



UNDP Bosnia and Herzegovina Country Office

Digital Strategy 2026-2030

Strategic vision

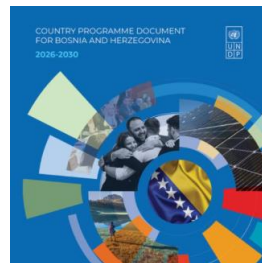
Bosnia and Herzegovina's digital transformation is a critical priority, driving socio-economic progress toward Sustainable Development Goals and supporting the EU accession process. This strategy outlines how UNDP in Bosnia and Herzegovina will support the country's digital development as a trusted convener and systems integrator, bridging divides and fostering an inclusive, sustainable digital transition. The ambition is twofold:

Advancing National Priorities

Ensuring that digital technologies and services unlock the full potential of **inclusive green growth, accountable governance and social cohesion**, and **human capital development** in Bosnia and Herzegovina, while enabling access to opportunities and skills for all, especially the most vulnerable.

Accelerating Progress Toward Agenda 2030 and Global Digital Compact

Ensuring that BiH's digital transformation contributes to achieving the Sustainable Development Goals and objectives of the [UN Global Digital Compact](#), while upholding its principles.



Digitalization...a cross-cutting theme and enabler identified to help facilitate the acceleration of progress toward the programme outcomes...

[UNDP Country Programme Document for BiH \(2026-2030\)](#)

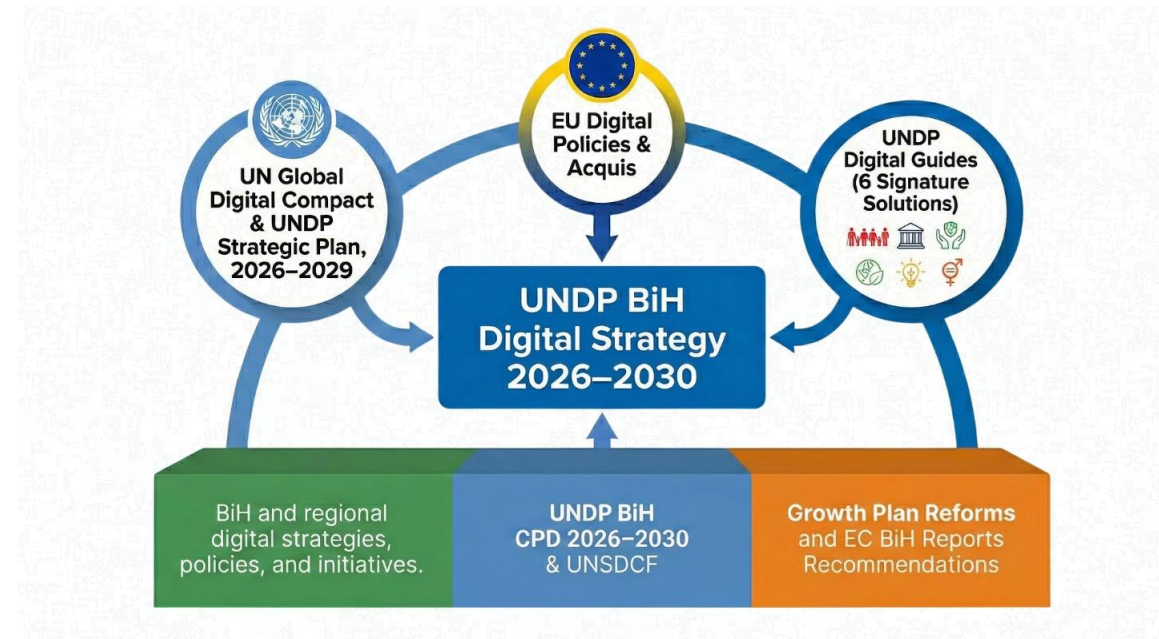


As one of the key policy areas within the Reform Agenda for Bosnia and Herzegovina, Digital transition is expected to contribute to and complement almost all other activities in the Reform Agenda as a key enabling factor for business development, public administration access, human capital and retention policy as well as fundamentals through increased transparency of administration.

