

CROSS-SECTORAL CONNECTION AND FIELD WORK PLAN

It is planned to form a *Working-consultative Group*, which will consist of representatives of institutions that are of particular importance for the circular economy of the Republic of Serbia, which would support the implementation of the following documents: Strategy of Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024. (Official Gazette of RS, No. 85/14) with the following goals:

- achieving technological development and modernization of agricultural production and processing through the improvement of technology and a more efficient system of transferring experiences and innovations;
- increasing productivity and efficiency in production at all levels in the food production chain;
- strengthening the ability of the food industry to create more products with added value using domestic raw materials.
- raising awareness of the importance of using renewable energy sources and the production of energy crops;
- controlled management of waste from primary agricultural production;
- development and improvement of the secondary products management system of the food industry.

As foreseen by the Roadmap for a circular economy in Serbia, it is planned to start a dialogue between decision-makers, representatives of economic entities, the academic sector and civil society, as well as encouraging the whole society to make systemic changes in the treatment of resources.

It is planned to expand the sector base, in addition to the already foreseen and selected sectors (processing industry; agriculture and food - surplus food and food waste; plastic and packaging; construction sector - construction waste).

The dependence of rural and underdeveloped regions in Serbia in relation to more developed parts of the country is evident. Rural areas and their complex nature imply that the different dimensions of the problem are interconnected.

The target groups in this project are young people, women and others in rural areas, and as local self-governments represent one of the key factors for the development of a circular economy, in the conditions of increasingly pronounced migration of the population to urban areas and limited technical and social infrastructures, the preservation of resources and life environments become significant challenges. As one of the promising solutions, the formation of communities based on the circular economy, which by applying modern technologies and "smart city" concepts in rural areas can provide an environment for the prosperity of the economy and citizens in a sustainable and environmentally friendly way.

It is planned to encourage and strengthen the role of local self-government units - LGUs in the process of intersectoral connection and development of the circular economy.

By defining the appropriate regulatory framework at the local level and passing regulations at the local level, we can significantly contribute to efficient intersectoral connection and effective transition to a circular economy. In this regard, the necessary harmonization of appropriate systems of resource management, waste management and urban mobility in the territory of LGUs is planned, in accordance with the principles of circular economy, as well as urban development and construction plans of LGUs according to citizens and the environment.

Although the circular economy has recently become a current topic among some representatives of the professional public, the general public's awareness of the importance of circularity and the advantages that the circular economy brings is at a low level. Media releases on the topic of the circular economy are very rare and there is a lack of information on this topic in the public space, and successively the interest of the population in circular processes. The general public recognizes the need to preserve the environment to a significant extent, but not the fact that the transition to a circular economy can significantly contribute to the achievement of that goal, as well as that the

further progress of society as a whole depends to a significant extent on the achievement of sustainable development goals. Consumer habits, value system, way of thinking and understanding are still based on linear consumption and there is a lack of awareness that every individual can contribute to the introduction of a circular economy by changing their daily routine.

It is planned to establish a systematic approach to raising the awareness of the interested public (including the population, the media, representatives of civil society organizations and consumer associations, etc.) in order to provide as clear information as possible about the principles of the circular economy and the advantages of intersectoral connection.

A proposal is being planned for a more established, methodologically clear approach to these topics that would inform primary and secondary school students about the practical importance of the mentioned topics and other basic principles of the circular economy, i.e. how to apply the principles of the circular economy in various economic and social activities.

Stakeholder mapping in the area of the circular economy is very complex and requires a multidisciplinary, holistic approach, through the involvement of a large number of stakeholders. As the circular economy is a concept that positively affects the environment and society as a whole, with the increase of new business models, encouraging innovation, new jobs, less dangerous products and the like, it can be concluded that the effects of establishing a circular economy and appropriate public policies for stakeholders mostly positive (most stakeholders benefit from the application of the circular economy).

Enormous challenges, when it comes to rural development and the circular economy, require cross-sectoral integrated strategies and action plans, built on a broader information base and through more collaborative management.

Integration means coordination between policy areas (horizontal), between different levels of government (vertical) and at different territorial scales and areas (territorial). The cross-sectoral approach, more precisely, describes the division of functions that characterize public organizations. An intersectoral approach implies both a horizontal and a vertical dimension, referring in the first case to the relationship between departments in the same administration, and in the second to departments working in different administrations, or between government departments and external/private service providers.

In order to encourage cross-sectoral integration through:

- ensuring coherence in the principles and goals of policy making among different policy sectors in public administration, and harmonizing priorities and time frames;
- cooperation between different departments, and at all levels, in order to co-produce policies.

