



“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

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.

Some basic problems in VET in our country are:

- 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- Outdated trainings for teachers in VET schools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 labor 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).

WBL is regulated on the basis of the Article 61 of the *Law on Secondary Education*, which defines sites for its implementation: school workshops, laboratories and special cabinets, as well as other facilities properly equipped for teaching activities. In addition, practical instruction can be organized in companies and entrepreneur's workshops, provided there is qualified monitoring by the school in both cases.

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 labour 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).

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.

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).

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. Teachers themselves need company-based continuous professional development.

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:

1. Presentation of project and activities on television – 5/15/2018

Project manager Azemina Njuhović and Azra Nizić as one of the moderators for campaigns and workshops within the project were guests in one morning show on the TV of Canton Sarajevo. It was talked about project “Learning by Doing” in general, about its aims and activities and emphasized the importance of vocational education and the problem of the VET system in Canton Sarajevo.

Presentation was focused on students as well as parents.

It was also used the opportunity to introduce the Round table/Workshop on the topic „Entrepreneurship and School – From Idea to Realization“ which was organized by the Ministry of Education, Science and Youth of the Canton Sarajevo and the Chamber of Economy of Canton Sarajevo as the activity within the project.

2. The Round Table „Entrepreneurship and School – From Idea to Realization“ and The Round Table "Dual education - a combination of theory and practice"

- The Round Table „Entrepreneurship and School – From Idea to Realization“ was organized by the Ministry of Education, Science and Youth of the Canton Sarajevo and the Chamber of Economy of Canton Sarajevo as one of the activities of the project „Learning by Doing“.

In the light of Bosnia and Herzegovina's future entry into the EU, this event aimed to encourage educators as well as employers to harmonize their strategic development for entrepreneurial competence and vocational education as well as promoting dual education and linking real needs with enrolment politics in schools. The problems and possibilities for progress were discussed regarding the professional and entrepreneurial competences of students-future workers, as well as the possibilities of implementing dual education in the light of previous good practices.

It is important to note that the final grade students, who during their secondary education were recognized by employers and secured their place in the labour market, addressed future high school students, and sent a strong message on the importance of work-based learning and linking theory with practice.

Representatives of the Ministry of Education, Science and Youth of the Sarajevo Canton, the Chamber of Economy of Canton Sarajevo, the Municipality of Hadžići, pupils and teaching staff of primary and secondary schools from this municipality were attending this Round Table as well as directors and representatives of successful companies, who pointed out the importance of cooperation with educational institutions, which for many years now realize their part of practical teaching for students in their companies.

Minister Kazazović emphasized the importance of the launching certain necessary strategic activities to improve secondary vocational education as early as next school year.

The director of the School Center Hadžići, Selver Ejubović, addressed the attendees and presented the results achieved so far in this field, as well as the plans for the next year, and invited students, parents and employers to cooperate in the future implementation of the dual education system.

The participants agreed that the need for teaching entrepreneurship in educational institutions, in order to adequately prepare children and young people for life and professional development in today's, and future social and market demands, is no longer questionable. It remains to find the best answers to the questions: when and how to educate students in secondary schools, and how to design appropriate, entrepreneurial-oriented programs in order to achieve the desired outcomes and to adapt the permanent changes in the labour market due to global competition.

Municipality Hadžići, "High School Center Hadzici" and successful employers who work in this municipality, have provided full support to the realization of the round table through active participation of their representatives.

Otherwise, the attendees were addressed by the Assistant Minister Azemina Njuhović, the Director of the Center for Education of the Chamber of Economy of Canton Sarajevo Lejla Halkić, the Chairman of the Municipal Council of Hadžići Senad Kovačević, the director of the hotels Hills and Hollywood Eduard Kapetanović, the manager of Hotel GastroID Elvir Toholj, director of JKP Komunalac Hadžići Nusret Kaleta, Akova Impex Manager Emina Džafić, and Tarik Bandić, Tourism Resource Development Manager.

- The Round Table "Dual education - a combination of theory and practice" was organized by the Ministry of Education, Science and Youth of the Canton Sarajevo and the Chamber of Economy of Canton Sarajevo as well as Technical School of Graphic Technology, Design and Multimedia" Ilidža as one of the activities of the project „Learning by Doing“.

The problems and possibilities for progress were discussed regarding the professional and entrepreneurial competences of students-future workers, as well as the possibilities of implementing dual education in the light of previous good practices.

Representatives of the Ministry of Education, Science and Youth of the Sarajevo Canton, the Chamber of Economy of Canton Sarajevo, directors and teachers of secondary vocational schools of the Canton Sarajevo were attending this Round Table who pointed out the need for teaching entrepreneurship in educational institutions and the design of appropriate oriented programs. The law regulating this area is in the process of preparation, and all the participants agreed that additional work should be done on strategic activities that would contribute to greater systemic linking between the educational and economic sectors.









3. Promotion of the vocational education and project on the official page of Ministry on the Facebook

In the light of the fact that Facebook as a social media is very popular among young people we have used the page of Ministry to promote project and vocational education. All news about it was announced also on page as well as invitation on workshops.

Results, responses on campaign from your partners:

1. Presentation of project and activities on television – 5/15/2018

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. This TV show is very popular in Canton Sarajevo and it was great to introduce the project on it. Also, it was a period of introducing the high schools in Canton Sarajevo to students and parents so in this way dual education system was as well introduced as a best solution for the future students of vocational schools.

2. Two Round Tables „Entrepreneurship and School – From Idea to Realization“ and "Dual education - a combination of theory and practice" had the same aim – promoting project, dual education and linking real needs with enrolment politics in schools. The results are very good and all participants responded positively to the presentation of project and all activities carried out by the Ministry for education, science and youth of Sarajevo Canton and the Chamber of Economy of Sarajevo Canton within the project. These campaigns were 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.

3. Summary of your findings and experience from campains

During the above mentioned campaigns was 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.

During the first Round Table students that have finished vocational schools have shared their experiences and noted that they were recognized by employers and in that way secured their place in the labour market. They specially addressed future high school students and they sent a strong message on the importance of work-based learning and linking theory with practice.

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.

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

One of the next campaigns would be visiting vocational schools and giving them more information about vocational education. Target group would be students as well as their teachers. Within this activity would be organized presentation about project, benefits of vocational education. It would be open discussion where students and young people would have chance to give suggestions and share their vision of vocational education as well as their opinion about importance of it for their future.

We also plan to organize several campaigns in the form of the round tables and workshops on which special attention will be paid to the area of healthcare and tourism that is becoming increasingly popular.

Another campaign will be organized together with Chamber of Economy of Canton Sarajevo 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. The special attention will be paid 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.

One more campaign will be organized as a part of the first Conference “Education and Information Technologies – New Views and Challenges” which will be held 17. September 2018. The aim of the conference is to connect all stakeholders in the decision-making and realization process through scientific research and exchange of experience: ministries, universities, primary and secondary schools, teachers, management, private and public sector, experts from various fields of education and science, in order to set up organizational, technological and educational concepts for the introduction of ICT into the education system, and based on experience, developed a strategy for the implementation of the system of digital mature schools in Sarajevo Canton and beyond. Ministry for education, science and youth will represent the project “Learning by Doing” and the importance of VET system and need for the improvement of it.

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