[Bosnia and Herzegovina's Reform Agenda](#)

Influences shaping UNDP Digital Strategy 2026-2030 for BiH

UNDP Digital Strategy 2026-2030 for Bosnia and Herzegovina is shaped by a comprehensive understanding of both global "directives" and the country local context.



Global Directives

Guided by the [UN Global Digital Compact](#), [UNDP's Strategy Plan 2026-2029](#) and [UNDP Digital Guides](#), we align this Strategy with international standards. We also integrate EU digital policies and relevant *acquis* to foster European Union alignment.

Local Context

The strategy builds upon BiH's existing, although limited, policy framework, [Bosnia and Herzegovina Country Programme Document \(2026-2030\)](#), and the [UN Sustainable Development Cooperation Framework \(2026-2030\)](#). We also consult annual EC Enlargement Reports and the EU Growth Plan for the Western Balkans.

Digital Strategy Framework

The UNDP Bosnia and Herzegovina's Digital Strategy is built on **six areas of Digital work** and **foundational principles** to guide the country's inclusive and sustainable digital transition. These work areas reflect both UNDP's accumulated knowledge and experience on Digital and the country priorities:



Accessible by Design

All digital services UNDP develops for partners, as well as our own internal tools and platforms, will aim to meet recognized W3C/WCAG accessibility standards, ensuring full access for persons with disabilities.

People-Centered, Gender Responsive, Human Rights-Based

UNDP's approach to digital is rooted in clear principles based on experience and international frameworks that put people first. We design Digital and AI solutions to advance gender equality, accessibility for persons with disabilities, and inclusion of the most vulnerable. [Guiding principles](#) and [Digital standards](#) ensure a best-practice approach.

Powered by Artificial Intelligence

Artificial Intelligence (AI) is a general-purpose technology, like electricity or the internet. It changes what's possible across every sector. AI can reimagine data analysis, evidence-based policymaking, user experiences, and more.

Six key areas of Digital work

The strategy introduces six pillars aligned with the program priorities, ensuring digital work delivers system-level impact. Digital pillars are intertwined with CPD program priorities. e.g., Digital Innovation and Entrepreneurship is not exclusively related to the Human Capital Development priority but also spans the other two priorities. The CPD priorities and Digital Strategy pillars are thus loosely coupled and overlap.

Pillar 1: Digital Governance and e-Services

The Reality and The Drivers

Bosnia and Herzegovina's digital governance and e-Services landscape is shaped by fragmented and ad-hoc structures, lack of data exchange and ministry-centric culture:



Fragmented Digital Governance

A fragmented and ad-hoc governance structures for digital transformation where institutions operate „in silos“, without orchestration or a unified strategic vision, results in isolated efforts, limited results, and duplication of initiatives; which is further amplified by heavy reliance on donor-driven projects, insufficient political ownership, including of EU digital policies transposition, and the absence of sustainable funding mechanisms to drive long-term, system-wide impact.



Lack of Interoperability and Service Provisioning

Lack of data exchange and horizontal and vertical integration across government institutions, with digital services development and cybersecurity efforts focused on internal institutional needs (G2G), rather than the delivery of safe user-centric services for citizens (G2C) and businesses (G2B). The lack of mechanisms to scale and sustain government-wide solutions, and the limited culture and capacity for digital innovation, co-creation, and experimentation, leave civil servants unprepared to advance digital transformation.



Limited Digital Inclusion and Public Engagement

Limited focus on digital inclusion, where digital initiatives often overlook or fail to address the needs of marginalized and vulnerable groups. The absence of public engagement strategies (and practices) and awareness-building efforts leads to low uptake of e-services, skepticism, limited digital awareness, and trust in digital solutions.

Major trends and drivers influencing the Digital Governance and e-Services provisioning in Bosnia and Herzegovina are:



Alignment with EU Policies and Digital Targets

EU Accession requires full legal harmonization with the EU's digital policies and regulations (e.g. AI Act, Digital Services Act, GDPR, Data Act, ePrivacy Directive, European Interoperability Framework...) and achieving ambitious [Digital Compass 2030](#) targets.



