environment enhanced	5.2.1. Number of people reached by awareness-raising campaigns on improvement of business environment (sex disaggregated )	0 (2023)	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention Project technical reports	
	OP 5.3: PSC Portal and the Registry of administrative	5.3.1. Status/Level of implementation of	0 (2023)	TBD		Progress and final reports	

	procedures and requirements set up and fully operational	digitalisation strategies of the Point of Single Contact				
		5.3.2. Number of digital tools and platforms reinforced	0 (2023)	1 (2027)		Progress and final reports
	<b>KEY AREA OF INTERVENTION 6 CONSUMER PROTECTION</b>					
	OP 6.1. Legislation and policy framework on consumer protection enhanced	6.1.1. Number of amendments of law developed, adopted, and / or implemented	0 (2023)	TBD		Official Gazette Webpage of the National Assembly of the Republic of Serbia
		6.1.2 Strategy on consumer protection developed and adopted	0 (2023)	1 (2027)		Official Government of the Republic of Serbia webpage
	OP 6.2: Capacity and role of institutions and Local self-government in the consumer protection system improved and enhanced	6.2.1. Number of relevant officers trained by the project that have reported improved skills to apply consumer protection procedures and obligations in line with best EU practices (sex disaggregated)	0 (2023)	TBD		Self-assessment pre and post training questionnaires
		6.2.2. Number of relevant local self-government officers trained by the project , who have reported increased knowledge on consumer protection (sex-disaggregated; disaggregation by rural areas)	0 (2023)	TBD		Self-assessment pre and post training questionnaires
	OP 6.3: Public awareness and understanding of consumer protection increased	6.3.1 Number of people reached by awareness-raising campaigns for consumers, with focus on vulnerable consumers and for protection of consumers in online transactions (sex disaggregated)	0 (2023)	TBD		Baseline and endline studies conducted and budgeted by the EU-funded intervention

	OP 6.4: IT environment and skill necessary to support transition to full ODR developed	6.4.1. Number of stakeholders that make use of ODR platform (sex disaggregated)	0 (2023)	TBD		Progress and final reports	
		6.4.2. Number of digital tools and platforms reinforced	0 (2023)	1 (2027)		Progress and final reports	
		6.4.3. Number of digital tools and platforms supported	0 (2023)	TBD (databases of the National Consumer Complaints Register, ADR Platform, main web site of the MUST for consumer protection (zastitapotrosaca.gov.rs) and future eLearning platform, etc.)		Progress and final reports	
	<b>KEY AREA OF INTERVENTION 7 COMPETITION</b>						
	OP 7.1: Capacity and role of CPC staff and public institutions strengthened	7.1.1. Number of relevant officers trained by the project that have improved their skills on applying jurisprudence and EU competition rules (sex disaggregation)	0 (2023)	TBD			Self-assessment pre and post training questionnaires
		7.1.2. Number of public officials engaged in drafting laws and regulations who were trained by the project and have increased their knowledge on competition policy	0 (2023)	TBD			Self-assessment pre and post training questionnaires
	<b>KEY AREA OF INTERVENTION 8 PRODUCT QUALITY AND SAFETY</b>						
	OP 8.1. Strategic Framework of Quality Infrastructure in line with EU standards	8.1.1. Quality Infrastructure Strategy of the Republic of Serbia for the period 2024-2030) prepared and submitted for adoption	0 (2023)	1 (2027)			Official Government of the Republic of Serbia webpage



		8.1.2 Number of action plans adopted.	0 (2023)	1 (2027)		Official Government of the Republic of Serbia webpage
		8.1.3: Agreement on Conformity prepared	0 (2023)	1 (2027)		Official Government of the Republic of Serbia webpage
	OP 8.2: Capacity and skills of Institutional bodies regarding the negotiation process in Chapter 1 enhanced	8.2.1. Number of relevant staff who were trained by the project and reported increased knowledge on product quality and safety rules and procedures	0 (2023)	TBD		Self-assessment pre and post training questionnaires
		8.2.2. Number of technical legislation relevant to Chapter 1 drafted	0 (2023)	TBD		Project technical reports
		8.2.3 Number of products checked in quality and safety	0 (2023)	TBD		Project technical reports
	OP 8.3: Access and use of digital tools for public administration improved	8.3.1. Number of digital tools and platforms supported	0 (2023)	1 (Product-info portal) (2027)		Progress and final reports

\*Baseline and target will be defined during the inception phase

### Activity Matrix

ACTIVITIES		Means & Costs	
KAI 1 E-COMMERCE	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		
	Result 1: E-retailers supported to improve their position in the Serbian market		
	Activity 1.1	Update and dissemination of ecommerce guide for businesses	TBD
	Activity 1.2	Supporting/incentivizing ecommerce aggregators (ecommerce platforms, banks, etc.) to support setting up or development of web shops SMEs	TBD

