

# Serbia Post-2015 National Consultations

Interim Report by the UN Country Team



**SERBIA**  
we want

National consultations for the Post 2015 Agenda  
Serbia



United Nations in Serbia

## **Background of the UNCT Serbia - Joint Work on Post 2015 Consultations**

In late summer of 2012, Serbia was selected to join a group of 56 countries participating in the National Post 2015 consultations. UNCT (United Nations Country Team) Serbia accepted the responsibility with enthusiasm and started with the preparations for the consultation process. Overall coordination is managed by the UN RC, day to day work by the RCO with support from the UNDP Country Office. The National Consultation plan was developed in October 2012, with active involvement of several UNCT members who took an active part in the process from the start.

The government was informed about the process accordingly and it welcomed the opportunity for Serbian people to take an active part in this global initiative.

The national consultation process was officially launched on the UN Day Celebration in October 2012. Furthermore, news reports about this process were published through all traditional and social media. Initial questions for Serbian citizens were posted on UNCT's Facebook page. At the UN Day Reception, on the 24<sup>th</sup> of October 2012, Serbia's Prime Minister Ivica Dacic, was the first person from Serbia to post his suggestions for the Post 2015 development agenda in Serbia. The Prime Minister selected the **future** as a topic and responded to the question - How do you see the future of Serbia? with the following answer – *Serbia, of course, needs to know its history and needs to learn lessons from the past, but Serbia cannot afford to let its past become its future.*

In October 2012, UN RDT Chair, Ms Cihan Sultanoglu, visited Serbia and took an active part in several public events, including a launch of the Human Security Trust Fund Project in South West Serbia, where the human security concept was promoted as an important aspect of the forthcoming Post 2015 Consultations. Furthermore, UNCT Serbia was inspired and additionally motivated by the opportunity to engage in active dialogue on several relevant issues of the process with Ms Gina Lucarelli, then Regional Coordination Officer, during her visit to Serbia in October 2012. These meetings additionally sensitized the UNCT about issues relevant for the consultations and gave further information and clarification of the content of guidance documents and webinars.

In November 2012 the **UN Inter-Agency Working Group on Post 2015 Consultations** (UN IA WG) was established, under the overall coordination of the RCO. All resident UN Agencies ( ILO, IOM, OHCHR, UN WOMEN, UNDP, UNFPA, UNICEF, UNHCR, UNODC, UNOPS, WHO and UNAIDS) nominated a focal point (senior representative – Head of Office or Deputy) and many non-resident Agencies ( FAO, UNESCO, UNCTAD, UNWTO, UNEP, UNIDO) confirmed their interest to take part and become members of this group. In addition, the World Bank (WB) Office and the International Monetary Fund (IMF) also confirmed their interest to support the process – WB agreed to inform members of the international donors group on the consultations, and IMF provided some reference documents. The UN Inter-Agency Working Group meets regularly and provides requested inputs to the process on time and of good quality. Non-resident Agencies are taking active part at meetings via skype and communicate inputs timely via e-mail.

**UNCT Communications Group** is actively involved in this process and works closely with the UN IA WG. The group includes members or focal points from all UNCT member Agencies.

In December 2012 UNCT held the UNDAF National Steering Committee meeting where all partners and donors were informed about the consultations process and invited to participate. The UNDAF National Steering Committee was officially nominated as **Post 2015 Consultations Advisory Board**.

Through a tender, a national expert' organization, **SeConS, was recruited** to provide support during the implementation of the consultations. SeConS has a long and relevant experience in working with many UN Agencies which facilitated the smooth beginning of the process.

A detailed project proposal elaborating the original national consultations plan further was submitted to the UN IA WG by SeConS. It was adopted in late December 2012 and the consultations started in January 2013.

Through this process, **UN coordination is promoted** actively at local and national levels and on a number of development aspects and non-resident agencies are opening their space through participation in this process. Resident agencies also interact with their Regional offices and convey all relevant messages to the group at the country level. ILO Regional Office is considering to provide additional funds to Serbia's national consultations in order to expand the survey among its three main constituencies.