The Shift to Digital Public Infrastructure (DPI)

Governments move away from isolated "software solutions" for specific ministries. Shared "building blocks" (Digital ID, Interoperability/Data Exch., Payments, Citizens e-Mailbox...) drives integrated public service delivery.



Emergence of Digital Trust Services

A shift towards the use of Digital ID and Digital signature as legally binding and technically secure solutions enables "life-event" digital services delivery that prioritizes user needs over institution-centric approaches.

Pillar 1: Digital Governance and e-Services

UNDP's Areas of Engagement and Support 2026-2030

10. Embedding Digital Innovation in Public Administration

Support the development of Digital, Innovation, and AI competency frameworks in the civil service, establish Innovation/Policy labs, and support sustainable budgeting for Digital and AI initiatives and innovation.

9. Build Civil Service Digital Capacity

Support institutions on all governance levels to build capacities on e-Service tools, data literacy, cybersecurity, and responsible use of Artificial Intelligence (AI) tools.

8. Governments' Internal Processes Digitalization

Support deployment of electronic document management systems and workflow automation, with a specific focus on integrating Artificial Intelligence (AI) for knowledge management and decision making.

7. Open Data, Transparency and Accountability

Assist open data initiatives, establish transparency portals, promote open data/API standards, develop financial incentives and policies for GovTech solutions development across government levels.

6. Sectoral Digitalization

Develop information systems in key sectors, including social protection, environment, and economic development (e.g., business registries and different government-to-business services) to improve government efficiency, service delivery, and the business-enabling environment.



1. Digital Policy and Strategy Development

Support digital transformation policies, legal reforms, and readiness assessments at all government levels, including institutional Digital Readiness Assessments (DRAs) and Digital Roadmaps/Strategies.

2. Support Interoperability and Data Exchange

Digital solutions developed by UNDP will promote interoperability by integrating existing data and providing data to enable seamless public service delivery. UNDP will support cross-governmental interoperability working groups in developing an effective interoperability framework.

3. Integrated Public Service Delivery

Expand the deployment of UNDP digital flagship solutions (e-Services Management Platform, e-Citizens, etc.) to create unified, user-friendly e-government portals, focusing on high-demand areas. Integrate Artificial Intelligence (AI) tools for improved service delivery.

4. Support Local e-Governance and Services

Digitize municipal services and internal systems, pilot simple AI solutions, build local digital capacity, and reduce regional disparities, with tailored approaches used for various local government typologies, from small and underdeveloped, over mid-sized, to large local governments.

5. Advance digital public participation and women's leadership

Expand platforms for citizen engagement and consultations, focusing on digital tools that promote women's leadership, participation, and networking. This includes crowdsourcing and coalition-building tools, as well as initiatives that connect women leaders in Bosnia and Herzegovina with the diaspora, such as the Women Forum for Development, implemented in partnership with the Agency for Gender Equality.

Pillar 2: Cybersecurity and Law Enforcement

The Reality and the Drivers

Bosnia and Herzegovina faces significant challenges in cybersecurity and digitalization of law enforcement agencies, marked by a fragmented cybersecurity landscape and work in silos:



Fragmented Cybersecurity governance

Bosnia and Herzegovina lacks a state-level CSIRT and effective coordination of cyber incident responses, and relies on fragmented, disproportionate entity-level defense mechanisms. Major gaps remain in aligning legislation with EU directives (NIS2, Data Act, GDPR). The operational maturity and capacity of existing CSIRTs are low, as institutions struggle to attract and retain skilled cybersecurity experts in the public sector. Cyber initiatives lack a long-term sustainability mechanism.



Silos and "Blind Spots" in Law Enforcement

Cybercrime's borderless nature clashes with BiH's territorial law enforcement, which lacks integrated data exchange systems. Progress has been made in specific areas, but the police sector, particularly in the Federation of BiH, suffers from a lack of digital governance and integrated systems. The current system still needs tools and training to investigate technology-facilitated Gender-Based Violence, as online threats are still perceived as "virtual" or less harmful.



