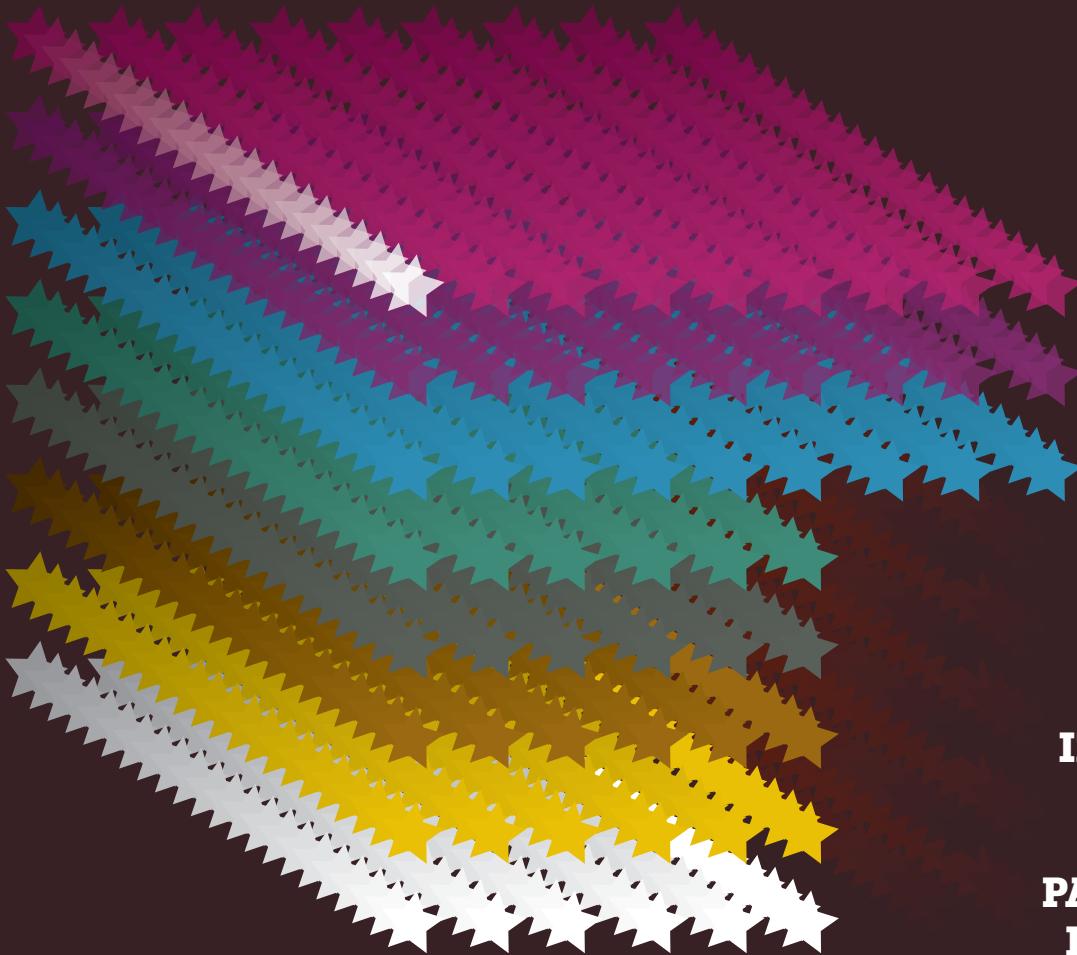




Projekat finansira  
Evropska unija u okviru  
programa „Podrška  
civilnom društvu“

Stvaranje ove publikacije pomoglo je Evropska unija.  
Sadržaj publikacije je isključivo odgovornost SPARK  
BSC-a i ne odražava nužno stavove Evropske unije.



# IZVEŠTAJ O PROJEKTU „OMLADINSKO PREDUZETNIŠTVO, PARTNERSTVO JAVNOG I CIVILNOG SEKTORA”

**REPORT ON THE PROJECT  
„YOUTH ENTREPRENEURSHIP, CIVIC-PUBLIC PARTNERSHIP”**



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**Kragujevac, 2012**

# UVODNA REČ

Dragi naši prijatelji i saradnici,

Projekat "Omladinsko preduzetništvo, partnerstvo javnog i civilnog sektora" je na samom kraju svoje realizacije. Želimo ovim izveštajem sa svima vama da podelimo rezultate jednogodišnjeg vrednog rada svih učesnika projekta i da se zahvalimo svima onima koji su na bilo koji način doprineli uspehu i ostvarenju postavljenih ciljeva.