Effective cross-sectoral integration of all levels of administration is planned, which should first agree on a form of cooperation that is conceived as more than a purely organizational effort where powers and responsibilities are left unquestioned.

In addition to expert agricultural services, local self-governments and educational institutions from primary to secondary schools and colleges, it is planned to connect business entities that are ready to get involved in raising the capacity for circular economy in the Republic of Serbia and forming new identities of the Republic of Serbia.

COMPANIES VISIT PLAN

Project: "Circular economy as a model of development that forms a new identity of the Republic of Serbia"

As part of the promotion of the project, visits to business entities from the field of agriculture and food industry in Serbia are planned, in order to present the results and findings of the projects so far.

In addition to the visits, it is planned to send newsletters to the company's address from the Educons University's Cooperation with the Economy database, as well as from the PKV database, industry, agriculture and services sector.

A section of the project's results will be presented as part of the ZERO Food Waste Expo in Belgrade on March 6, 2024. and within the Council of Directors of the Educons University, as well as at the Council of Directors of the Educons University, whose working meeting is planned and tentative date set for 07.06.2024.

Planned visits to public companies and business entities from the field of agriculture and food industry:

Company	Planned date	Contact person	Project team member
Novi Sad JKP Čistoća Address: Sentandrejski put 3, Novi Sad, 21138 Email: office@cistocans.co.rs Phone: 021 443611	08-12. april 2024.	Ivana Dinčić HR manager Phone: + 381 (0) 21 443-611 Phone: +381 64 8498-466 E-mail: ivana.dincic@cistocans.co.rs	Simonida Vukadinović i Jelena Ješić
Šabac Comex Address: Vojvode Putnika 67, 15000 Šabac, Srbija Email: office@comexsabac.com Phone: +381 (0) 15 344 633 Phone: +381 (0) 15 344 632	08-12. april 2024.	Danijela Pribilović Assistant Director of Finance Nenad Ivanović Commercial Director Phone: +381 63 106 39 71 Sofija Pribilović Phone: 0641063981 E-mail: sofija.pribilovic@gmail.com	Jelena Ješić
Novi Sad Jugoinspekt doo Address: Dunavska 23/I, 21000 Novi Sad Email: office@juins.rs Phone: 021/422-733, 422-732 Faks: 021/6611-822	08-12. april 2024.	Ana Radun Đurović, CEO Phone: 021/422-733 Email: ana.radun@juins.rs	Jelena Ješić

<p>Sremska Kamenica NP Fruška Gora Address: Adresa: Zmajev trg 1, 21208 Sremska Kamenica Email: office@npfruskagora.rs Phone: +381 21 463 666 +381 21 463 667 +381 21 463 824 +381 21 462 662</p>	<p>22-26. April 2024.</p>	<p>Živko Cvetković Director</p>	<p>Jelena Ješić</p>
<p>Sremska Kamenica Steel-Impex Address: Rade Končara 1, Petrovaradin, Srbija Email: milica@steelimpex.rs Phone: 021 820 691</p>	<p>22-26. April 2024.</p>	<p>Maja Muškinja, COO maja.muskinja@steelimpex.rs</p>	<p>Jelena Ješić</p>
<p>Novi Sad Savacoop doo Address: Teodora Mandića 9, 21000 Novi Sad Email: info@savacoop.rs Phone: +381 21443217</p>	<p>22-26. April 2024.</p>	<p>Branka Novaković Commercial Director Phone: 063513831 Mail: branka.novakovic@savacoop.rs</p>	<p>Jelena Ješić</p>
<p>Novi Sad BB Minaqua Address: Futoški put 93b, Novi Sad 21000 Email: info@bbminaqu.com Phone: 021/402-611 021/402-495</p>	<p>13-17. May 2024.</p>	<p>We have an agreement, but we do not have direct contact yet. We will provide until the appointment of the visit.</p>	<p>Jelena Ješić</p>

Novi Sad Vojvodinašume Address: Preradovićeva 2, 21132 Petrovaradin Email: direktor@vojvodinasume.rs Phone: 021/431-144	13-17. May 2024.	Boris Barjaktarović Executive Director for Commercial Affairs Phone: 021/431 144 Email: boris.barjaktarovic@vojvodinasume.rs	Jelena Ješić
Bela Crkva Ecoagri Address: Sonje Marinković bb, Bela Crkva Ekstravilan bb, Bela Crkva Email: office@ecoagri.rs Phone: +381(0)69 550 3379 +381 (0)13 851 211 +381 (0)13 851 097 fax: +381 (0)13 851 041	20-24. May 2024.	Mlađan Ljubić, CEO 069 83 84 010 Vladimir Babić member of the Supervisory Board 065 33 25 846	Gordana Racić i Jelena Ješić

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