Vulnerable Critical Infrastructure, Private Sector, Citizens

Many of the critical infrastructure sectors (energy, health, telecom,...) and private sector entities operate under voluntary security standards, as they are overlooked by efforts to protect the government and establish public administration-centric protection mechanisms. Critical infrastructure, the private sector, and citizens (especially women) are highly vulnerable and susceptible to systemic paralysis in case of a major incident.

These vulnerabilities are further amplified by significant trends and drivers that demand a strategic shift:



Artificial Intelligence „democratizes" cybercrime

Malicious actors leverage the increasing sophistication of AI tools to develop more advanced and evasive attack methods. Understanding these risks is crucial for developing effective countermeasures.



Alignment with EU Policies

The EU's NIS2 Directive, GDPR, Directive on Violence Against Women, etc., set strict requirements for the development of a holistic national cybersecurity and cybercrime system. No CSIRT means no integration with the EU Digital Single Market.



Geopolitics and Cyber Threats

The Western Balkans, and Bosnia and Herzegovina specifically, are increasingly visible targets, and local and regional trends indicate a rise in state- and non-state-sponsored attacks, signaling that "security through obscurity" is not a viable defense strategy for BiH.

Pillar 2: Cybersecurity and Law Enforcement

UNDP's Areas of Engagement and Support 2026-2030

8. Strengthening Cybersecurity for MSMEs

Since 90% of businesses lack a systemic approach to cybersecurity, these activities will provide budget-friendly security solutions and training for the private sector, based on the pilot activities completed in 2025.

7. Institutionalization of AI-specific Human Rights Impact Assessments (HRIAs) and Ethical Usage Guidelines

Support the development and requirement of Human Rights Impact Assessments (HRIAs) for all "high-risk" AI systems, including assessments focused on gender, before these systems are deployed in public institutions. Additionally, strengthen the technical oversight capacity of the Personal Data Protection Agency to ensure that the use of AI in public administration respects fundamental human rights.

6. Cybersecurity Academic Specialization

Institutionalize the Cybersecurity Master's Program at the University of Sarajevo as a full degree. Equip labs and actively promote women's enrollment to bridge the critical skills gap.

5. Intelligence-Led Policing

Expand current digital systems (e.g., SALW tracking) and deploy investigative tools to law enforcement agencies across the country to prosecute Technology-Enabled Hate Speech, Disinformation, and Technology-Facilitated Gender-Based Violence.



1. Support CSIRTs Operationalization

Provide technical support to state and entity CSIRTs to achieve SIM3 Maturity and FIRST Membership, including establishing the mandatory "Single Point of Contact" to ensure compliance with the EU Reform Agenda.

2. Action on Technology-Facilitated Gender Based Violence (GBV)

Support harmonization of legal frameworks (EU Directive on Violence Against Women) to criminalize online violence and equip police with forensic tools and capacities to effectively prosecute online GBV.

3. Strengthen Cybersecurity in Judiciary

Support the establishment of an internal CSIRT for the High Judicial and Prosecutorial Council (HJPC) to protect judiciary digital systems with real-time monitoring and automated alerts for sensitive justice data.

4. Essential Infrastructure Resilience

Provide support in identifying and scoping support to "critical services providers" in sectors beyond public administration (e.g., Energy, Digital Services,...) for EU NIS2 compliance.

Pillar 3: Digital for Green Transition

The Reality and the Drivers

Bosnia and Herzegovina faces significant challenges in cybersecurity and digitalization of law enforcement agencies, marked by a fragmented cybersecurity landscape and work in silos:



Systemic fragmentation

Fragmented mandates require a structured, multi-level coordination mechanism. While numerous digital initiatives exist, they operate as isolated islands. Some innovations remain trapped at the pilot stage or within the specific governance level, failing to scale into nation-wide coordinated systems. Policy-makers have a fractured view of the country's nature and climate reality.