Na narednim stranama detaljnije ćete imati priliku da se upoznate sa samim projektom, ciljevima, postignutim rezultatima, projektnim aktivnostima i naravno glavnim akterima. Projekat je počeo sa realizacijom 29. juna 2011. Od tada do danas različitim aktivnostima obuhvaćeno je preko 300 ljudi, predstavnika različitih organizacija, institucija, lokalnih vlasti, preduzetnika, mladih sa teritorije Šumadije i Pomoravlja.

Koristimo ovu priliku da se svima, koji su na bilo koji način bili uključeni u realizaciju projekta, najiskrenije zahvalimo na pruženom doprinosu. Želimo posebno da istaknemo podršku Evropske unije, zahvaljujući čijoj finansijskoj pomoći je sproveden projekat. Oni bez čije podrške i iskrene posvećenosti ne bismo uspeli jesu naši formalni partneri: Grad Kragujevac, holandska organizacija SPARK i Udruženje građana Sunce, iz Kragujevca. Regionalna kancelarija za mlade Kragujevac, kao saradnik na projektu, takođe je značajno doprinela promociji projekta među mladima i omladinskim grupama u regionu. Lokalni mediji iz regiona

sve vreme su pratili naš rad i izveštavali javnost, zbog čega smo im iskreno zahvalni.

Tokom 12 meseci trajanja našeg projekta upoznali smo brojne divne mlađe ljude, predstavnike različitih organizacija i institucija, koji su postali naši novi prijatelji i partneri za budućnost. Proširili smo mrežu saradnika, sa kojima zajedno možemo dalje doprinositi održivom razvoju našeg društva i razvoju preduzetništva, te unapređivati položaj mladih.

To je naša misija i nastavićemo da radimo na njenom ostvarenju, a vas pozivamo da i dalje ostanete sa nama, kako bismo zajedničkim snagama činili vredne stvari u interesu našeg društva i zajednice.

**Marija Stojadinović**, direktorka projekta  
U Kragujevcu, juna 2012.



# INTRODUCTORY

Dear friends and associates,

'Youth entrepreneurship; civic-public partnership' project is at the very end of its implementation. Giving this report, we wish to share with all of you, the results of one-year hard work of all the participants in the project and to thank all those who, in any way, have contributed to the success and the achievement of all the set objectives

On the following pages you will have the opportunity for detailed insight into the project objectives, achieved results, activities and, of course, the main actors of the project. The project began with the realization on 29th, June 2011. Since then, various activities included more than 300 people representing various organizations, institutions, local authorities, entrepreneurs, and young people from the territory of Sumadija and Pomoravlje district.

We take this opportunity to express our most sincere gratitude to all those who, in any way, were involved in and gave their contribution to the project. We especially wish to emphasize the support of the European Union, whose financial assistance made the implementation of the project possible. Our official partners whose support and sincere commitment we could not succeed without are: City of Kragujevac, Dutch organization SPARK and the Association of Citizens 'Sun' from Kragujevac. Regional Office for Youth Kragujevac, as an associate on the pro-

ject, has also significantly contributed promoting the project among young people and youth groups in the region. Local media in the region covered our work and gave regular reports to the public, which we are deeply grateful for.

During 12 months of our project, we met many wonderful young people, representatives of various organizations and institutions, which have become our friends and partners for the future. We have expanded the network of associates, whom with we can continue working on the sustainable development of our society, also to further develop entrepreneurship and to improve the status of youth in general.

This is our mission and we will continue to work on its realization; we also wish to invite you to stay with us, so we can continue doing valubles in the interest of our society and communities.