	Activity 1.3	Implementation of digital skills programmes for SMEs, with a focus on development of entrepreneurial, digital skills and ecommerce	TBD
	Activity 1.4	Organizing/supporting practical trainings for SMEs to enter ecommerce	TBD
	Activity 1.5	Feasibility study for establishment of call centre in support of e-retailers	TBD
	Activity 1.6	Analysis and proposal for implementation of EU directives DSA and DMA.	TBD
	Activity 1.7	Supporting development of e-retail by traditional local and regional offline retailers in Serbia: multi-channel approach.	TBD
	Result 2: Developed and improved logistics for e-commerce		
	Activity 2.1	Training courier services and their employees in legal and cross-border issues.	TBD
	Result 3: Enhanced co-operation between key stakeholders – government institutions, businesses, and academia – to improve e-commerce		
	Activity 3.1	Building communities of practice between e-traders and academia	TBD
	Result 4: Strengthened capacity of Institutions in charge for policy, regulation, and oversight in e-commerce		
Activity 4.1	Strengthening capacities of Institutions (strengthening skills of employees in the institutions in charge of e-commerce – workshops, on the job trainings, exchange of experiences and best practices, study visits etc.)	TBD	

	Activity 4.2	Strengthening capacities of inspections in charge of e-commerce through workshops, study visits, improving market surveillance procedures, including combating the grey economy on the internet etc.)	TBD
	Result 5: Conducted regular (biannual) assessments of ecommerce market in Serbia		
	Activity 5.1	The Survey on e-consumer incentives and barriers to uptake in Serbia	TBD
	Activity 5.2	The Survey on MSME e-Commerce in Serbia	TBD
	Activity 5.3	Mapping the existing and potential e-commerce market	TBD
	<b>COMPONENT 3: AWARENESS RAISING</b>		
	Result 6: Strengthened consumers' trust in e-commerce		
	Activity 6.1	Measurement and development of digital skills for online shopping amongst citizens	TBD
	Activity 6.2	Further improvement of the <a href="#">MTTT e-commerce information platform</a>	TBD
	Activity 6.3	Media campaign to promote e-commerce.	TBD
	Activity 6.4	Dissemination of buyer's guide to e-commerce (Possibly with eLearning course - either self-paced or delivered through e.g., public libraries or other wide-spread institutions)	TBD
	Activity 6.5	Promotion of "Trust marks"	TBD

	Activity 6.6	Establishing online dispute resolution platform (synergy with KAI Consumer Protection)	TBD
	<b>COMPONENT 4: DIGITALIZATION</b>		
	Result 7: Promoted electronic payment		
	Activity 7.1	Promotion of payment by cashless methods (payment cards, IPS system, e-banking, etc.) Connected to the security of payments, to address the low awareness of cashless payment methods and to lower the high pressure on postal financial services	TBD
	Activity 7.2	Promotion of electronic bill payment (payment of utility bills, e-Government services, etc.) as most of the bills are still paid at the postal offices.	TBD
Activity 7.3	Educating merchants and consumers on benefits of safe usage of online payment methods	TBD	
<b>KAI 2 MARKET SURVEILLANCE</b>	<b>COMPONENT 1: LEGISLATION</b>		
	Result 1: Strategic and Horizontal legal framework of Market Surveillances is in line with Regulation (EU) 2019/1020		
	<b>Activity 1.1</b>	Market Surveillance Strategy Analyzed and completed in accordance with the findings and suggestions and Draft of the National Strategy of Market Surveillance prepared.	TBD
	Activity 1.2	Horizontal Market Surveillance legal framework Analyzed in the context of harmonized Serbian Law on Market Surveillance with Regulation (EU) 2019/1020	TBD

	Activity 1.3	Table of Concordance of the Market Surveillance Law with Regulation (EU) 2019/1020 prepared	TBD
	Activity 1.4	Developing a flexible framework and support market surveillance activities focused on sampling and testing of the goods based on the market needs and priorities.	TBD
	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		
	Result 2: Market Surveillance Authorities in Serbia effectiveness in on-line and off-line activities improved		
	Activity 2.1	Analyses of all mechanisms/tools/powers available to all market surveillance authorities in Serbia in charge of product compliance and product safety	TBD
	<b>Activity 2.2</b>	Market Surveillance inspectors and Customs Officers trained in order to improve their skills for implementation market surveillance activities in accordance with new MS roles and EU best practices	TBD
	<b>Activity 2.3</b>	Provision of the Administrative, material and technical capacities of the MUST-Market Inspection Sector	TBD
	<b>Activity 2.4</b>	Organization of Study Visits	TBD
	Result 3: MUST - Market Inspection Sector prioritized their Market Surveillance Activities based on samplings and laboratory testing non-food product to improve product safety		
	Activity 3.1	Roundtables organized.	TBD
	<b>Activity 3.2</b>	MUST-Market Inspection Sector supported by the EU expertise realized training in the real work environment and the laboratory.	TBD
	<b>Activity 3.3</b>	Handbooks and guidelines prepared.	TBD
	<b>COMPONENT 4: DIGITALIZATION</b>		
	Result 4: Cooperation between different Market Surveillance Authorities improved		