Lack of Data, Interoperability and Anticipatory Governance

Persistent data gaps and interoperability issues affect monitoring (pollution, biodiversity, waste) and financial planning. The system lacks sufficient anticipatory capacity to address emerging EU regulatory requirements, creating compliance risks. In some areas, the sector is in a "data-rich, information-poor" state as data are not aggregated and converted into useful information for communities, policymakers, academia, and others.



Insufficient Capacities and Inclusion Efforts

The public sector's ability to manage the green transition is dependent on external support. Need for practical guidance, especially around financing instruments, regulatory design, and practical implementation guidance for municipalities and small businesses. Just transition still needs to be addressed. The innovation, economic development, health, finance, and youth dimensions need to be more strongly engaged in the green transition.

Many [trends and drivers are observable in Green Transition sector](#) in Bosnia and Herzegovina. Key trends driving digital change are:



Expected CBAM "Shock" as of 2026

CBAM compliance is also a *digital* challenge. It requires continuous, granular digital tracking of carbon intensity at the facility level (MRV). Reliance on manual reporting, estimated values, and annual averages may be insufficient to meet the EU's rigorous verification standards.



Green Finance Regulatory Frameworks

Regulatory frameworks for green finance are being established to attract sustainable investments. Indicates a shift towards integrating environmental criteria in financial systems. As financial institutions move to algorithmic ESG scoring (EU SFDR, EU Taxonomy), verifiable environmental data are of the essence.



Strategic planning to reach decarbonization and adaptation targets

BiH is advancing strategic climate planning, including the integrated National Energy and Climate Plan, to meet EU-aligned decarbonization and adaptation targets. Delivering on both mitigation and resilience goals depends on a robust digital backbone, e.g., digital MRV for emissions, data systems for monitoring climate risks, early warning systems, anticipatory planning, etc.

Pillar 3: Digital for Green Transition

UNDP's Areas of Engagement and Support 2026-2030

8. Digital for ESGs

Leverage digital tools to help companies comply with international sustainability standards and run ESG pilots (e.g., advancing sustainable events management and offsetting unavoidable emissions via [TvojCO2.ba](https://www.tvojco2.ba) platform).

7. Digital MRV for CBAM/Sustainable energy

Support development of a secure databases (potentially Blockchain) for the Monitoring, Reporting, and Verification of greenhouse gas emissions, for heavy industry to comply with the EU CBAM by providing facility-level data.

6. EMIS for Residential Sector and SMEs

Expand the Energy Management Information System (EMIS) from public buildings to provide SMEs with free digital tools to track energy intensity, and implement a residential module to target heating subsidies for energy-poor households.

5. Digital Twins for Watershed Management

Support technological upgrades of hydrological stations in the Sava and Adriatic river basins to create predictive simulation models for flash-flood scenarios (utilizing Artificial Intelligence), and ensure automated data exchange between entity agencies.



1. Multihazard Early Warning System (MEWS)

Building on DRAS work, coordinate and support state and entity level institutions to develop early warning system based on mobile technologies to deliver uniform, real-time alerts to the local communities, in line with the EU acqie.

2. Digital Enablers of the Circular Economy

Support Industry 4.0 applications (IoT, AI, smart manufacturing) and digital tools such as digital product passports and product-as-a-service platforms that enable circular business models, reduce resource use, and link the green transition to private-sector competitiveness.

3. Digitalization for the nature and biodiversity

Support protected areas in the coutry through digital presence and promotion, and "citizen science" initiatives for the preservation of nature and biodiversity.

4. Support country wide Environmental Information System

Support the development of an integrated Environmental Information System that connects key environmental registries and datasets, enabling harmonized monitoring and reporting across all governance levels and alignment with EU environmental reporting requirements.

Pillar 4: Digital Economy

The Reality and the Drivers

Bosnia and Herzegovina faces significant challenges in cybersecurity and digitalization of law enforcement agencies, marked by a fragmented cybersecurity landscape and work in silos:



Infrastructure, Digital Literacy and the Use of Digital Technologies Limited in Private sector

BiH consistently ranks below the Western Balkan averages on the Digital Economy and Society Index (DESI). Based on the [Digital Pulse](#) findings, SMEs (which make up 98.9% of all businesses) significantly lag in adopting digital across all business areas (e.g., 28% have no web presence, 70% operate without any data backup systems, etc.).



