



“LEARNING BY DOING” PROJECT

**“Targeted capacity building of VET partnerships
in the Danube Region for the effective modernisation of VET systems”**

WP 4: Capacity Building

Deliverable D: 4.2.5 Memos on sensitization campaigns

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1. Basic problems in VET in your country

- Lack of facilities and infrastructural capacities for wider implementation of WBL
- Current practice of apprenticeship is seldom based on the well-developed programs of competence acquisition
- Missing education program for mentors in companies
- Outdated trainings for teachers in VET schools
- Slow innovations related to WBL
- Lack of systematic benefits to companies participating in VET
- Missing quality assurance system and systematic data on the quality of labour force graduating from VET
- Poor level of information about VET and its opportunities among pupils and their parents
- Lack of a unified protocol protecting VET students in company-based WBL (in terms of safety and work description).

Bosnia and Herzegovina has a long tradition in VET, which used to be rather well-perceived, given the fact that before the 1990s, industry was well-developed and employment opportunities in this sector were remarkable. Generations that were educated and worked in that period (nowadays belonging to mid and mature adulthood) could be valuable promoters of the concept, given the fact that a similar form of VET used to exist in our education system before the 1990s.

Pedagogical Institute has in a way distanced itself from dissemination of EUVET methodology, which should be changed in the future.

The overall perception of the VET is significantly related to the perception of possibilities on the labor market and the income prospects. Students' choices of VET are often determined by their results in the previous education period (e.g. GPA in elementary school or results in external evaluation). The perception about the quality of jobs to which VET leads depends on the actual job. Some occupations are rather well-perceived (e.g. IT, catering services or transportation).

Teachers in VET have a rather rigid perception of professional development. Field trips, visits to companies and presentation of novelties in the work processes directly connected to practical instruction are still the most dominant way of professional development/informing.

There is identified need for systematic solutions; such is passing the Strategy of VET education in Sarajevo Canton, along with regulations related to implementation of WBL in VET, and cooperation between schools and companies.

The role of Chamber of Economy in education sector is currently not clearly defined. It should be entitled for linking between educational sector, from the one side, industry and economy, from the other.

Participation of companies' representatives in preparation of curricula is limited and based on individual initiatives rather than on obligatory regulations. Schools covered by the EU VET project have obligation to evaluate and innovate their curricula every 3-5 years. However, looking at the current legislative, schools have the right to introduce changes in their curricula, but the period in which evaluation and innovation should be undertaken is not specified by the law. Having in mind the structure of educational administration in Bosnia and Herzegovina, curricula are developed on the regional level (in this case, it means the level of Canton Sarajevo).

There is also a need for better professional development of VET teachers (specifically, in-service training in current advancements in the relevant sector). Current practice does not include continuous on-site training for teachers, which is identified as a necessary prerequisite for better implementation of WBL in the curricula, and improvement of perception.

Suitable solutions should be put forward in order to ensure systemic benefits to companies from their participation in WBL. Current practice of apprenticeship is seldom based on the well-developed programs of competence acquisition. Institutionalized and clearly defined program of continuous mentor training is also needed. In addition, the group identified difficulties related to ensuring protection to students while working in companies.

Cooperation and harmonization of responsibilities is needed, specifically, between Ministry of Education and Ministry of Economy. Within this frame, the role of Chamber of Economy should be operationalized.

Political inference hampers functionality of inter-institutional cooperation. Existing strategies are rarely consistently implemented, as authorities over monitoring and evaluation are not clearly defined.

A number of projects have been implemented in VET over the past 15 years, yet there is insufficient coordination between their objectives and outcomes.

Workshop results show that implementation of WBL needs to start with adequate teacher and mentor training platforms. Their preparation is a necessary prerequisite for any improvements in the teaching process. Teachers should be also faced with WBL in their professional development and companies should be institutionally recognized as learning centers. The identified challenges can be summarized as follows:

- Missing education program for mentors in companies.
- Insufficient operational cooperation between institutions.
- Outdated trainings for teachers in VET schools.
- Lack of finances for implementation of company-based WBL

2. Basic information about Sensitisation campaigns 1,2,3

Short campaign description:

Whitin the framework of the first regional innovation event based on the Triple-Helix model - a regional summit of innovation called **Sarajevo Innovation Summit 2018**, the Chamber of Economy of Sarajevo Canton together with Ministry for education, science and youth of Sarajevo Canton conducted a dual education system sensitisation campaign as one of the activities of the Learning by doing project.

