

# OVERVIEW

## Multi-stakeholder Panel 2015

### Business role in fostering Employability and Entrepreneurship in Serbia

November 12, 2015

Elsie Inglis House

#### Content:

- Opening addresses, 3 round table discussions and integrative summary

#### Participants:

- Over 30 representatives of multiple key sectors – business, government and CSOs.

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Belgrade

# Multi-stakeholder Panel 2015

Content overview:  
[Opening addresses](#)



**Mr Denis Keefe,**  
British Ambassador  
to the Republic of Serbia



**Ms Laura Pavlović,**  
Director, Office of  
Democratic and Economic  
Growth, USAID Serbia



**Mr Dejan Turk,**  
President of the Responsible  
Business Forum  
and CEO, Vip mobile

# Multi-stakeholder Panel 2015

## Content overview - Round table 1: Education and Labour Market



### Key questions:

*How educational policies influence business sector and vice versa? What are the possible models of engaging business into the creation of education and training curriculum? What actions need to be taken in order to harmonize the labour market and education system? What actions companies are expected to take in this regard? To what extent new legislation, that is in the process of creation, deals with actual problems?*

# Multi-stakeholder Panel 2015

## Content overview - Round table 1

### Education and Labour Market



#### *Participants:*

**Ms. Ana Trbović**, Dean, Faculty of Economy, Finance and Administration;

**Mr. Aleksandar Ružević**, GM, Coca-Cola Hellenic;

**Mr. Dragan Sikimić**, Deputy Director, National Employment Service;

**Ms. Maja Stojanović**, director, Građanske inicijative;

**Ms. Ljiljana Džuver**, Deputy Minister, Ministry of Labor, Employment, and Social Issues;

**Ms. Mirjana Kovačević**, Director of Centre for Education, Chamber of Commerce and Industry;

**Ms. Mirjana Bojanić**, Advisor to the Minister, Ministry of Education, Science and Technological Development

**Ms. Clare Sears**, Director, British Council

#### *Moderator:*

**Mr. Darko Radičanin**, Director, Junior Achievement



# Multi-stakeholder Panel 2015

## Content overview - Round table 1

### Education and Labour Market

#### CONCLUSIONS:

- The focus of education policy makers should be on finding models to incorporate new skills in the school curriculum as soon as the need for them is shown on the labour market. One solution should be making more business-education partnerships to reduce skill gaps and in the goal of making necessary changes.
- Platform for cooperation and exchange between business and education should be established by reason of skills anticipation.
- Job opportunities need to be created to avoid further leaving of talented and educated youth. In order to do that, we should foster self-employment through various methods, including financial support, but even more important by developing entrepreneurial and soft skills in formal education system from early age.
- Entrepreneurial skills should be cultivated through all school programs, materials and learning culture overall, and not just through one isolated subject.

# Multi-stakeholder Panel 2015

## Content overview - Round table 2:

### Entrepreneurship and Social Entrepreneurship



#### Key questions:

*What are the possible models of engaging business and other social partners into raising employability through enabling new skills for jobs and/or creating new jobs? Which measures should be taken in order to remove institutional obstacles that discourage self-employment and foster entrepreneurial spirit? What are the possible models for public and private financing of entrepreneurial and start up initiatives?*

# Multi-stakeholder Panel 2015

## Content overview - Round table 2

### Entrepreneurship and Social Entrepreneurship

#### *Participants:*

**Ms. Ana Koeshal**, Director, Foundation Ana i Vlade Divac;  
**Mr. Vladimir Todorović**, Senior Communications Specialist, ERSTE Bank;