	Activity 4.1	Single Liaison Office establishment.	TBD
	Activity 4.2	Market Surveillance Authorities have the access to RAPEX / ICSMS.	TBD
<b>KAI 3 IPR</b>	<b>COMPONENT 1: LEGISLATION</b>		
	Result 1: Improved legislation framework for efficient administrative protection and enforcement of IPR		
	<b>Activity 1.1</b>	Analysis of the Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC and Directive (EU) 2019/789 of the European Parliament and of the Council of 17 April 2019 laying down rules on the exercise of copyright and related rights applicable to certain online transmissions of broadcasting organizations and retransmissions of television and radio programs, and amending Council Directive 93/83/EEC. Recommendations based on analysis for amendments of the Serbian Law on Copyright and Related Rights. To be done by be done by expert/s for this field from EU and/or EU member states, that have experience in their own countries on how to deal with the consequences of the adoption of the directives and the social debate that creates.	TBD
	<b>Activity 1.2</b>	Drafting the amendments of the Serbian Law on Copyright and Related Rights based on recommendations and analysis from above mentioned EU directives, to be done by Serbian legal expert, taking into consideration IPR EU Regulation 608/2013.	TBD
	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		
	Result 2: Administrative capacities of the working groups of the Coordination Body and enforcement institutions improved		
	<b>Activity 2.1</b>	Trainings and study visits regarding the new trends in IPR infringement, e-commerce, online trade, etc.	TBD
	<b>Activity 2.2</b>	Organizing the meetings with similar institutions from abroad on identifying IPR infringement trends and other significant issues.	TBD
	<b>Activity 2.3</b>	Providing the recommendations for further improvement of the work of the Coordination Body and its working groups. Possibly enlargement of Coordination body with the new members, e.g., from Ministry of Justice.	TBD
	Result 3: Capacities of courts improved		

	<b>Activity 3.1</b>	The analyses of the main issues occurring in the court IPR related cases and identification of main challenges	TBD
	<b>Activity 3.2</b>	Preparing the casebook (guide) with the most significant IP cases of the European Court of Justice	TBD
	<b>Activity 3.3</b>	Organization of the round tables and workshops for judges and other stakeholders.	TBD
	<b>Activity 3.4</b>	Study visits for judges.	TBD
	<b>Result 4: Capacity building in the field of IPR Enforcement</b>		
	<b>Activity 4.1</b>	IPR enforces from judicial and administrative bodies trained based on case law	TBD
	<b>Activity 4.2</b>	IPR enforcers trained on identifying IPR infringement in on-line trade and all forms of distant trade.	TBD
	<b>Activity 4.3</b>	TNA regarding implementation the Law on Trade Secret	TBD
	<b>Activity 4.4</b>	Enforcers and stakeholders trained based on operation practices in implementation Law on Trade Secret	TBD
	<b>Result 5: Supported the cooperation between IPR Enforcement bodies and IPR Holders</b>		
	<b>Activity 5.1</b>	Analysis of the effectiveness of the current level of cooperation between IPR Enforcement bodies and IPR Stakeholders through roundtable with all relevant representatives and prepare conclusions/suggestions.	TBD
	<b>Activity 5.2</b>	Workshops for economic entities how to use new mechanism-on-line application for action in the administrative procedure in case when IPR violation suspected.	TBD
	<b>COMPONENT 3: AWARENESS RAISING</b>		
	Result 6: Public awareness regarding protection and enforcement of intellectual property rights improved		
	<b>Activity 6.1</b>	Organizing raising awareness campaigns and annual conferences on IPR with the most actual topics from the field of IPR and IPR enforcement, and different IPR EU Regulations such as 608/2013	TBD

	<b>Activity 6.2</b>	Promotion of the web site of the Coordination Body	TBD
	<b>COMPONENT 4: DIGITALIZATION</b>		
	Result 7: IT infrastructure supporting the information exchange platform improved		
	<b>Activity 7.1:</b>	Providing further analysis, development and improvement of IP Platform after the testing phase and inclusion of other IP enforcement institutions in use of IP Platform IP Stat for exchanging the information between relevant enforcement institutions. Providing IT support to the IPO for the maintenance of the Platform.	TBD
	<b>Activity 7.2:</b>	Technical support to enforcement authorities for the adequate use, data entry and functioning of the Platform, including the training of staff.	TBD
	<b>Activity 7.3:</b>	Further improvement of the web site of the Coordination Body.	TBD
	<b>Activity 7.4:</b>	Further implementation of the web site www.ipr-enforcement and support MUST for update the content in accordance to the organizational changes	TBD
<b>KAI 4 STATE AID</b>	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		
	Result 1: Fully harmonized rules with the EU acquis		
	<b>Activity 1.1</b>	Training and on the job support of employees for application of the rules prescribed by the accompanying acts which are in progress/ currently in the process of adoption.	TBD
	<b>Activity 1.2</b>	Alignment of schemes with EU acquis; Review the existing list of State aid schemes and analysing the specific state aid schemes to define the action plan on how to align these schemes.	TBD
	<b>Activity 1.3</b>	Workshops (learning sessions)	TBD
	<b>Activity 1.4</b>	Further alignment with EU acquis and assistance in special cases - Support in solving demanding cases/examples of practice.	TBD
	<b>Result 2: Strong and efficient body in the field of state aid control</b>		