The initiator and creator of such an event was the Faculty of Economics and Business of the University of Sarajevo, as the only internationally accredited faculty of business studies with the longest tradition in BiH. Innovations today represents one of the most important sources of long-term economic growth. Leading economic experts point out that 50% of GDP growth of developed economies is solely the result of growth in innovation. The role of innovation is equally important in less developed economies faced with additional challenges to innovate, with very limited resources, and in very unfavorable environments without adequate systemic and institutionalized support.

In this sense, the construction of the innovation ecosystem based on the Triple Helix principle becomes imperative of economic development of the country. The Triple-Helix concept implies intensive cooperation between the educational, public and business sectors, and points out that the potential for innovation and economic development lies in the more prominent role of the university through the so-called hybridization of universities, industries and the public sector in the context of creating a new institutional and social framework for generating, transferring, and practicing knowledge.

The summit brought together leading industry and public sector experts, and the academic community in the field of innovation that presented good practices and exchange of knowledge and experience, with the aim of stimulating innovations and creating an adequate environment. The summit has definitely contributed to a more open dialogue in the context of reducing the gap between the labor market and higher education institutions in terms of creating new, market-relevant knowledge and skills, as well as defining specific recommendations for improving the environment that will be stimulating for innovation and entrepreneurial activity.

Since the previous cooperation between the university, ie the education and business sector was mostly based on individual initiatives without a consistent and institutionalized approach, the realization of this event contributes to institutionalized cooperation with the business sector and enables the transfer of best practices through the "Open Science" model. This kind of cooperation promotes regional economic growth, job creation, but also the increasingly important role of higher education in this regard, and reduces the gap between research institutions and the business sector by increasing the innovative capacity of the academic community.

Participants of the Sarajevo Summit Innovation:

- Business sector experts: Business sector representatives who presented successful business practices with a special emphasis on the practices of development and management of innovations, innovative products and services, and the specific challenges they face everyday.
- Researchers in innovation: academic community representatives presented the latest research and achievements in the context of scientific development and innovation management.
- Public sector representatives: representatives of relevant public institutions as key policy makers and decision-makers have presented a regulatory framework focused on the business area, including business innovation management, as well as current practices and results that have a direct or indirect impact on innovation.



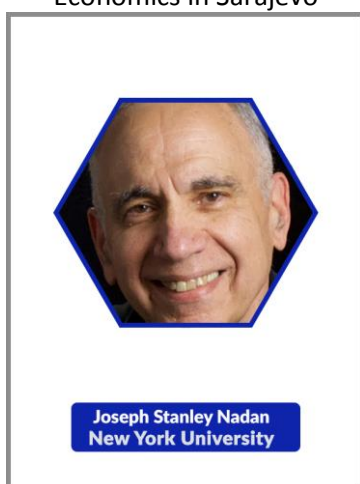
Dean of the Faculty of Economics in Sarajevo



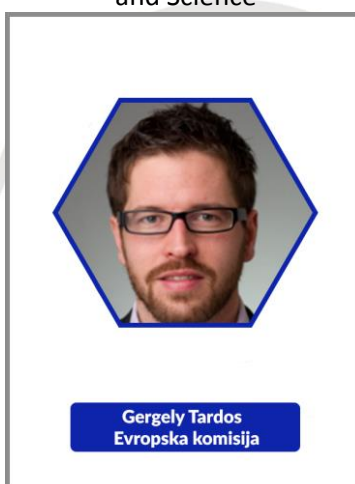
Federal Minister of Education and Science



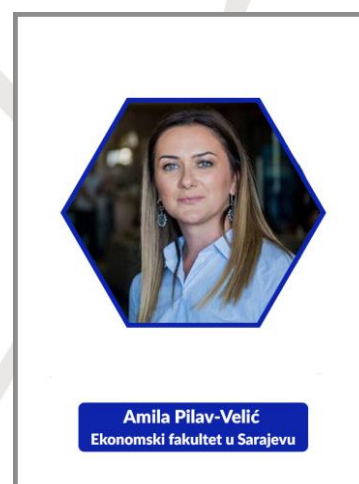
Head of USAID Mission in BiH



New York University



European Commission



Faculty of Economics in Sarajevo



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University



Muamer Mahmutović
Privredna komora KS

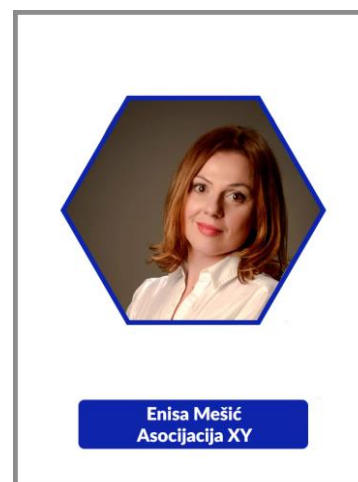
Chamber of Economy of
Sarajevo Canton



Prilika Plus



Director of XY Association



XY Association

Results, responses on campaign from your partners:

