



Eco-Industrial Parks in the Western Balkans

Sustainable. Competitive. Ready for Investment.



Co-funded by
the European Union

Western Balkans
Investment Framework **WBIF**
BUILDING THE EUROPEAN FUTURE TOGETHER

Global
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IFC

International
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What is an Eco-Industrial park?

Eco-Industrial Parks (EIPs) are modern industrial zones where businesses collaborate to improve their sustainability performance. They share resources, infrastructure, and knowledge to reduce environmental impact, cut costs, and create industrial symbiosis.

Key Characteristics



Shared services and utilities



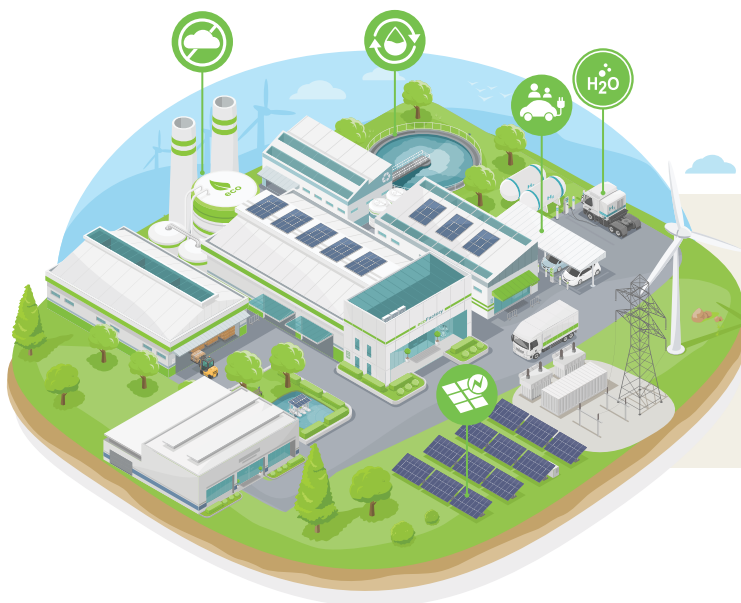
Renewable energy integration



Circular economy practices



Transparent monitoring of environmental performance



Unlike traditional industrial parks, EIPs track progress toward sustainability goals and integrate social, economic, and environmental priorities.

Goals

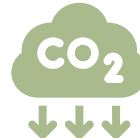
This initiative is part of a joint effort led by the International Finance Corporation (IFC), a member of the World Bank Group, in partnership with the European Union through the Western Balkans Investment Framework (WBIF). The goal is to transform the region's industrial base into a model of sustainable growth, competitiveness, and resilience.



Support up to five pilot projects till 2027 (both brownfield and greenfield)



Align parks with EU Green Deal objectives



Enable companies to thrive in low-carbon value chains



Foster Environmental, Social, and Governance (ESG) compliance and attract responsible investment

Types of Eco-Industrial Parks



Greenfield EIP

Newly developed park designed with sustainability from the ground up (e.g. Šabac, Serbia)