	Activity 2.1	Training and on the job support for already engaged staff and newcomers in CSAC regarding further harmonization with the EU acquis, changes in the field of state aid, and implementation of domestic legislation	TBD
	Activity 2.2	Trainings of employees	TBD
	Activity 2.3	Advisory support, monitoring	TBD
	Activity 2.4.	Strengthening the capacities of aid grantors through trainings and technical support	TBD
	Activity 2.5	Trainings, coaching and study tours (in the state aid authorities in member states); ensure participation of beneficiary representatives in relevant conferences and seminars at European level.	TBD
	Activity 2.6	Monitoring of implemented knowledge.	TBD
	<b>COMPONENT 3: AWARENESS RAISING</b>		
	<b>Result 3: Raised awareness of state aid among grantors and beneficiaries</b>		
	Activity 3.1	Training employees on how to raise awareness among, companies and SOEs.	TBD
	Activity 3.2	Info-sessions, regional conferences, and trainings.	TBD
Activity 3.3	Providing analysis and promoting a methodology to raise awareness of state aid control.	TBD	
<b>COMPONENT 4: DIGITALIZATION</b>			
Result 4: Technical support to the CSAC for enforcing state aid rules and enabling their independent functioning			
Activity 4.1	Maintenance of the E-register and developing or purchase of the DMS system.	TBD	
Activity 4.2	Technical equipment for the Commission for State Aid Control	TBD	
<b>KAI 5 POINT OF SINGLE CONTACT</b>	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		

<b>Result 1: Administrative and institutional capacities of Service sector enhanced through establishment of PSC unit and provision of trainings</b>		
<b>Activity 1.1.</b>	Identifying the services covered by the Services Directive	TBD
<b>Activity 1.2.</b>	Analysis of the three best PSCs in Member States	TBD
<b>Activity 1.3.</b>	Strengthening capacities of institutions (strengthening skills of employees in charge service – workshops, exchange of experiences and best practices, study visits, roundtables, etc)	TBD
<b>Activity 1.4.</b>	Preparing Draft by law which describe establishment and functioning of the PSC	TBD
Activity 1.5	Preparation and printing of a handbook on the Services Directive	TBD
<b>COMPONENT 3: AWARENESS RAISING</b>		
<b>Result 2: Public awareness regarding improvement of business environment enhanced</b>		
Activity 2.1	Developing of Project communication plan.	TBD
Activity 2.2	Developing the project's branding/logo and relevant brand identity materials as well as printing promotional items	TBD
Activity 2.3:	Organization of presentations, workshops, and roundtables for businesses (especially for SME), organization of two conferences	TBD
Activity 2.4	Preparation and publishing of the brochure for service providers on use and advantages of use of PSC portal	TBD
<b>COMPONENT 4: DIGITALIZATION</b>		
<b>Result 3: Administrative procedures and requirements reviewed, categorized and mapped</b>		
Activity 3.1	Review of Inventory of all administrative procedure and requirements for providing services (already prepared in collaboration with PPS)	TBD

	Activity 3.2	Series of meetings with goal of preparation of the content for individual service activities	TBD
	Activity 3.3	Administrative procedure and requirements mapped and categorized according to phase of business cycle of the company.	TBD
	<b>Activity 3.4</b>	Proposal additional useful information for service provider which must be part of PSC	TBD
	Result 4: User friendly presentation model and visual identity for PSC portal prepared		
	Activity 4.1	Analysis of enlisted and mapped procedures and requirements and proposal of at least 3 user optimized presentation models (Content should be bilingual – in Serbian and English)	TBD
	Activity 4.2	Organization of the round table for selection of presentation model	TBD
	Activity 4.3	Presentation of selected presentation model and visual identity for PSC portal model	TBD
	Result 5: Technical setting-up of the PSC portal and the Registry of administrative procedures and requirements		
	Activity 5.1	Analysis of the existing environment, services and procedures	TBD
	Activity 5.2	Design of the architecture for new IT system, support of the development of the IT system (the design must include an analysis of the existing situation and linking to existing registers and portals)	TBD
	<b>KAI 6 CONSUMER PROTECTION</b>	<b>COMPONENT 1: LEGISLATION</b>	
<b>Result 1: Legislation and policy of consumer protection enhanced</b>			
Activity 1.1.		Gap analysis of national legislation and Acquis Communautaire, taking into account previous partial gap analysis such as the one carried out in the IPA 2018 TW Project.	TBD
Activity 1.2.		At least 1 amending law in the area of consumer protection in line with newly developed Acquis in this field developed.	TBD
Activity 1.3.		Strategy on consumer protection 2025-2030 with Action plan developed and adopted by Beneficiary.	TBD
<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>			

