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SERBIA



JOINT SDG FUND

## Digital Service Design Hub: Clicking Together with Citizens

### Investments

**TOTAL BUDGET**  **\$3.235 M**

**FINANCIAL LEVERAGE**  **\$10 M**

### Reach

- **2.45 million people**, about **37% of Serbia's population**, will have improved public service delivery and access.
- **60% of the population** will report being satisfied with the efficiency of administrative procedures in public institutions.
- **At least 2 reusable digital public goods** like the Service Design Manual and Design System will be developed, to institutionalize the people-centric principles.
- **3 digital public services** will be developed in a people-centric process, improving overall citizen satisfaction, service delivery, and accessibility for the vulnerable groups.
- People-centric public service design principles will be **enshrined in national legislation**.

### Partners



### Introduction

The Joint SDG Fund's investment in Serbia seeks to expand digital service accessibility and will prioritize inclusivity by considering vulnerable populations such as, women, ethnic minorities, people with disabilities in vulnerable communities. The primary goal is to support the government in an innovative approach to digital service development through a fundamental shift towards people-centered public services, which will overhaul access, quality and effectiveness, while addressing exclusion and discrimination, increasing outreach to a wider population and design of future-proof public services.

### Country Context

The Government of Serbia has made comprehensive digital transformation of public administration, economy, and society a top policy objective since 2017. To date, it has made significant progress, particularly in digitizing public administration, including common software platforms and developed components. Many citizen-facing services were migrated to a digital modality however, the traditional approach to developing digital public services often covers only a part of an administrative procedure, forcing citizens to circle between physical counters and other digital services. When it comes to the citizen-centricity of digital public services – an indicator that citizens' are considered in the public service design – the European Union (EU) eGovernment Benchmark 2023 places Serbia in the lowest decile among EU Member States and selected accession countries.

In addition, ensuring a user-centric approach across administration, and clearly assigning ownership for this metric, is the best short-term policy recommendation on public service delivery from the Organisation for Economic Co-operation and Development/EU recommendation.



## Expected Key Results:

- Digital services bring tangible benefits to all citizens, including vulnerable groups.
- Developed core government capabilities for people-centric public service design.
- Established a clear institutional mandate for involving citizens in the digital transformation of government services.

The Pathway to Impact is built on the foundation that people-centric service delivery and service design are most successful in gaining better adoption and usage of public services, as well as in continuously improving service delivery, especially to the most marginalized populations. Better accessibility of digital services results in faster inclusion of under served and vulnerable groups in service delivery.

The joint programme will systematically and horizontally promote public service design in line with core United Nations values, focusing on human rights, inclusion, gender equality, accessibility, and the principle of leaving no one behind. It will contribute to enhancing citizen satisfaction, promoting a culture of citizen engagement within the public administration, and fostering trust in public institutions. The joint programme will achieve this through a two-pronged strategy:

- I. **The first stream will redesign a set of digital public services to improve outcomes for users and non-users alike**, gain deeper insights into access barriers, and demonstrate the tangible benefits and value of involving citizens in service design.
  - Strive for a understanding of citizens' needs and expectations at every stage of the service lifecycle, based on a human rights and gender responsive approach.
  - Focus on rural citizens to foster more inclusive and efficient food systems by identifying gaps and inefficiencies that hinder rural service accessibility and effectiveness.
  - Government partners will build the capacity to co-design rural services.
- II. **The second stream will build core Government capabilities and ensure the long-term sustainability of this new approach**, making people-centricity a standard in public service design and delivery. This will include:
  - The establishment of a continuous education programmes for civil servants invite leading experts in people-centric service design from a variety of fields (IT, banking, academia, human rights, and other organizations) to impart knowledge and experience.
  - International expert exchanges, study visits, attendance at relevant international conferences, and access to the existing International Telecommunication Union's GovStack programme (a set of digital building blocks for citizen-oriented use cases in administration, health care, agriculture, education, and more, that can be stacked together to easily build tailored, standardized solutions, and services.).

## UN Joint SDG Fund

All joint programmes of the Joint SDG Fund are led by UN Resident Coordinators and implemented by the agencies, funds and programmes of the United Nations development system. With sincere appreciation for the contributions from the European Union and Governments of Belgium, Denmark, Germany, Ireland, Italy, Luxembourg, Monaco, The Netherlands, Norway, Poland, Portugal, Republic of Korea, Saudi Arabia, Spain, Sweden, Switzerland and our private sector funding partners, for a transformative movement towards achieving the SDGs by 2030.