Linear and Extractive Foundation

The current economy is *de facto* reliant on natural resource utilization and waste generation, leaving a high carbon footprint. Awareness of circular business models and sustainable lifestyles remains low among both consumers and businesses, with little participation in recycling (or repairing, refurbishing or repurposing) initiatives.



Digital Skills Mismatch

There is a profound discrepancy between the theoretical knowledge provided by the education system and the practical digital skills demanded by the modern labor market. Private sector lack skills and funding for the utilization of various digital systems, innovating with digital business models and adoption of Industry 4.0 technologies (AI, IoT, and smart manufacturing).

Many [trends and drivers are observable in Circular Transition of the private sector](#) in Bosnia and Herzegovina. Key trends driving digital change are:



Reform Agenda (2024–2027)

The Growth Facility identifies digitalization as a key enabler for the private sector productivity, and emphasizes shifting the private sector from extractive, linear models toward a regenerative, low-carbon economy where digitalization is one of the enablers (e.g., digital industrial symbiosis marketplace, energy consumption optimization through smart manufacturing, etc.).



Labor market is flipping from "high unemployment" to a critical labor shortage

Labor shortage makes digitalization less about saving money but more and more about augmenting missing workers to keep running. Smart manufacturing, new digital sale channels, and other automation initiatives helps companies to scale their businesses instead of shrinking in the absence of workforce.



EU Nearshoring

As European companies are nearshoring production to the Balkans, seeking shorter, more resilient supply chains, they will increasingly demand digital integration of the supply chain that spans both over private sector (e.g., ERP-to-ERP integration) and the public sector (digital customs and e-transport) to guarantee the speed of the supply chain.

Pillar 4: Digital Economy

UNDP's Areas of Engagement and Support 2026-2030

5. MSMEs Digital Accelerator

Support development of a digital fellows/interns system for MSMEs (specifically in rural areas), to drive digital improvements (e.g., launch their social media presence with content generation, set up e-commerce stores on existing platforms, introduce e-Payments, etc.)

4. Women Digital Economic Empowerment

Support capacity-building programmes that would empower women, especially from regions with low employment, to work in digitally-enabled workplaces or engage in home-based online work.



1. Business Development Support Organizations (BDSOs) digital service lines

Design and launch specific service lines that would drive digital transition of MSMEs. Upskill BDSO staff to provide ongoing digital advisory services, reducing the high dependency on consultants.

2. Support digitalization grants schemes

Support institutions at the entity, cantonal and municipal level to design policy measures that would drive the digitalization, and support the process with deployment of the [UNDP Grants Management System](#).

3. Sustainable Tourism Sector Digital Transition

Support "Smart Destination" as part of the sustainable tourism ecosystem development (e.g., e-booking platformization, e-Payments, real-time visitors expectations management, ESG digital tools utilization, etc) to maximize economic value while preserving natural assets.

Pillar 5: Digital Skills and Education

The Reality and the Drivers

Based on the EU-UN Policy Dialouge process in 2025 regarding the Digital Skills and Education in Bosnia and Herzegovina, the following are main characteristics of this system:



Digital Education Policy, Governance and Evidence

A fragmented governance across entities and cantons, disjointed digital education policies, and anecdotal data evidence, where duplicated initiatives, inefficient use of resources, and disconnected outcomes fail to create meaningful systemic change.



Digital Capacities Development

Scattered, project-based digital capacity-building efforts with no or limited coordination and long-term vision, where training for teachers and professionals lacks standardization, is not linked to career progression, and fails to reach all regions equally.



Inclusive Digital Education and Multi-Stakeholder Partnership

Siloed efforts and limited collaboration between key actors, education authorities, the private sector, academia, and civil society often working in isolation, with minimal coordination, shared planning, or sustained engagement - where youth, marginalized groups, and local communities are rarely included in shaping digital education reforms, limiting the system's inclusivity, innovation, and relevance.