RCO is in regular contact with the Secretariat in New York and it exchanges the information and experiences with colleagues from neighbouring countries, particularly with Moldova, Kosovo<sup>1</sup> and Montenegro.

Cooperation with a vast variety of external partners, (such as media, civil society organizations, special interest groups, donors, international organizations, universities and government at central and local level,) is also underway which contributes to strengthening partnerships and UN visibility in the context of this important global policy process.

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<sup>1</sup> Under the UN Security Council Resolution 1244

## Key Achievements – Consultations Process

The consultations process in Serbia is implemented through a combination of two components: (1) consultation component (2) outreach and promotion component.

### 1. Consultations

This component provides core inputs for the final report that will feed into the global report on post 2015 national consultations. It includes two main sub-components: (a) desk review and (b) direct consultations.

#### *a) Desk review*

The purpose of the desk review is twofold:

- To review and analyse earlier conducted opinion polls, quantitative and qualitative surveys that captured opinions of Serbian people on development problems and prospects. The results of this review will be further called “results of indirect consultations” or “consultation results obtained from secondary sources” and they will be combined with the results that will be obtained from the “direct consultations”.
- To provide a snapshot on the development situation in Serbia (in absence of a recent comprehensive study) and, map groups that have access to development processes and those that are excluded. This mapping of stakeholders groups provided basis for the design of direct consultation plan

The desk review is based on the following sample:

- 70 different surveys, researches, analyses, data sets (see stakeholder list in Annex) that presented views of over 9,000 people/respondents from Serbia;
- 35 of these surveys/studies were commissioned by UN Agencies in Serbia through their regular programmatic activities;
- Majority of studies cover the last 3 years (2010-2012) which are considered relevant to the process, however, some of them cover also earlier periods to capture long-term trends, causes and legacies that are relevant for the analyses as well.

The desk review identified specific problems and position in the development processes, and obstacles and prospects for many **social groups**: persons employed in vulnerable sectors, those affected by recession, unemployed (particularly women, elderly workers, youth, long-term unemployed), rural population (particularly women and children), elderly, youth, ethnic minorities (particularly Roma), persons with disabilities, sexual minorities, forced migrants (refugees, IDPs, returnees according to readmission agreements), poor and materially deprived population, women and children victims of violence, and others.

A draft version of the Desk Review was completed and forwarded to the UNCT for comments and suggestions.

## *b) Direct consultations*

Direct consultations are conducted according to the Stakeholders engagement plan, developed based on the findings and recommendations from the desk review and suggestions obtained from the UNCT.

Direct consultations target approximately **35 different types of stakeholders**: general population of Serbia (disaggregated by gender, age, employment status, education, region), national level legislators, policy-makers at the local level, local stakeholders active in the field of local development (institutions, agencies, NGOs), ethnic minorities, development experts in different areas (economy, sociology, anthropology, social psychology, law, human rights, health, science, technology, ecology, etc.), academia (university students and professors, student associations and unions, researchers), women's and feminist CSOs, persons with disabilities and their main umbrella associations, Roma associations, IDPs, returnees according to readmission agreements, elderly persons, unemployed, NGOs active in the field of environmental protection, small farmers, rural women, rural children and youth, children in general, children CSOs, homeless and marginalized children, youth, institutionalized youth, people experiencing poverty and anti-poverty CSOs, LGBT population and their CSOs, employers, industrial workers, workers unions, former prisoners, injection drug users, persons with HIV, professional associations, and journalists.

**Methods** used for the consultations include: online questionnaires answered through the main web platform (<http://www.srbijakakvuzelim.rs>) of the process, e-questionnaires for organizations and associations, modules for standard field surveys to be included in the main questionnaires (currently conducting surveys on employment of PWDs in Serbia and of social inclusion in South Serbia on a general population sample in that region), focus group discussions (FDGs), round tables, workshops, public debates, citizens juries, creative workshops with children, and social media (Facebook and twitter).