Brownfield EIP

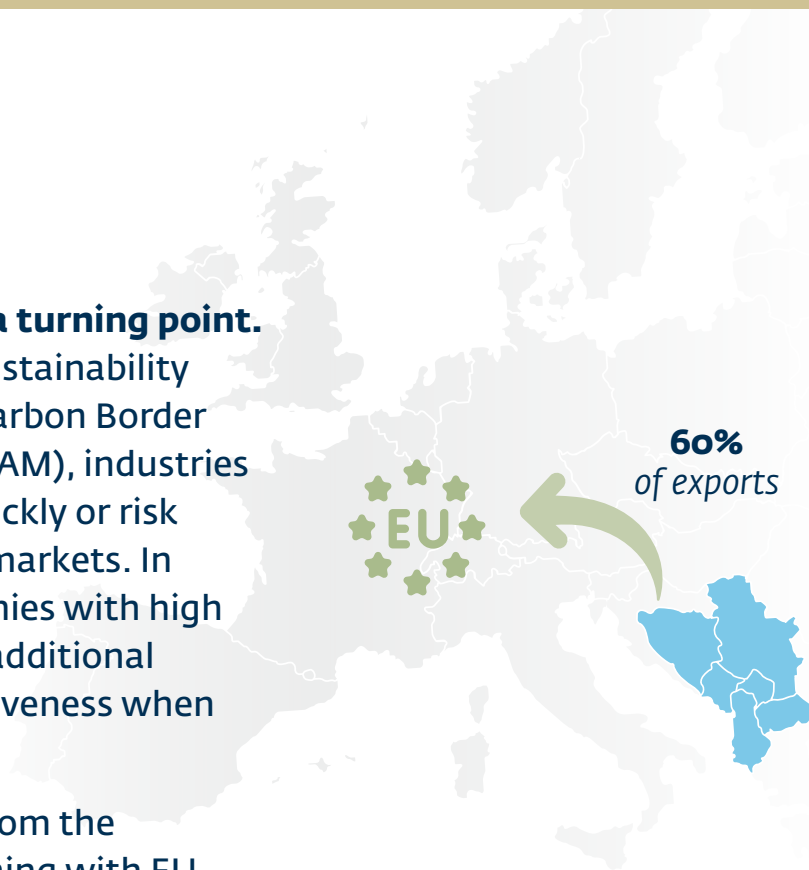
Existing industrial zones retrofitted to meet EIP standards (e.g. MIND Park Kragujevac, Serbia)

Why now? Why here?

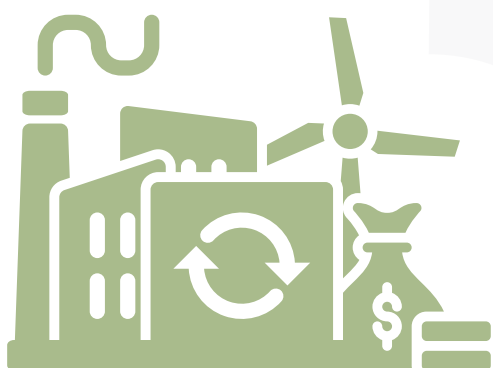
The Western Balkans is at a turning point.

As the EU introduces new sustainability regulations, including the Carbon Border Adjustment Mechanism (CBAM), industries in the region must adapt quickly or risk losing access to key export markets. In practice, this means companies with high carbon emissions may face additional costs and reduced competitiveness when exporting to the EU.

With over **60% of exports** from the region going to the EU, aligning with EU sustainable standards is essential.



EIPs are a strategic response



- ▶ Support the development of low-carbon, resilient industrial infrastructure that can withstand growing climate pressures while sustaining long-term economic growth
- ▶ Help companies manage emissions responsibly while improving competitiveness and productivity
- ▶ Create conditions for more private investment and better-quality jobs, particularly for young people entering the labor market across the region



Eco-Industrial Parks create conditions for more private investment and better-quality jobs.

IFC & EU in action with pilots

Pilot Projects in Action (Results by Dec 2025)



Šabac (Serbia): A greenfield site developed from the ground up with sustainability embedded from the start.

Photo: Plamena Halacheva (Deputy Head of EU Delegation to Serbia), Aleksandar Pajić (Mayor of Šabac), Nicolas Marquier (Regional Manager for the Western Balkans at IFC)



MIND Park (Serbia): A brownfield industrial cluster retrofitted to meet EIP standards, with over 20 companies participating in IFC-led capacity-building programs.

Photo: Lena Radosavljević (CEO MIND Real Estate), Darko Đorić (CEO MIND Park), Plamena Halacheva (Deputy Head of the EU Delegation to Serbia), Ines Rocha (Regional Director, Europe, IFC, World Bank Group)



Albania: National-level engagement supporting policy reforms.