Many trends and drivers are observable in the Digital Skills and Education system. Key trends driving digital change are:



Reform Agenda under the Growth Plan

The Reform Agenda explicitly mandates aligning all core curricula with the EU DigComp framework and requires 30% of teachers to undergo specialized digital skills training by 2027. This shifts the system from IT classes to a standardized and obligatory national effort for digital literacy based on EU standards.



Public Education vs. Demand of Labor Market

Discrepancy exists between the digital skills and competencies acquired through education and the demands of the labor market. Some IT companies establish "academies" to retrain/upskill university graduates. Education systems prioritize theoretical knowledge over practical digital skills required for the modern work environment.



The Generative AI "Crisis"

The widespread teachers and student adoption of AI tools is disrupting traditional learning and homework assignments. Educational authorities and schools need to respond as early as possible with policies that will ensure that artificial intelligence (AI) empowers learning and teaching rather than replacing them.

Pillar 5: Digital Skills and Education

UNDP's Areas of Engagement and Support 2026-2030

6. Advanced Digital Skills for the workforce

Support demand-driven, applied digital skilling for the private-sector workforce beyond formal IT education, covering Industry 4.0, data, AI, and e-commerce competencies, delivered with companies and Business Development Support Organizations to close the skills mismatch.

5. Girls leadership and scholarship programme

Expand the EGG2 gender equality focus by launching a dedicated scholarship fund and mentorship ring for women in technical faculties. Connect women university students with high school girls to reduce drop-out rates in STEM fields and challenge gender stereotypes in the workforce.

4. Advance involvement of IT companies in formal and informal digital education

Based on the developed partnerships with IT/Digital companies, pilot a voluntary and non-voluntary mechanisms that would connect IT/Digital practitioners with the primary and secondary schools teachers and students, providing either mentorship or lectures on the specific digital/IT topics. The goal is to improve the link between education and private sector and decrease the skills mismatch.



1. Support improvements in Digital/IT curriculums

Support activities aimed at improving digital curriculums in primary and secondary high schools (in line with the EU document Digital Competence Framework for Citizens (DigComp)) in collaboration with entities' and cantonal education authorities, to advance teaching of practical skills required for the modern work environment. Specific focus on Cybersecurity and Artificial Intelligence (AI).

2. Support establishment of data ecosystem related to Digital Skills and Education

Facilitate the deployment of the [EU SELFIE tool](#) across primary and secondary schools, including through the development of a digital tool, and based on the school-level reports, support principals and relevant educational authority in drafting School Digital Action Plans for investments in equipment and teacher training.

3. Develop pilots to advance STEM education in primary schools

Building on the EGG2 "Schools of the Future" initiative, develop and test a series of experiments/pilots that would advance STEM education in primary schools (e.g., advanced university STEM students serve as mentors for primary school robotics clubs) to fill instruction gaps in lower grades while building leadership and soft skills in older youth.

Pillar 6: Digital Innovation and Entrepreneurship

The Reality and the Drivers

Based on patchy and uneven ecosystem the EU-UN Policy Dialouge process regarding the Digital Skills and Education in Bosnia and Herzegovina, the following are main characteristics of this system:



Patchy and uneven ecosystem

The digital innovation and entrepreneurship system is shaped by BiH's complex, asymmetrical governance, which makes policy coherence and standards hard to align across levels and territories. This translates into *different rules, instruments, and capacities* across FBiH cantons, RS, and Brčko, and weak scaling of good practices.



Support structures concentrated and not yet "systemic"

There are real building blocks (technology parks, hubs, accelerators, incubators, STEM and entrepreneurship initiatives, but they are still mostly city-centric and project or donor-driven rather than fully institutionalized and provided entity- or nation-wide. Fully connected pipelines from ideas → incubation → growth finance do not exist.



Finance and scale gaps

The system relies on traditional finance and small-scale public support. Early-stage risk capital (business angels/VC) is non-existent and financial support to digitalization is mostly dedicated to digitalization of the existing process, not innovating business models or financing startups.