At the end of the consultation process it is expected that **several thousand people** from various groups of stakeholders will have participated.

Some parts of the consultations are planned in **close cooperation with different UN agencies** in order to achieve maximum efficiency. For example, two events organized by UNOPS, as regular programmatic activities with local stakeholders from 19 municipalities, will be used for consultations purposes as well. The promotional event of UN Women's new publication (gender barometer) will be used for consultation with gender experts and organizations. In addition, UNICEF will ensure consultations with Roma community-outreach workers.

## **2. Outreach and promotion**

This component includes a set of activities whose primary goal is to inform a broad audience about the initiative and to motivate people to take an active role in the consultation process. At a later stage, outreach and communication activities will be focused on disseminating information on the outcomes of the process to the people of Serbia, with the aim to continue the discussion on development priorities in Serbia.

Activities implemented so far through the communication and public outreach part of the process can be divided into the following subgroups

### **1. Visual identity and public recognition of the post 2015 consultation process in Serbia**

- Design and implementation of the visual identity of the initiative which is in line with UN standards and official visual identity of post- 2015 global consultations
- Launch the web platform [www.srbijakakvuzelim.rs](http://www.srbijakakvuzelim.rs) The web portal is regularly updated with news, photos, blogs, news feeds from Facebook and Twitter
- Brochure prepared and published
- Banner prepared and printed
- Various information pieces and updates prepared and sent out to stakeholder groups

### **2. Outreach through active engagement of the on-line community via social networks and web**

- Implementation of the plan for public dissemination and outreach via social and traditional media, including UN agencies websites and social media platforms
- Opening of a country account for Serbia at the [www.worldwewant2015.org](http://www.worldwewant2015.org) website
- Banner posted on UN agencies' websites with a direct link to the questionnaire
- Facebook page of UNCT team adjusted to the process and consultations launched through this platform. Every day a new topic is prepared for discussion through social media. Around 1200 new "Likes" since launch of consultations mid-January 2013.
- Twitter has been adjusted and promoted as a tool for communication during consultations. Over 300 followers were registered since the launch of consultations mid-January 2013.

### **3. Media relations**

- Press conference organized and delivered (8 national media outlets present), more than 30 media reports published
- Media announcement and press releases prepared and distributed
- A TV Interview with representatives from UNDP DRR and SeConS on the topic "Serbia I Want" aired
- Another TV interview with UNICEF Area Representative in the capacity of RC ai and representatives from SeConS scheduled at one of the most viewed TV shows
- Press interview with UNOPS PROGRES Program Manager in the capacity of RC ai scheduled for one of the leading dailies in Serbia
- Media promotion plan prepared, including a list of local media

- Regular meetings with UN Inter-Agency Working Group and UNCT Communications Group
- Media workshop scheduled for the 5<sup>th</sup> of February.

#### **4. Expanding the network of partnerships and establishing cooperation with different society stakeholders**

Within the consultation process, important partnerships have been established in order to create a multiplier effect and include the widest possible variety of actors.

- Non-governmental organization Crta, will assist with the production of a promotion video
- Established cooperation with Belgrade Philharmonic Orchestra, renowned cultural institution in Serbia
- Logo and information about the "Serbia We Want" initiative and the post-2015 consultation process presented on the website of the Social Inclusion and Poverty Reduction Unit of the Government of Serbia (SIPRU), and UNOPS PROGRES program, which covers more than 40 local communities in the South Western part of the country.
- Shelter for the children "Svratiste" (day-care centre for homeless children), will participate in discussion groups.