**Mr. Dejan Tonić**, Project Specialist for Small and Medium Business, EBRD;

**Ms. Natalia Meylunas**, Head of Regional Programme for Western Balkans SME support, EBRD;

**Mr. Marko Radenković**, General Manager, Nova Iskra;

**Mr. Nikola Jovanović**, President, Hub Belgrade;

**Mr. Vladimir Marinković**, Head of the Economic Caucus;

**Ms. Jelena Bojović**, program director, NALED;

**Ms Laura Pavlović**, Director, Office of Democratic and Economic Growth, USAID Serbia;

**Ms. Jasna Uzelac**, Corporate Communications and Public Affairs Manager, Unicredit

**Mr. Miodrag Shrestha**, National Project Officer, OSCE Mission to Serbia

#### *Moderator:*

**Mr. Žarko Šunderić**, Team manager, SIPRU



# Multi-stakeholder Panel 2015

## Content overview - Round table 2

### Entrepreneurship and Social Entrepreneurship

#### CONCLUSIONS:

- There are great challenges whenever one is starting a company with lack of proper information, knowledge, systematic support and with dealing with unstable and unpredictable business environment.
- Developing skills needed for success in starting small business is not only governmental and educational topic anymore. It is now big challenge for companies. Business world in general is on forefront of bringing the economic change.
- Good entrepreneurs who are doing well with their business should be publicized for their success in order to promote entrepreneurships in general. Recently, efforts from local governments to partner up with different funds in order to help the entrepreneurs have been noted.
- There is the great the need for systemic support that could be provided by mentoring, financing, marketing, etc
- A great way for entrepreneurs to provide support is to make partnerships and coalitions, to group up in order to achieve higher level of visibility. It seems that small business in Serbia has not come to that realization yet.

# Multi-stakeholder Panel 2015

## Content overview - Round table 3

### Apprenticeships and Internships



#### Key questions:

*How could apprenticeships and internships be further promoted among employers, and how among students? How companies perceive this engagement – as an opportunity to get qualified youth workforce, or an additional obligation? How business-education partnerships should be facilitated in order to achieve the best results? Which steps should be taken in order to ensure the quality of those educational schemes?*

# Multi-stakeholder Panel 2015

## Content overview - Round table 3 Apprenticeships and Internships

### *Participants:*

**Mr. Fabian Gems**, Trade Attaché of the Embassy of Austria;

**Mr. Miroslav Miletić**, Vice-President, Chamber of Commerce and Industry of Serbia;

**Ms. Vesna Vidojević**, Senior Adviser, Ministry of youth and sports;

**Ms. Stanislava Marojević**, President, AIESEC;

**Ms. Neda Stanković**, Smart kolektiv;

**Ms. Jelena Avramović**, Project Specialist, USAID

### *Moderator:*

**Mr. Dejan Turk**, CEO, Vip mobile



# Multi-stakeholder Panel 2015

## Content overview - Round table 3 Apprenticeships and Internships

### CONCLUSIONS:

- Young people lack practical experience during formal education. In the period to come, work-based learning in all forms should be promoted by stimulating innovations and entrepreneurship, and by involving social partners and education providers.
- As already shown, companies are ready to organize internships, but there is a need for better coordination and cooperation with Universities and relevant Ministries. Government is currently developing a National Program of Internships (in charge of Ministry of Youth and Sports) and further possibilities to encourage business sector to get involved with the Program should be explored.
- When introducing the internship program, quality assurance and establishment of standards are of the critical importance. For example, when companies organize internships, mentor support should be obligatory.
- It is necessary to introduce continuing education of teachers in the cooperation with the business sector, especially at vocational schools. Professors that educate youth must be up to date with new industrial and technological trends.

# Multi-stakeholder Panel 2015

## Content overview - Summary



# Multi-stakeholder Panel Follow up:

Responsible Business Forum joined a Europe-wide initiative

## The European Pact for Youth



### *About the European Pact for Youth:*

In order to be competitive in the global market, companies in Europe more than ever need young people with the right skills. At the same time, Europe has a significant untapped human capital potential. To achieve higher sustainable growth and more innovation, and take full advantage of the skills and talent available in Europe, business and the education sector need to open up to the world and to each other.

**The Pact was officially launched at Enterprise 2020 Summit on November 16-17<sup>th</sup> in Brussels**

# Multi-stakeholder Panel Follow up:

The initiative aims to contribute to:

1. Boosting the number and quality of business-education partnerships for youth employability and inclusion,
2. Reducing the skills gaps, by offering more high quality traineeships, apprenticeships, entry level jobs and youth learner mobility opportunities;
3. Contribute to the EU and national policy on skills for competitiveness and employability



The  
**EUROPEAN**  
**PACT 4 YOUTH**

The logo features the text 'The EUROPEAN PACT 4 YOUTH' in white and yellow. A semi-circle of yellow stars is positioned above the '4' and 'YOUTH' part of the logo.

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