<b>Result 2: Civil servants in charge of consumer protection, representatives of consumer protection organizations and market regulators trained on procedures and obligations in line with best EU practices</b>		
Activity 2.1.	Conducting study visits related to new legislation, such as New Deal for Consumers, i.e., models of implementation by different Member States, (5 days each, up to 10 participants/SV)	TBD
Activity 2.2.	Assistance in conducting networking of consumer organizations.	TBD
Activity 2.3.	Conducting trainings/workshops for consumer organizations regarding their specialization in specific field	TBD
<b>Result 3: Local self-government more involved in the consumer protection system</b>		
Activity 3.1.	Assisting in implementation of the model of partnership of the relevant Ministry, local self-government units and NGOs	TBD
Activity 3.2.	Conducting trainings for representatives of local self-government units which are not covered by previous technical assistance project	TBD
Activity 3.3.	Preparing and disseminating educative materials for local self-governments regarding their role in consumer protection	TBD
<b>COMPONENT 3: AWARENESS RAISING</b>		
<b>Result 4: Raised awareness of public on consumer protection issues (focus on young/vulnerable consumers)</b>		
Activity 4.1.	Preparing and campaign for consumers, with focus on vulnerable consumers.	TBD
Activity 4.2.	Conducting campaign for consumers, with focus on vulnerable consumers.	TBD
Activity 4.3.	Preparing and conducting campaign for protection of consumers in online transactions	TBD
<b>COMPONENT 4: DIGITALIZATION</b>		
<b>Result 5: ADR bodies trained on procedures and obligations in line with new regulation regulating the system for out-of-court resolution of disputes in cross-border transactions</b>		
Activity 5.1.	Preparing feasibility study examining the legal and organisational conditions of functioning of ODR in Serbia	TBD

	Activity 5.2.	Drafting training needs assessment targeting stakeholders for trainings/workshops on ODR	TBD
	Activity 5.3.	Conducting trainings/workshops on ODR	TBD
	Activity 5.4.	Putting Intranet to life through training relevant institutions' representatives for usage of the platform	TBD
	Activity 5.5.	IT Development necessary to support transition to full ODR.	TBD
	Result 6: Procurement of the software/services necessary for the functioning of the consumer protection electronic systems (to be confirmed in the Inception Phase)		
	Activity 6.1.	Procurement of the Microsoft SQL Server 2019/2022 license to support the databases of the National Consumer Complaints Register, ADR Platform, main web site of the MUST for consumer protection (zastitapotrosaca.gov.rs) and future eLearning platform.	TBD
	Activity 6.2.	Procurement of the licenses for the Intranet for internal and external users of the solution	TBD
	Activity 6.3.	Procurement and implementation of the solution for virtualization of the services of the consumer protection organization through shared telephone line and call routing (virtual call centre) with the subsequent implementation of the virtual structure.	TBD
<b>KAI COMPETITION</b>	<b>7</b>	<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>	
		<b>Result 1: Strengthened capacities of CPC staff</b>	
	<b>Activity 1.1</b>	Organization of short-term study visits for the CPC staff to various instances of EU courts and developed competition authorities.	TBD
	<b>Activity 1.2</b>	Organization of internships for the CPC staff with the relevant Directorates of the European Commission in Brussels and developed competition authorities.	TBD
	<b>Activity 1.3</b>	Organization of a study visit or secondment of a senior competition expert from a developed EU competition authority to the CPC.	TBD
	<b>Activity 1.4</b>	Preparation and printing of a handbook and brochures	TBD
	<b>Activity 1.5</b>	Preparation of multimedia materials	TBD

	<b>Activity 1.6</b>	Organization of presentations, workshops, and roundtables	TBD
	<b>Activity 1.7</b>	Training of the CPC case handlers in the field of application of jurisprudence and EU competition rules as currently applicable and in the process of adoption, which imply harmonization with acquis in the field of antitrust and mergers.	TBD
	<b>Activity 1.8.</b>	Secure the latest digital forensics equipment (software and hardware) used for carrying out dawn raids and processing collected digital evidence, and provide specialized training for the CPC staff.	TBD
	<b>Result 2: Increased capacities of public institutions regarding competition</b>		
	<b>Activity 2.1</b>	Training Needs Analysis and preparation of training programme	TBD
	<b>Activity 2.2.</b>	Implementation of training programme for relevant institutions	TBD
	<b>Activity 2.3</b>	Preparation and printing of a handbook and brochures	TBD
	<b>Activity 2.4</b>	Preparation of multimedia materials	TBD
	<b>Activity 2.5</b>	Organization of presentations, workshops, and roundtables	TBD
	<b>Activity 2.6</b>	Raising awareness among public officials who are engaged in drafting laws and regulations (conferences, team buildings, etc.)	TBD
<b>KAI 8 QUALITY INFRASTRUCTURE STRATEGIC FRAMEWORK</b>	<b>COMPONENT 1: LEGISLATION</b>		
	<b>Result 1: Improvement of the Strategic Framework of Quality Infrastructure (Draft and development of a Quality Infrastructure Strategy (QI) of the Republic of Serbia for the period 2024-2030)</b>		
	<b>Activity 1.1.</b>	Drafting the Quality Infrastructure Strategy with preparatory activities (relevant analysis, research workshops, roundtables, study visits, comparisons with relevant institutions in the EU and involvement of study experts in the field of free movement of goods)	TBD
	<b>Activity 1.2.</b>	Preparation of the first action plan and commencement of its implementation.	TBD