#### **5. Special initiatives to increase visibility of the national consultations through innovative action, including the production activities**

- Organization of a contest of children's drawings and photography with closing date of 09 February. Special prizes will be available for the best 6 works.
- Organization of a visit of Belgrade Philharmonic Orchestra for homeless children to be followed by a concert for the children on the 14<sup>th</sup> of February.
- Scenario for the promotion video prepared. The production of the video clip is in progress. It will focus on the basic questions asked during the consultation process, as well as answers given by representatives of different social groups (people with disabilities, elderly, young people, women, LGBT, etc). The video clip will be disseminated through on-line channels and the link will be sent out to the media network.
- Recording of the special anthem song is almost completed. Authors of the song are prominent young musicians. The anthem song will be accompanied by a video clip and promoted through media and on-line channels.

#### **6. Web platform (<http://www.srbijakakvuzelim.rs>)**

Web portal was established on 21<sup>st</sup> of January 2013. During the first 9 days, the portal was visited by 1,267 people, majority of whom (81.1%) are people from Serbia. Among these, 17% were returning visitors and 401 persons completed the questionnaires posted on the web-site. Two blog posts were published and a third one will be posted next week.

The web platform portal has the following elements:

1. Questionnaire with 7 open questions (main tool of the consultations);
2. List of MY World priorities for voting (6/18), which appear to the visitor after the completion of the e-questionnaire;
3. News about on-going and planned consultations, global events, local promotion events, etc.
4. Blog, links to UNCT Facebook page and twitter,
5. Page with a description of the global and local consultation process,
6. Page with information on the current development situation in Serbia, presented through several key indicators.

**SRBIJA kakvu želim**

### Odvoji 5 minuta za Srbiju!

*Imate priliku da kažete u kakvoj Srbiji želite da živite posle 2015. Popunite upitnik i daj svoj doprinos.*

Šta je taj najveći problem danas u Srbiji?  
Moj najveći problem je...

Zbog čega je to tako?  
Zbog...

Šta je potrebno poboljšati u Srbiji da bi se živelo bolje?  
Potrebno je...

Kako to može da se ostvari?  
Tako što...

Ko to može da ostvari?  
To može da ostvari...

Do koje godine bi to moglo da se ostvari?  
Prema mojoj proceni...

Kako ti lično možeš tome da doprineseš?  
Ja mogu doprineti tome tako što...

Ja sam  muškarac  i imam  do 18  godina i nezavršenu osnovnu školu  živim  u gradu  u okrugu  Borski  i trenutno sam penzionerka

**POŠALJI**

**THE WORLD WE WANT 2015**  
U više od 50 zemalja sveta vodi se širok konsultativni proces pod nazivom "World We Want 2015". On je cilj definisanja razvojnih ispolisa posle 2015. godine. Proces sprovođenja Ujedinjene nacije, Srbija aktivno učestvuje u globalnom procesu konsultacija i u narednom periodu će se prikupljati predlozi koji će pomoći da se identifikuju budući prioriteti razvoja.  
[Pročitaj više.](#)

**Prezimirite sačunati**

**Find us on Facebook**

**UN Country Team in Serbia**  
@UNCT\_Serbia 1,000

**UN Country Team in Serbia**  
Pogledajte kako je izgledala današnja konferencija za novinare u Medija Centru, gde je

**Tweets** [Follow @UNCT\\_Serbia](#)

**Medija center** @MedijaCenter  
U kakvoj Srbiji želite da živite posle 2015. godine? #SrbijaKakvuZelim #Srbija #WWT2015 cc @UNCT\_Serbia #mojapredlogje...  
Retweeted by UNCT in Serbia  
Expand

**UNCT in Serbia** @UNCT\_Serbia  
Izdvaj 5min i reči u kakvoj Srbiji želite da živite posle 2015. #SrbijaKakvuZelim #WWT2015 #mojapredlogje...  
Comment  
Tweet to @UNCT\_Serbia

## Vesti

Održana konferencija za medije - "Srbija kakvu želim"