Photo: Blendi Gonxha (Minister of Economic Development, Culture, and Innovation), Silvio Gonzato (EU Ambassador to Albania), Javier Suarez (Manager, Country Advisory and Economics, Europe, IFC)



Novi Sad and Vranje (Serbia): New parks joining the initiative, expanding the national pipeline of EIP locations.

Photo on the left: Marera Industrijski park Pobeda, Novi Sad (Serbia); Photo on the right: Vranje (Serbia)

Across these pilots, the initiative has delivered measurable results, including **19 tenant partnerships, 11 awareness events** reaching **1,237 participants**, and **20 capacity-building workshops** for companies and park operators.

The initiative is helping industrial zones improve energy and resource efficiency, strengthen resilience to climate-related disruptions, and prepare companies to participate in increasingly low-carbon European and global value chains.

What's next

- ▶ Up to five pilot Eco-Industrial Parks by 2027, covering both greenfield and brownfield models
- ▶ Focus on investment readiness, including public-private partnerships and blended finance for infrastructure upgrades
- ▶ Support for investments that improve climate resilience, resource efficiency, renewable energy integration, and circular economy solutions across industrial zones
- ▶ Scaling industrial ecosystems that can create private-sector-led jobs and strengthen regional competitiveness

IFC brings:

- ▶ A full value-chain approach combining analytics, policy support, investment, standard-setting, and private capital mobilization
- ▶ Support for regulatory reforms and removal of investment barriers
- ▶ Experience supporting countries and companies in building low-carbon infrastructure and industrial systems that can sustain growth in a changing climate
- ▶ Alignment with the World Bank Group and international best practice

What's in it for investors?

Eco-Industrial Parks are smart investments.



Top Strategic Benefits



Lower Operating Costs

Through shared infrastructure, circular resource use, and more efficient logistics.



Improved EU Market Readiness

Parks are developed in line with evolving EU climate, trade, and ESG requirements, including CBAM.



IFC Expertise & Global Standards

Investors benefit from IFC technical guidance, international frameworks, and implementation support.



Access to Sustainable Financing

Eligible parks and companies may access IFC-supported and blended finance opportunities.



More Predictable Business Environment

IFC and EU-supported reforms help strengthen industrial governance and regulatory frameworks.



Long-Term Industrial Competitiveness

Modern industrial ecosystems support productivity, innovation, and sustainable growth.



Resilient Industrial Infrastructure

Parks are designed to help companies adapt to climate risks, including resource scarcity, heat stress, and supply chain disruptions.



Job Creation Potential

Competitive industrial ecosystems can help generate sustainable employment opportunities, particularly for youth and skilled workers in manufacturing and green industries.

IFC combines advisory and investment expertise to develop investable, scalable, and ESG-aligned opportunities across the region.



Join the transformation

This is your invitation to shape the future of industry in the Western Balkans.

Whether you are an investor, developer, technology provider, or policy-maker, there's a place for you in the EIP initiative.

You are invited to jointly shape the EIP strategy together with park management ensuring a tailor-made park aligned with your needs and long-term business vision.

By investing in smart development today, the region can strengthen competitiveness, build resilience to climate shocks, attract private capital, and create the foundations for long-term growth and jobs.

Why join?

- ▶ Access regional industrial hubs ready for transition
- ▶ Align with EU-supported sustainable growth programs
- ▶ Be part of a trusted initiative backed by IFC and the European Union
- ▶ Contribute to the development of cleaner, more resilient industrial systems aligned with Europe's long-term economic and climate priorities
- ▶ Support private-sector-led growth that can create jobs, strengthen local supply chains, and connect the Western Balkans to future-oriented European value chains



Contact

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“Since joining the Eco-Industrial Parks initiative, we have looked at things from a new perspective. It supports our efforts to prepare for the future and plan long-term development, making MIND Park even more attractive to tenants and companies.”

– **Lena Radosavljević**, CEO MIND Real Estate, Kragujevac, Serbia



With the support of the EU and the implementation leadership of IFC, Eco-Industrial Parks in the Western Balkans represent one of the most future-ready industrial investment opportunities in Europe today.





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