**Maria Stojadinovic**, project director  
Kragujevc, June 2012.



# // OPIS PROJEKTA

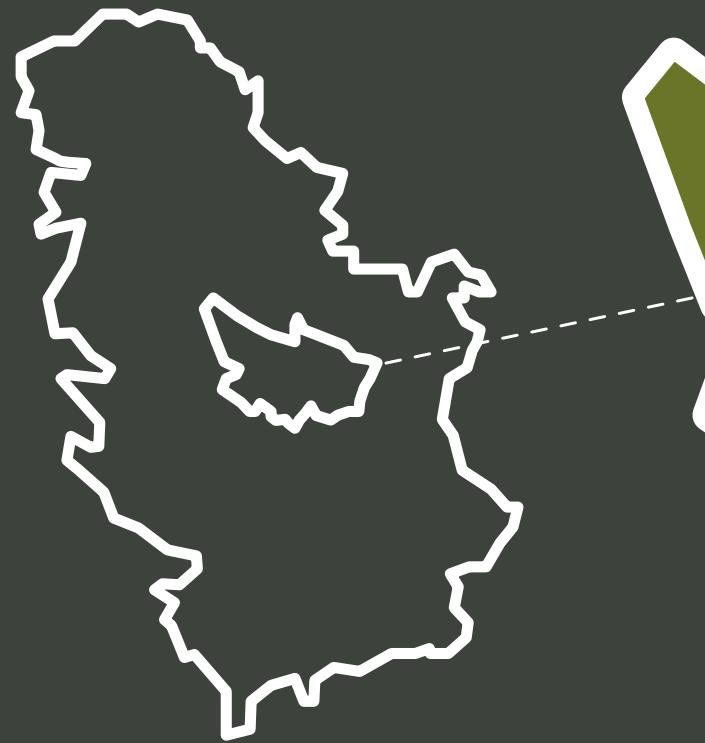
"Omladinsko preduzetništvo, partnerstvo javnog i civilnog sektora" je jednogodišnji projekt, koji je, tokom 2011. i 2012. godine, sproveo Biznis Start-Up Centar iz Kragujevca, u saradnji sa lokalnim i međunarodnim partnerima – Grad Kragujevac, Udruženje građana Sunce, iz Kragujevca i holandska organizacija SPARK, zahvaljujući sredstvima Evropske unije, u okviru programa Podrška civilnom društву.

Projekat je imao za ciljeve:

- Jačanje kapaciteta organizacija civilnog društva – udruženja i neformalnih grupa mlađih, za aktivno učešće u lokalnom socijalno-ekonomskom razvoju i
- Razvoj omladinskog preduzetništva kao instrumenta zapošljavanja mlađih i održivog društveno-ekonomskog razvoja.

Koordinacioni savet projekta sastavljen od predstavnika svih partnera bio je upravljačko telo projekta, a u skladu sa Ugovorom o partnerstvu, koji su potpisali svi partneri na projektu, u julu 2011. godine.

Projekat je realizovan na teritoriji regiona Šumadije i Pomoravlja, koji obuhvata 13 opština i u kome, prema popisu iz 2002. godine živi 103487 mlađih ljudi.





1. Šumadija
2. Pomoravlje

## // PROJECT DESCRIPTION

'Youth Entrepreneurship, civic-public partnership' is a one-year project, which was being conducted by the Business Start-Up Centre Kragujevac in the period of 2011. and 2012., in cooperation with local and international partners - the City of Kragujevac, Association of Citizens 'Sun', Kragujevac and the Dutch organization SPARK, thanks to the EU funds, within the 'Support to civil society' programme.

The main objectives of the project were:

- Strengthening the organizational capacities of civil society – associations and informal youth groups, for active participation in local socio-economical development and
- Development of youth entrepreneurship as the instrument of employment of young people and sustainable socio-economic development.

Project Coordinating Council, made of representatives of all the partners, was the managing body of the project in accordance with the Partnership Agreement, signed by all partners in the project, in July, 2011.

The project was implemented in the territory of Šumadija and Pomoravlje, which includes 13 municipalities in which, according to the 2002 census, 103 487 young people live.

## // PROJEKTNI TIM

Projektni tim, sastavljen od 7 saradnika, činili su predstavnici svih partnera na projektu, i to: BSC Kragujevac, Grad Kragujevac, UG Sunce i holandska organizacija SPARK.



Saradnik na projektu / Regionalna agencija za mlade, Kragujevac

## // PROJECT TEAM

The project team, made of seven associates, included representatives of all partners, including: BSC Kragujevac, City of Kragujevac, CA 'Sun' and Dutch organization SPARK.



// Javna prezentacija projekta, 2011.  
// Kick-off meeting, 2011

# PROJEKTNE AKTIVNOSTI I NAJVAŽNIJI REZULTATI

## Treninzi za organizacije civilnog društva

Jedna od ključnih aktivnosti projekta i jedan najvažnijih rezultata bilo je jačanje kapaciteta organizacija civilnog društva – lokalnih udruženja, neformalnih grupa mlađih – za promociju i razvoj omladinskog preduzetništva. Za ove potrebe specijalno smo dizajnirali program obuka i raspisali javni poziv za sve organizacije i neformalne grupe, da se, putem konkursa prijave za učešće u projektu.

Realizovan je program od 5 obuka, i to:

1. Dobre prakse Evropske unije u razvoju omladinskog preduzetništva, trener Teodora Hristoforova
2. Planiranje i organizovanje javnih kampanja, trener Aleksandra Galonja
3. Osnovni preduzetnički koncepti, trener Srđan Mladenović
4. Vršnjačka edukacija za preduzetništvo, trener Sladana Milošević i
5. Strateško planiranje za CSO, trener Radmila Miković

Obuke je uspešno završilo 17 organizacija civilnog društva iz regiona Šumadije i Pomoravlja, koje su stekle set osnovnih znanja i veština potrebnih za promociju omladinskog preduzetništva i preduzetničke kulture među mladima u svojim sredinama.