<b>Result 2: Preparation of the Agreement on Conformity Assessment and Acceptance of Industrial Products between the Republic of Serbia and the EU supported</b>		
<b>Activity 2.1</b>	Preparation of an analysis on Quality Infrastructure System in Serbia including technical legislation, institutional structure and capacity, designated bodies and market surveillance, with emphasis on its compliance with EU acquis in the field of free movement of goods (Chapter 1 negotiation field).	TBD
<b>Activity 2.2.</b>	Analysis of the structure of Serbian market relevant for Chapter 1, including data for production, import and export of selected product groups in Serbia (such as electrical and electronic products, machinery).	TBD
<b>COMPONENT 2: IMPROVING ADMINISTRATIVE AND TECHNICAL CAPACITY</b>		
<b>Result 3: Negotiation process in Chapter 1 supported</b>		
<b>Activity 3.1</b>	Capacity building for relevant ministries, institutions and conformity assessment bodies (CABs) to fully implement the Action plans.	TBD
<b>Activity 3.2</b>	Assessment of budget necessary for the implementation of the plans	TBD
<b>Activity 3.3.</b>	Support in drafting of technical legislation relevant to Chapter	TBD
<b>Activity 3.4.</b>	Organizing roundtables and seminars for the industry and administration	TBD
<b>Activity 3.5.</b>	Organizing study visit to relevant institutions in EU countries in order to gain relevant knowledge and exchange experience	TBD
<b>Activity 3.6.</b>	Support in preparation of negotiation position for Chapter 1	TBD
<b>Activity 3.7.</b>	Exchange of experience in Non-Harmonized area, obtain relevant EU countries experiences related to non-harmonized area (types of products/areas, how they were arranged, conformity assessment procedures, procedures for registering in the TRIS database, operation of Products Contact Points,...)	TBD
<b>Activity 3.8.</b>	Check quality and safety of products as for example toys, fuels, oil in Laboratories (for the purpose of performing conformity assessment and market surveillance activities)	TBD
<b>COMPONENT 4: DIGITALIZATION</b>		
<b>Result 4: Development of unique digital services related to the application of technical regulations</b>		

	<b>Activity 4.1.</b> Procurement of needed hardware and/or software for the implementation of the Product-info portal and improvement of the databases and information systems in all key Quality Infrastructure institutions - data flows	TBD
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\*Means and costs will be defined during the inception phase, as well as the validation of the final activities.



## Annex A2. Public institutions

UE
<p><b>EUROPEAN CONSUMER CENTRES NETWORK - ECC NET</b></p> <p>The European Consumer Centres Network offers EU residents and citizens advice on their consumer rights and legal protections when shopping and travelling in another European Union Member State, Norway or Iceland</p>
SPAIN
<p><b>NETWORK OF SPANISH ECONOMIC AND COMMERCIAL OFFICES ABROAD (IN THE FIELD THE MINISTRY OF INDUSTRY, TRADE AND TOURISM)</b></p> <p>The network supports the internationalization of companies and entrepreneurs through the implementation of the state's foreign trade advisory and promotion policy and the promotion of investments by Spanish companies. The Territorial Network also carries out inspection, commercial quality and safety control of certain agri-food and industrial products subject to foreign trade.</p> <p><b>MINISTRY OF EMPLOYMENT AND SOCIAL SECURITY</b></p> <p>The Ministry of Labor and Social Economy is the Department in charge of proposing and executing the Government's policy on employment, labour relations, social economy and corporate social responsibility.</p> <p><b>MINISTRY FOR ECOLOGICAL TRANSITION, AND THE DEMOGRAPHIC CHALLENGE</b></p> <p>Deals with the proposal and execution of the Government's policy on the fight against climate change, pollution prevention, protection of natural heritage, biodiversity, forests, the sea, water and energy for the transition to a greener productive and social model; The drafting of state legislation on water and coasts, climate change, biodiversity protection, environment, forestry, meteorology and climatology; The direct management of the hydraulic public domain of the intercommunity basins, of the maritime-terrestrial public domain; The elaboration of the state legislation on energy, the development of the national energy policy, together with the measures destined to assure the energy supply and the elaboration and development of the Government's strategy and policy to face the demographic challenge, as well as the proposal and execution of the policy to fight against depopulation.</p> <p><b>MINISTRY OF AGRICULTURE, FISHERIES AND FOOD</b></p> <p>The competences of the Ministry of Agriculture, Fishing and Food include the elaboration of the state legislation in the agricultural, fishing and food matters; the proposal and execution of the general guidelines of the Government on the agricultural, fishing and food policy; the representation of the State in the international organizations corresponding to these matters, without prejudice to the competences of the Ministry of Foreign Affairs, European Union and Cooperation; as well as the coordination of actions, cooperation and agreements in the design and application of all the policies that affect the scope of competences of the Autonomous Communities and the other public administrations, promoting their participation through the appropriate cooperation bodies and instruments.</p> <p><b>MINISTRY OF HEALTH</b></p> <p>The Ministry of Health is responsible for proposing and executing the Government's policy on health, planning and healthcare, as well as ensure citizens' rights to health protection.</p> <p><b>MINISTRY OF FINANCE AND PUBLIC ADMINISTRATION</b></p>