22/01/2013

GLAS SRBIJE PRIKLJUČUJE SE GLOBALNOM PROCESU KONSULTACIJA "THE WORLD WE WANT 2015"

## Blog

Digitalna podela - još jedno lice nejednakosti u Srbiji

Doc. dr Dalibor Petrović, Saobraćajni fakultet Beograd  
28/01/2013

Srbija je u mnogo čemu posejano društvo ali verovatno da ni jedna zemlja nije tako brzo prešla i jedinstveno privredne kao zemlje na koranike i nekoranike interneta. Iako još uvijek za par procenata vode nekoranici ipak se u narednih godinu ili dve može očekivati da će koranici izgnaniti je čak i građi u blago vodstvo. Razlog ove podela su prilično univerzalni i logični čini se, pre

## Preliminary findings

Most of direct consultations will be conducted during February 2013. Inputs collected so far were mainly obtained through secondary sources, and online survey (primary sources) and social networks.

Findings presented below are preliminary findings from the survey conducted so far. However, it is important to emphasize that these findings are limited in scope (small sample) and that they can change during the following phases of the process.

For clarity, we will present the findings from three different sources separately: i/ secondary sources, ii/ primary sources and iii/ social media discussions.

### 1. Findings from secondary sources (desk review)

During the last three years several large scale surveys have been conducted and some of them were conducted regularly/periodically. They offer well documented opinions of citizens in regard to key problems of development. They are based on nationally representative samples, and are considered as some of the most reliable and valid sources into this subject. Their usefulness for this exercise however is limited as they have not been designed for the specific aims of the Post 2015 Consultation process. Although, their findings do not offer answers to some essential questions such as - causes of the problems that people face, responsibilities, how people can contribute to solving these problems, and when identified problems can be resolved etc - they nevertheless have been highly instructive in pointing research towards the most salient issues and concerns. Detailed inquiry will be conducted through direct consultations in face-to-face interviews, focus groups, and other forums. (primary sources).

The three most relevant surveys for the consultation (two on corruption and one on environmental protection, gender equality and EU integrations)<sup>2</sup> conducted during 2010-2012 in Serbia by different actors (one by CeSID and UNDP, one by Tns Medium Gallup and UNDP and one by Institute for Sociological Research and Standing Conference of Towns and Municipalities) showed similar findings. In all three surveys, the three main issues that appear as the most important for people in Serbia are: **unemployment**, **corruption** and various aspects of **social welfare** (mostly defined in terms of poverty, health care and education). Unemployment is always ranked first, since the majority of respondents name that as the biggest problem in Serbia. Corruption and social welfare are sharing the second and third place, depending of the survey. Please see below comparative table. Environmental protection and discrimination are also rated high.

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<sup>2</sup> CeSID (2012) *Corruption Benchmarking Survey in Serbia*, UNDP, Belgrade; Tns Medium Gallup (2012) *Corruption Benchmarking Survey in Serbia*, UNDP, Belgrade; Petrovic, Mina, Vujovic, Sreten (2010) *Environmental Protection at Local Level*. SKGO, ISIFF, Belgrade.