Obučeno je 17 vršnjačkih edukatora za omladinsko preduzetništvo, koji će nastaviti u svojim sredinama i među svojim vršnjacima da promovišu preduzetništvo, kao legitiman karijerni izbor za mlade ljude.



// Strateško planiranje, 2012. // Strategic planning, 2012



// Trening EU najbolje prakse, 2011. // Training EU best practice, 2011



// Trening EU najbolje prakse, 2011. // Training EU best practice, 2011

## PROJECT ACTIVITIES AND MAIN RESULTS

### Trainings for civil society organizations

One of the key activities of the project and one of the most important results was to strengthen the capacity of civil society organizations - community groups, informal groups of young people - for the promotion and development of youth entrepreneurship. For this purpose we have designed a special training programme and issued an invitation to all organizations and informal groups to, through a competition, apply for participation in the project.

The programme has been realized through 5 trainings, as follows:

1. EU best practise in the development of youth entrepreneurship ,trainer Teodora Hristoforova
2. Planning and organization of public campaigns, trainer Aleksandra Galonja
3. Basic concepts of entrepreneurship, trainer Srdjan Mladenovic
4. Peer education for entrepreneurship, trainer Sladjana Milosevic and
5. Strategic planning for Centre for Vocational Education (CSO), trainer Radmila Mikovic.

The training was successfully completed by 17 civil society organizations from the region of Sumadija and Pomoravlje, who obtained a set of basic knowledge and skills necessary for the promotion of youth entrepreneurship and entrepreneurial culture among young people in their communities.

17 peer educators for youth entrepreneurship have been well trained, who will continue, in their communities and among their peers, to promote entrepreneurship as a legitimate career choice for young people.

## MEĐUNARODNA RAZMENA I PRENOS DOBRE PRAKSE

U okviru projekta planirali smo i uspešno realizovali trodnevnu studijsku posetu Holandiji u cilju prenosa znanja i dobre prakse organizacija iz Evropske unije u razvoju i promociji omladinskog preduzetništva. Studijska poseta realizovana je u periodu 09 – 12. Novembar 2011. godine, zahvaljujući velikoj podršci i sjajnoj organizaciji kolega iz SPARK-a. Ukupno 16 učesnika projekta – predstavnika organizacija civilnog društva i Grada Kragujevca - posetilo je značajne institucije i organizacije u Amsterdamu i Utrehtu, koje se na različite načine bave razvojem i promocijom preduzetništva među mladima, i to: Vrije Universiteit - Amsterdam Center for Entrepreneurship, Hogeschool Amsterdam - Amsterdam Center for Entrepreneurship, Jong Ondernemen Markt Dag, SPARK, BiD, Utrecht Business Incubator. Predstavnici naših organizacija i Grada Kragujevca imali su prilike da vide na koji način se promocijom i razvojem preduzetništva mladih bave organizacije civilnog društva, kako sarađuju sa institucijama i lokalnim vlastima, te kako izgledaju uspešni programi, poput Junior Achievement-a, programa inkubacije u Utrehtu, programa neformalnog obrazovanja i lokalnog razvoja, koji sprovodi SPARK, te sistemskе mentorske podrške, kakvu realizuje BID. Organizacije iz Srbije su tokom ove posete uspostavile značajne kontakte sa evropskim organizacijama i mladim preduzetnicima, koji su preneli svoja iskustva o otpočinjanju biznisa, stavove prema preduzetništvu i kakav vid podrške je njima najviše značio kada su pokretali sopstveni posao.