The results of the first campaign are very good because, the main goal of campaign – introduce the public with the project Learning by doing and its activities - is achieved. All participants responded positively to the presentation of the project and the activities carried out by the Chamber of Economy of Sarajevo Canton and the Ministry for education, science and youth of Sarajevo Canton within the project. This is because the Sarajevo Canton Government nowadays is striving to introduce a dual education system as a best solution for the future students of vocational schools, with which everyone is familiar, but most of people did not know that the Chamber of Economy of Sarajevo Canton and the Ministry for education, science and youth of Sarajevo Canton are deliver added value to this process through the project Learning by doing. For this reason, this campaign was of great importance because the general public indicated that in the process of transition from a classical education system to a work based learning system, Canton Sarajevo have the support from EU.

Partners of this event were the European Commission (Research and Innovation), USAID and the Swiss Agency for Development and Cooperation:



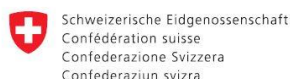
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**

Sponsors of this event were the Ministry of Economy of Canton Sarajevo, Chamber of Economy of Sarajevo Canton, Swiss Agency for Development and Cooperation, Federal Ministry of Health, Ministry of Health and Social Welfare of Republika Srpska, Association XY and Digital Elephants:



PRIVREDNA KOMORA KANTONA SARAJEVO



Švicarska agencija za razvoj i saradnju SDC

**BOSNA I HERCEGOVINA
Federacija Bosne i Hercegovine
Federalno ministarstvo zdravstva**



Министарство здравља и
социјалне заштите
Републике Српске



3. Summary of your findings and experience from campaigns

During the second panel, the participants focused on innovation in education. The topic of this panel was **"Reducing the Gap Between Education and Labor Market"** where the president of the Chamber of Economy of Sarajevo Canton, Mr. Muamer Mahmutović, presented the project **"Learning by Doing"**, which aims to create links between the education system and the economy through the introduction of a dual education system. Mr. Muamer Mahmutović pointed out the very successful cooperation between the Chamber of Economy of Sarajevo Canton, the secondary vocational schools and the Ministry of Education, Science and Youth of the Canton of Sarajevo, which was born through this project and which will surely continue to exist even after the completion of the project. The project enables secondary vocational schools to engage in decision-making policy, but also to promote the vocational orientation which VET schools offer.

The transition to learning through work in education is in line with the needs of citizens, businesses and society as a whole, and is therefore an attractive solution to many of the more burning issues in the Danube region. This program is of the utmost importance because, in Europe, nearly half of all jobs require secondary vocational education, which is the fastest advancement through the VET system.

As the form of practice in companies within the VET system has shown a very positive impact on local economy and society (facilitating start up, empowering young people and reducing inequalities in the labor market), most states in the Danube region have initiated certain activities that have shown partial results. Institutional weaknesses, lack of

co-operation between VET participants, lack of capacity and cultural barriers all together seriously jeopardize the transition from the existing VET systems to a market-based system.

It is a strategic project designed to ensure that all key actors in the process (chambers, governing structures at all levels and companies) can directly participate in all 14 countries covered by the Danube Transnational Programme.

Developing transnational tools that will support long-term transition to the VET system and developing appropriate strategies and appropriate policy solutions will facilitate the transition to more effective learning schemes through work and their modernization.











4. Recommendation for future campaigns

Another campaign will be organized as part of the third International Business Conference of Canton Sarajevo in 2018, which will be held in Sarajevo from 25-26 September 2018. This event will be attended by distinguished economic and financial experts from the country and abroad, representatives of domestic and foreign companies from various sectors of the economy as well as representatives of the diplomatic corps and governing structures. Organizer of this year's Conference The Ministry of Economy of Canton Sarajevo, in cooperation with the Chamber of Economy of Sarajevo Canton, will pay special attention to the improvement and the chances for the development of strategic branches of the economy in Canton Sarajevo as well as the business connection between the businessmen of Bosnia and Herzegovina and the world.

We also plan to organize several campaigns as part of the upcoming education fairs as well as within the “open door days” at the secondary vocational schools.