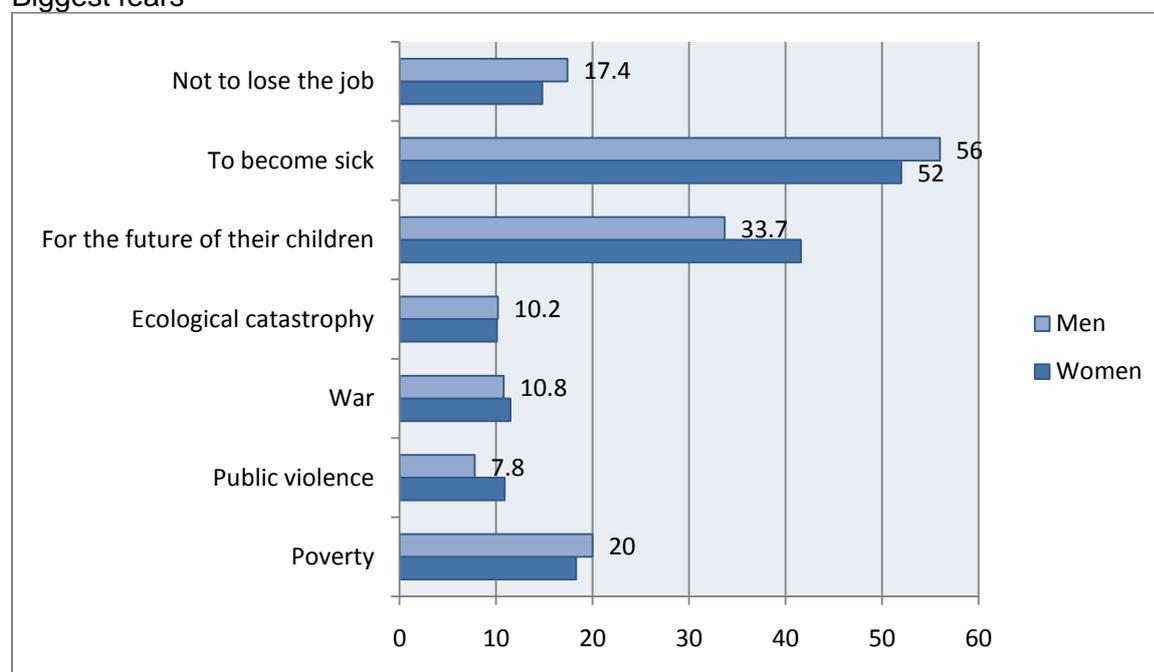
Rank	Corruption benchmarking (CeSID, UNDP, December 2012)	Corruption benchmarking (Tns Medium Gallup, UNDP, June 2012)	Attitudes towards environmental protection and gender equality at local level (ISIFF, SCTM, April 2010)
1	unemployment	unemployment	unemployment
2	corruption	poverty	corruption
3	poverty	corruption	health and social welfare

It is important to emphasize that answers in these surveys were predefined, so respondents could only rank the ones offered.

Besides these key surveys there are other important surveys and qualitative researches that contribute to a more comprehensive picture of people's perceptions. The survey on **discrimination** indicated that 60% of citizens consider discrimination as a big problem in Serbia. Also, more than a third of respondents (36%) estimated that discrimination has increased during last three years in Serbia.<sup>3</sup> Citizens of Serbia perceive the Roma population, poor population, persons with disabilities, elderly, women and sexual minorities, as most discriminated groups.

A recent gender barometer commissioned by UN Women provided important quantitative but also qualitative insights. Among many other relevant things, we learned about the biggest fears of Serbia's citizens, and the main development objective that should be set in accordance with securing the aspects of life which are source of fears.

### Biggest fears



<sup>3</sup> CeSID (2012) *Citizens attitudes towards discrimination in Serbia*, UNDP, Belgrade.

Source: Gender Barometer 2012<sup>4</sup>

However, from the gender barometer study we can also delineate some reasons for why people consider some issues as crucial. Based on qualitative research of everyday life discourse, three issues appeared as very important for people from very different groups and class positions. These issues were: **education, employment and family**. However, different groups had attached different meaning and significance to the issues. For example, the qualitative analysis revealed that employment is important for both, men and women. Due to the socialist legacy and high labour participation of women, contemporary problems of unemployment of women are not accepted easily. Employment is perceived as 'normal', and unemployment as anomaly. Both, men and women relate unemployment to insecurity, lack of life perspective, fear of poverty, and the incapability to plan the future. While in lower strata of the population, employment is often perceived instrumentally, as a means for provision of the existence, in the middle class is perceived as profession and significant part of identity. In both cases, the unemployment has severe consequences for men and women (Blagojevic Hewson, 2013).

