

MIA — Serbia's Municipal AI Assistant for Citizen Services in Sombor and Šabac

AI in the Public Sector · Good practice · Serbia

Quality score: 53/100

Evidence strength: Moderate

Summary

Germany's GIZ, Serbian alliance NALED and tech firm SAGA rolled out MIA, an AI chatbot for civil-registry and tax questions in Sombor and Šabac (plus two Bosnian towns) — registering close to 80,000 users and 140,000+ conversations across the four pilots in year one.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	1/3
Transferability / demonstrated replication	2/3
Scalability beyond pilot	1/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-13

[City Administrations of Sombor and Šabac, with NALED, GIZ \(BMZ develoPPP.de programme\) and SAGA](#) — accessed 2026-07-13

[MIA ChatBot za opštinske usluge](#) — NALED — accessed 2026-07-13

[Artificial Intelligence based chatbot for municipalities successfully launched in two Western Balkans countries — German Cooperation in Serbia](#) — accessed 2026-07-13

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