The Ministry of Finance and Public Administration is the department in charge of proposing and executing the Government's policy on public finance, budgets, expenditure, and public companies. This Ministry is also responsible for the application and management of the regional and local financing systems and the provision of information on the economic and financial activity of the different public administrations, as well as the strategy, coordination, and regulations on public procurement. Likewise, the Ministry of Finance and Public Administration is responsible for proposing and executing the Government's policy on public administration and public governance.

#### **MINISTRY OF INDUSTRY, TRADE AND TOURISM**

The Ministry of Industry, Trade and Tourism executes Government's policy on industry, trade and tourism, which covers, among other aspects, industrial development and the development of small and medium-sized enterprises, the promotion and defense of industrial property, the internationalization commercial policy and foreign investments and transactions, as well as the tourism policy. Likewise, this Department is responsible for the promotion of cooperation actions and, in coordination with the Ministry of Foreign Affairs, European Union and Cooperation, for international relations in such matters.

#### **MINISTRY OF ECONOMIC AFFAIRS AND DIGITAL TRANSFORMATION**

The Ministry is in charge of the proposal, coordination and execution of the Government's policy on economic matters, business support and reforms to improve potential growth and the necessary dialogue on these matters with the European Union and other International Economic and Financial Organizations, as well as telecommunications policy and digital transformation, in particular promoting the digitalization of Public Administrations. It is also responsible for establishing the provisions and guidelines necessary for its operation, as well as the rest of the competencies and powers conferred by the legal system.

The Ministry of Economic Affairs and Digital Transformation is responsible for chairing the Government's Delegate Commission for Economic Affairs (CDGAE), the Government's collegiate body in charge of ensuring full coordination and consistency of the policies of the various ministerial departments with the criteria of economic policy.

#### **NATIONAL INSTITUTE OF PUBLIC ADMINISTRATION (INAP)**

The National Institute of Public Administration (INAP) of Spain is an autonomous body attached to the Ministry of Finance and Public Function. It is responsible for developing and executing selection and training policies for public employees, promoting and carrying out studies, publications and research on matters related to the Public Administration and maintaining cooperative and collaborative relations with other national and international public administrations and public employee training centres.

#### **NATIONAL MARKETS AND COMPETITION COMMISSION (CNMC)**

The National Markets and Competition Commission (CNMC) is the body that promotes and preserves the proper functioning of all markets in the interest of consumers and businesses. It is a public body with its own legal personality. It is independent from the Government and subject to parliamentary oversight. The CNMC supervises, analyses and regulates effective competition in a wide range of areas and markets including the audio-visual communication market, the energetic sector, the postal sector, the telecommunications market, the transport sector, and the advocacy for competition and market unity. Its functions include the application of Spanish and EU antitrust laws and regulations, competition promotion, market unity, resolution of conflicts between economic operators, supervision, and control of all economic sectors.

#### **SPANISH PATENT AND TRADEMARK OFFICE**

The Spanish Patent and Trademark Office (STPO) is an autonomous body that forms part of the General Administration of the State attached to the Ministry of Industry, Trade and Tourism and which promotes and supports technological and economic development. It provides legal protection to all types of industrial property by awarding patents and utility models (inventions); industrial designs; trademarks and trade names (distinctive signs) and rights protecting topographies of semiconductor products. It also disseminates information on the various ways in which industrial property can be protected. The STPO has a dual function: to award industrial property rights following due examination of applications; and, to provide technological services based on information overseas about the various types of industrial property rights awarded by the STPO and other services overseas.

### **SPANISH INSTITUTE FOR FOREIGN TRADE (ICEX)**

ICEX España Exportación e Inversiones is a public business entity whose main purpose is to promote the internationalisation of the Spanish economy and Spanish companies and to improve their competitiveness, as well as to attract and promote foreign investment in Spain. ICEX works closely with the main business organisations, Chambers of Commerce and sectoral groups that make up the Spanish business fabric, to identify the internationalisation needs of Spanish SMEs and develop strategies that enable their consolidation in international markets.