Other researchers provide insights in the perceptions and opinions of different social groups, many of which have been facing **social exclusion**. In example, a study on access of rural women and children to social services (SeConS, UNICEF, 2011) revealed huge obstacles for inclusive development in rural areas and quality life of the rural population. Some of these obstacles for rural women and children include lack of: quality education, employment opportunities, support for agriculture and diversification of economy, health care and social protection services, cultural and other leisure events for children, youth but also adults. Due to these obstacles rural communities are not developing and their population is living low quality lives that is limited to hard work (mostly unpaid) and pure reproduction for more hard work.

More findings from secondary sources are available in the desk review.

## 2. Findings from primary sources

(web portal <http://www.srbijakakvuzelim.rs>)

The online survey designed for the post-2015 consultations includes only open questions. The idea was not to limit the respondent to a few possible issues, but to leave an open space for citizens to formulate problems on their own and then to later group them in appropriate categories.

An expected disadvantage of the online survey is the lack of representativeness for the general population, since access to internet and use of internet is mostly limited to the urban and younger population.

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<sup>4</sup> Blagojević Hewson, Marina (2013) *Razvoj i svakodnevnica. Rodni barometar, Srbija 2012. (Development and Everyday Life. Gender Barometer, Serbia 2012).*

The web-portals main element is an online survey that contains the following questions (translated from Serbian):

- What in your view is the biggest problem in Serbia today?
- Why is that so?
- What needs to improve in Serbia in order to enable better life prospects for all?
- How can this be achieved?
- Who can achieve that?
- Until when can this be achieved?
- How can you personally contribute to that?

Respondents are also asked to fill out personal data on: gender, age, education level, employment status, type of settlement (urban/rural) and region/district. After filling out and submitting this open questionnaire, a new page opens (appears to the viewer) with a list of MY World priorities. Visitors are then asked to select 6 priorities. This methodology for the consultations gives people from Serbia the opportunity to provide their opinions without predefined answers, but at the same time ensures comparability with the world process.

Until 30<sup>th</sup> January 2013 - 401 questionnaires were completed on the web portal. The analysis presented below is based on a sample of the first 192 completed questionnaires. A full list of problems citizens formulated is presented in the table below.

By the end of February 2013, we estimate that over 1,000 questionnaires will be completed.

#### Biggest problem today in Serbia

Problems	% of answers
Unemployment	21.3
Low living standard, poverty	19.1
Lack of culture of inclusiveness, responsibility and solidarity	12.6
Corruption	10.0
Lack of prospects for future, uncertain future, insecurity	6.5
Apathy, lack of motivation for work, lack of willingness	5.7
Poor economy, privatization	3.5
Lack of the rule of law	3.5
Inefficient state, government	3.0
Lack of education	3.0
Crime	2.6
Weak institutions	2.2
Discrimination, disrespect of human rights	1.3
Poor infrastructure	1.3
<b>Other</b>	<b>4.4</b>

Most frequently named causes for the above listed problems are economic crisis (12.6%), lack of responsibility and efficiency of politicians (12.1%), existence of an unfavourable value system (11.6%) and poor, weak institutions (10.6%).

In order to improve the situation in Serbia and provide better life prospects, citizens most often indicate the following solutions: stimulate the economy (14.4%), improve the education system (12.9%) and to raise awareness of citizens, increase their sense for responsibility (9.1%).

In relation to the actors who can introduce/facilitate these changes, the following possibilities are quoted: state, government is the most frequent (in 36% of cases), immediately after come citizens, individuals (22%), and then possible new person/actors who can lead the state (11%).

Finally, it is also interesting how respondents see their own role in contributing to change - 20% of them answered that they can contribute through their own activism, engagement in CSOs or by becoming politically active, 13% see their contribution through their work, by investing their knowledge and by working in their profession, while 10% think that they cannot contribute at all and instead of giving their voice, they will choose to either leave the country or withdraw to a certain passive behaviour.

