



IDEASS IN SERBIA AND MONTENEGRO

Activities Report
November 2004

Operational Structure

The IDEASS-Serbia initiative has been implemented, and is now operational. A new IDEASS Office has been opened in the Belgrade Headquarter of UNDP/IFAD/UNOPS City to City Programme, coordinated by a Serbian focal-point representative and equipped with Internet connection and web address.

Close collaboration has been already established with the LEDAs, Local Economy Development Agencies in Novi Sad and Kragujevac, in order to spread around the country the international innovations promoted by IDEASS and to identify potential local innovations. The two LEDAs are, at the present time, acquiring information regarding the local demand for innovations in different fields of action.

IDEASS Serbia National Secretary:
Focal point: Ljiljana Ostojic
Belgrade Office, City to City Programme
Cara Dusana 266 -11 000 Belgrade
Tel. +381 11 3161742
Fax. +381 11 3161763
Mob. + 381 63 220 847
E-mail: IDEASS.yu@unops.org.yu
L.Ostojic@unops.org.yu



Zemun, Beograd



Novi Sad

ALMA MONS, LEDA in Novi Sad
Director: Miroslava Filipovic
Tel. +301 21 612 273
E-mail: almamons@eunet.yu

SUMADIA, LEDA in Kragujevac
Director: Jasminka Lukovic Jaglicic
Tel. + 381 34 33 1971
E-mail: smerakg@eunet.yu

Activities of Fund for Social Innovations

At the moment, it's ongoing the process of identifying the National reference Institution, for the IDEASS initiative in Serbia. Close contacts have been taken and preliminary talks and meetings have been held with the Serbian Ministry of Labour, Employment and Social Policy, and with their operational service device, the "Fund for Social Innovations", whose main role is to identify, select, monitor and evaluate social innovative projects.



Promotion of the innovations

The promotion of IDEASS innovations in Serbia has been carried out during numerous meetings with national and international agencies, institutions, associations and research centres. By means of the collaboration of the City to City Programme, a large number of the IDEASS innovations brochures has been printed and distributed to the interested institutions.

The brochures of four innovations (Traditional Medicine, Mother Kangaroo, Biorat, Stabilak) have been already translated into Serbian. This activity allowed identifying two innovations of immediate interest of Serbia, in the field of Health, and others that could be transferred successively. A complete support for the transfer of the IDEASS initiatives in the field of Health has been guaranteed by WHO's Country Office.

- **Integrating the practice of traditional and natural medicine into the Health System**

The meetings with Serbian Ministry of Health representatives and with medical personnel of different Serbian health institutions permitted to acquire information about the national strategy in the field of Traditional and Natural Medicine. In Serbia, at this moment, there is a relevant interest for this practice, but the specific legislative regulations don't exist yet. In order to individuate measures to be taken in this field, a Ministerial Commission has been created, and it is now starting with programme activities.

For this reason, it seems helpful to set up an initiative, aimed to offer collaboration and consultancy, from the foreign institutions that have already developed a relevant experience in this field. Talks are ongoing with the Serbian Ministry of Health and with the Ministerial Commission for Traditional Medicine, in order to organize the mission of the Cuban authors of this innovation to Serbia.

- **The Mother Kangaroo Method**

A "baby-friendly" policy is, at the moment, partially actuated in Serbia, particularly in some Maternity Hospitals and Care Centers. The medical and para-medical personnel of these centers are quick to respond to the application of new methods aimed to increase mother and child's good health and welfare. For this reason, and

for its characteristics, the Mother Kangaroo Method has been considered by these professionals as an appropriate innovation to be experimented in the country.



Beograd

The Ministry of Health has now created a Commission for the newborn care and milk feeding babies. Contacts with this Commission representatives are ongoing, in order to verify the possible transfer of this innovation. It's also possible to establish scientific contacts between the Serbian Health Institution interested in the Method and the Albanian maternity centers where "Mother Kangaroo" begins its implementation with a good result. The contacted medical personnel and authorities have considered this possibility opportune.

- **Constructed Wetlands, Moxibustione, Stabilak, Biorat**

The LEDAs have pointed out the local interest for these innovations, in a first communication to the IDEASS-Serbia Secretary. In this moment, in progress are contacts and preliminary meetings between the LEDAs and Universities, Research and Health Centres, Small Enterprises, Civil Society representatives, in the Regions of Kragujevac and Novi Sad, in order to verify the possible transfer of the mentioned innovations.

■ Identification of Serbian innovations

Two highly significant Serbian innovations have been identified in the field of Education:



Petnica Science Centre

- **“Petnica Science Centre”**, an innovative science-training institution for students and teachers;
- **“Starigrad Cultural Centre”** and **“CEDEUM”** (Centre for Drama in Education and Art), an interactive method to integrate the public school system with new and original educational techniques, based on drama and theatre.

The authors of the two mentioned innovations are writing the texts and collecting photos, in order to publish the definitive brochure version on the IDEASS web site. Many local actors, in this moment, are searching for some additional Serbian innovations in different segments and field of knowledge. It is very likely that more Serbian innovations could enrich the IDEASS catalogue, due to the existence of numerous and innovative methods and experiences in the country, in different sectors of activity.

Due to this positive circumstance, it seemed very opportune to organize a national competition, regarding innovations for human development, based on the already existing standards established by the IDEASS National Secretariat and the experience in other countries. For this reason, the existing innovation competition guide has been translated from Spanish into Serbian and has been submitted to different Serbian Institutions, in order to define their sponsorship and participation to the initiative.



Activities of education in Starigrad Centre