### **SPANISH AGENCY FOR FOOD SAFETY AND NUTRITION (AESAN)**

The Spanish Agency for Food Safety and Nutrition (AESAN) integrates and carries out, within the framework of the General State Administration, the functions related to food safety and healthy nutrition. It is an Autonomous Body, attached organically to the Ministry of Consumer Affairs, through the General Secretariat for Consumer Affairs and Gambling, and functionally to the Ministry of Consumer Affairs, the Ministry of Health and the Ministry of Agriculture, Fisheries and Food. Its main goals are to encourage and promote the collaboration and coordination of the Public Administrations competent in matters of food safety and nutrition, with particular attention to its responsibility to liaise with the European Food Safety Authority and other international institutions in these fields; to plan, coordinate and develop strategies and actions that promote information, education and health promotion in the field of nutrition and, in particular, the prevention of obesity; to promote collaboration between public administrations and the different sectors concerned, including consumer and user associations; and, to act as a national reference centre for food risk assessment, management and communication, especially in crisis or emergency situations.

### **CONSUMER ARBITRATION BOARDS**

The Consumer Arbitration System is the instrument that the Spanish Public Administrations make available to citizens to efficiently resolve conflicts and complaints that arise in consumer relations. The Consumer Arbitration system belongs to the Ministry of Consumer Affairs and is defined as an out-of-court dispute resolution system between consumers, users and entrepreneurs or professionals through which, without special formalities and being binding and enforceable for both parties, consumer and user complaints are resolved, provided that the dispute does not involve intoxication, injury or death or there are reasonable indications of a criminal offence. The Consumer Arbitration System is composed by Consumer Arbitration Boards at the national, regional, provincial and municipal levels of the Spanish Public Administration.

### **SPANISH DATA PROTECTION AGENCY (AEPD)**

The Spanish Data Protection Agency (AEPD) is the independent state supervisory authority responsible for ensuring compliance with data protection regulations. It guarantees and protects the fundamental right of citizens to the protection of their personal data. The Agency is a Public Law Entity, with its own legal personality and full public and private capacity, which acts with full independence from the Public Administrations in the exercise of its functions. It is related to the Government through the Ministry of Justice.

### **SPANISH CHAMBER OF COMMERCE**

The Spanish Chamber of Commerce is a public law corporation made up of the most representative entities of the economic and business life of the country. It is responsible for the defence of the general interests of commerce, industry, services and shipping; the national and international representation of the chambers and the coordination of the network; the provision of services to companies engaged in any of these activities; for supporting, in particular, to SMEs to boost their internationalisation and competitiveness; providing advice to the Government, as a consultative body of the Administration; and for mediation and commercial arbitration at the national and international levels.

### **DG AGENDA 2030 AND CONSUMER, SUSTAINABLE DEVELOPMENT DEPARTMENT. CASTILLA LA MANCHA**

The Sustainable Development department is the body of the Regional Administration of Castilla-La Mancha in charge of proposing and executing the guidelines of the Governing Council on environmental, forestry, industrial, energy, mining resources, circular economy, Agenda 2030, consumption, and territorial cohesion policies.

### **MINISTRY OF FOREIGN AFFAIRS, EUROPEAN UNION AND COOPERATION**

The Ministry for Foreign Affairs, European Union and Cooperation in accordance with the Government's guidelines and in application of the principle of unity of action abroad, is responsible for planning, directing, executing and evaluating the State's foreign policy and the policy of international cooperation for sustainable development, with special attention to those related to the European Union and Latin America. It is also responsible for the coordination and supervision of all the actions carried out in these areas by the other Departments and Public Administrations, in execution of their respective competences. It is also responsible for promoting international economic, cultural and scientific relations; participating, within its own sphere of action, in the proposal and application of migration and immigration policies; promoting cross-border and inter-territorial cooperation; protecting Spaniards abroad; and preparing, negotiating and processing international treaties to which Spain is a party.

### **AICS**

#### **ITALIAN CUSTOMS AND MONOPOLIES AGENCY (ADM/ICMA):**

The Italian Customs and Monopolies Agency (ICMA) performs, as customs authority, all functions and duties entrusted to it under the domestic and EU legislation in matters of administration, collection of customs duties, internal taxation in the international trade, VAT in the intra-EU movement of goods, excise duties on production and consumption, to protect the national and EU budget. In addition, the Agency acts against non-fiscal offenses and works in close connection with the European Union bodies in the framework of the harmonization and development of customs processes.

The agency also deals with consumer protection which is one of the most important tasks performed by the Agency. ICMA guarantees a set of activities aimed at ensuring that all goods available to Italian and European consumers are safe and in compliance with relevant regulations and laws. This protection is achieved through a series of controls performed at the borders whenever a product is imported in the Country as well as an overall supervision on the national production of the goods and materials that fall under the Agency's tasks.

The Agency participates in technical Committees and Working Groups held at the European Commission, EU Council, World Customs Organization and World Trade Organization, contributing to drafting rules and implementing provisions in customs and fiscal matters. The ICMA substantially contributed to prepare and draft the new Union Customs Code (Reg.952/2013).