It can be noted that the online survey revealed an unexpected level of participation. The first couple of hundred responses were received even before the web platform was officially promoted at the press conference. Participants have also to a large degree filled out all 7 questions. Obviously, respondents have a strong desire to give the voice and provide their opinion about the present situation and vision of future prospects regardless if they are optimistic or pessimistic.

Judging from the quality of answers, they reflect different emotions – a majority express disappointment in one way or the other, some are quite pessimistic, others very rational, and some express confusion about the current state of affairs in Serbia.

One example illustrating this type of confusion of people in Serbia: To the question - 'How can you personally contribute to achieve this?' the respondent answered: 'I don't know, please you tell me'. This indicates that some people are willing to contribute but they need guidance.

The overall impression of this first stage in analyzing results from the online survey is that **people are very interested in voicing their opinions**, while their emotional responses also show that people deeply care for future development in Serbia.

Although it has to be stressed that these are still preliminary findings, one issue has been emerging consistently. Respondents often state that decades of conflicts, wars, economic crisis, isolation from the international community, problematic transition, high levels of corruption, scarce resources and hardships, and political conflicts have highly fragmented the social capital necessary for development. Pro-development values such as solidarity, cooperation, healthy competition, mutual respect, tolerance, acceptance of differences, are all values that are not at the political and social forefront of development discourses in Serbia although theory stresses their importance. Respondents are however recognizing the importance of these values for development. At this stage, the national team has labelled this issue as '**Culture of inclusiveness, responsibility and solidarity**' and these issues related to norms and values will be an important part of further analysis.

Random example for illustration (Citizen data base ID 61)

Q: What is your biggest problem today in Serbia?

A: Destroyed state and institutions, changed value system, lack of education

Q: Why is like that?

A: Dismantling of old state (Yugoslavia), wars, wrong policies, lack of political will and capability to reform society

Q: What is needed to improve in Serbia in order to provide better life?

A: To establish the rule of law, introduce European values, invest in economy and education, to decrease unemployment

Q: How can this be achieved?

A: By engaging capable, competent people, by education and awareness raising about favourable values and work

Q: Who can achieve that?

A: If state creates favourable ambience, each individual can do something in their own community

Q: Until when can this be achieved?

A: Since this is the process, it will take long time, but some visible achievements can be there in a few years

Q: How can you personally contribute to that?

A: By engaging in my own community along with principle – think globally, act locally.

(woman, old 60+, living in the city)

After responding to the 7 open questions, participants are guided to the second page of the web platform, where they can vote from the list of global themes and priorities (from My World web site). The preliminary status is presented in the following table:

<b>Issue</b>	<b>% of answers</b>
Better job opportunities	13.5
A good education	12.9
An honest and responsive government	11.7
Better healthcare	11.5
Protection against crime and violence	10.4
Support for people who can't work	6.4
Better transports and roads	5.4
Affordable and nutritious food	4.5
Freedom from discrimination and persecution	4.4
Protecting forests, rivers and oceans	4.2
Political freedoms	4.1
Reliable energy at home	3.1
Equality between men and women	2.3
Access to clean water and sanitation	2.3
Phone and internet access	1.7
Action taken on climate change	1.4

### 3. Discussions and findings from social platform.

Beside the web-portal, where Serbia's citizens have the opportunity to directly answer questions and give their opinions through an online survey, consultations are also more interactively conducted through Facebook. Since the 23<sup>rd</sup> January consultations were intensified on the Facebook and on the 30<sup>th</sup> January there were all in all 1.006 likes registered on the page, an increase of 22.7% since the 23<sup>rd</sup> January.

There are currently also 343 followers who are participating in the consultation process through twitter which represents increase of 7.2% since the 23<sup>rd</sup> of January. **Topics** that have been the most popular on this social media site are: life expectancy of Roma women, employment of men and women in Serbia, mortality rate of children in Serbia, and the issue of how Serbia can contribute to global development.