Many trends and drivers are observable in the Digital Innovation and Entrepreneurship system. Key trends driving digital change are:



Reform Agenda under the Growth Plan

Reform agenda requires alignment with the acquis (digital, competition, green transition, skills) pushing BiH to modernize how it supports SMEs, innovation, and digitalization. This is visible in Smart Specialisation Strategy (S3) and the Agenda focus on startups and MSMEs in digital sector, innovation, and access to finance.



Entrepreneurship as a youth retention strategy

Digital Innovation and Entrepreneurship are gaining legitimacy as public policy response to youth unemployment, limited wage employment and regional disparities.



Digital adoption (by people and companies) is faster than institutional adaptation/policies

Citizens (especially youth and diaspora) and businesses, are adopting digital faster than institutions can adapt and support. Diaspora engagement is evolving from mainly remittances and consumption toward knowledge transfer, angel investing, venture building, and short-term returns.

Pillar 6: Digital Innovation and Entrepreneurship

UNDP's Areas of Engagement and Support 2026-2030

6. Catalytic and Blended Finance for Digital Innovation

Position UNDP as a financial architect bridging the early-stage funding gap by designing blended-finance instruments that use donor/grant capital to de-risk private co-investment and support the foundations for business-angel networks and seed-stage equity matching for digital startups and SMEs.

5. Strengthening entrepreneurship curriculum

Use the previous UNDP engagement in Canton Sarajevo to scale Entrepreneurship subject and high-schools entrepreneurial clubs (and competition league) as proof of concept to support adaptation of curriculum for other cantons and entities, develop teacher training packages and integration of entrepreneurship into official education frameworks.

4. Networking of Science, Technology and Innovation Hubs

Convene and technically support a formal network of such facilities in Bosnia and Herzegovina to support knowledge and experience sharing.



1. Support the development of innovation policies

Support activities aimed at improving policy framework for innovation, building on the existing legislative support.

2. Strengthen Startup and Innovation Policy Coordination

Support establishment or build on and connect existing coordination bodies (e.g., the FBiH Innovation Council) to align policy dialogue on the S3 Strategy, innovation priorities, and financing mechanisms, while ensuring state-wide coherence and avoiding duplication.

3. Support capacity-building and service lines design of emerging innovation and entrepreneurship facilities

Based on the support provided to establishment of the Science and Technology Park of Republika Srpska, support the design of feasibility studies, business models and service lines or emerging facilities in the country. Specifically focus on ability of these facilities to provide advanced business development support, export readiness, investor matchmaking (including diaspora) and regulatory guidance (IP rights, standards, EU market entry).

Enabling the Strategy

Internal UNDP way of working and new capacities

In addition to the internal digital expertise, UNDP in Bosnia and Herzegovina will further strengthen its capacities to deliver on this Strategy, through the following operational activities:

Digital by Design

Systematically embed Digital, Cybersecurity, and AI considerations into all program and portfolio design processes.



Quality Assurance by Design

Strengthen capacities for designing, procuring, and overseeing Digital and AI solutions that meet high standards of quality, scalability, and security, including an early-stage review by the UNDP Digital team, to ground requirements, plan for sustainability, and de-risk procurement before stakeholder expectations are set.



Empowered UNDP Staff

Enhance digital, cybersecurity, and AI literacy among all UNDP staff through practical capacity-building initiatives. Actively communicate these opportunities and their outcomes internally and externally via official communication channels and dedicated learning events.

UNDP as a Trusted Convener and Integrator

Actively engage and convene the national Digital, Cyber and AI ecosystem to co-design solutions, share knowledge, and accelerate responsible digital, cyber and AI practices.



Responsible Innovation

Strengthen risk assessments for all products and solutions and further develop internal capacity to audit digital interventions to ensure "Do No Harm" and "Leave No One Behind", in line with the UNDP Digital Guiding Principles and Standards.



UNDP Bosnia and Herzegovina Country Office

Digital Strategy 2026-2030

Driving digital transformation and AI innovation across the programme.

Creating people-centered solutions for inclusive growth.

Fostering sustainable development and long-term progress.