// Studijska poseta, Holandija, 2011.  
// Study visit, Netherlands, 2011



// Studijska poseta, Holandija, 2011.  
// Study visit, Netherlands, 2011

## **INTERNATIONAL EXCHANGE AND TRANSFER OF GOOD PRACTICE**

Within the project we have planned and successfully implemented a three-day study tour to Holland with the aim of knowledge transfer and learning about best practices in the development and promotion of youth entrepreneurship by organizations from the European Union. Study visit was carried out from 9th to 12th November, 2011. thanks to great support and excellent organization of colleagues from SPARK. A total of 16 project participants - representatives of civil society organizations and the City of Kragujevac - visited major institutions and organizations in Amsterdam and Utrecht, which are in various ways, engaged in the development and promotion of entrepreneurship among young people, namely: Vrije Universiteit - Amsterdam Centre for Entrepreneurship, Hogeschool Amsterdam - Amsterdam Centre for Entrepreneurship, Jong ondernemen Markt Dag, SPARK, BiD, Utrecht Business Incubator. Representatives of our organizations and the City of Kragujevac had a chance to see how the civil society organizations are engaged in promotion and development of youth entrepreneurship, the way they cooperate with institutions and local authorities, also how successful programmes, such as Junior Achievement programme, look like, the incubation programme in Utrecht, informal education and local development programme, implemented by SPARK and mentoring system support realized by BID. During the visit, organizations from Serbia have established important contacts with European organizations and young entrepreneurs, who shared their experiences on starting a business, opinions about entrepreneurship as such, and what kind of support meant the most to them when they started up their own business.

# **LOKALNI PLAN AKCIJE ZA OMLADINSKO PREDUZETNIŠTVO GRADA KRAGUJEVCA**

Jedan od najvažnijih rezultata našeg projekta jeste uspostavljanje održivih mehanizama saradnje civilnog i javnog sektora u lokalnoj zajednici i izrada Lokalnog plana akcije za omladinsko preduzetništvo u Kragujevcu za period 2012 – 2015. godina. Grad Kragujevac vrlo je posvećeno pristupio ovom poslu, ceneći značaj razvoja preduzetništva za opšti razvoj našeg grada i želeći da pitanju razvoja preduzetništva i promociji preduzetničkog duha među mladima pristupi sistemski i koordinisano. Skupština grada Kragujevca donela je 28. Oktobra 2011. Odluku o pristupanju izradi LAP-a, da bi zatim Gradsko veće 3. Novembra 2011. godine imenovalo gradsku intersektorskiju Radnu grupu, sastavljenu od predstavnika svih relevantnih institucija i organizacija u gradu, koja je do kraja januara 2012. godine vredno radila na izradi ovog strateškog dokumenta. Mentor i facilitator celog procesa bila je Branika Jeremić, ekspertkinja sa višegodišnjim iskustvom u izradi strateških dokumenata. Ona je kreirala metodologiju procesa izrade, kojom smo se rukovodili u procesu razvoja. Dokument je rađen u širokom konsultativnom procesu, uz aktivnu participaciju svih zainteresovanih strana, poštujući principe objektivnosti, racionalnosti i transparentnosti procesa, a rukovodeći se pre svega dostpunim podacima. Pored intersektorske radne grupe, konsultacije su, u formi fokus grupa, realizovane sa predstavnicima civilnog sektora, mladim preduzetnicima, mladim nezaposlenim licima i studentima. Nakon javne rasprave, održane u februaru 2012. godine, pred više od 40 predstavnika institucija, organizacija, medija, mlađih i drugih zainteresovanih građana, dokument je finalizovan i konačno usvojen od strane Skupštine grada 2. Marta 2012. godine. Time je Kragujevac postao jedan od prvih gradova u Srbiji, koji ima plan za razvoj omladinskog preduzetništva i uspostavljeno civilno – javno partnerstvo na lokalnu za njegovo sprovođenje.

// Javna rasprava, Lokalni akcioni plan, Kragujevac, 2012.  
// Public hearing Local action plan, Kragujevac, 2012





// Lokalni akcioni plan, 2012. // Local Action Planning process, 2012

## LOCAL ACTION PLAN FOR YOUTH ENTREPRENEURSHIP OF THE CITY OF KRAGUJEVAC

One of the most important results of our project is establishing sustainable mechanisms of cooperation between the civil and public sectors in the local community and the development of Local Action Plan for youth entrepreneurship in Kragujevac for the period from 2012 to 2015. City of Kragujevac has joined this task with great dedication, appreciating the importance of entrepreneurship for the overall development of our city, wanting to treat the question of promotion of entrepreneurship and entrepreneurial spirit among young people systematically and with coordination. Kragujevac City Assembly adopted on 28th, October 2011. the decision on Preparation of the LAP, after which the City Council, on 3rd, November 2011. appointed inter-sector work group, comprising representatives of all relevant institutions and organizations in the city, which worked hard to develop this strategic document un-

til the end of January, 2012. Mentor and facilitator of the process was Ms. Brankica Jeremic, an expert with years of experience in developing strategic documents. She created a methodology for the design process, which we were led by in the process development. The document was produced in a wide consultative process, with the active participation of all stakeholders, while respecting the principles of objectivity, rationality and transparency of the process, guided primarily by the available data. Besides inter-sector work group, consultations, in the form of focus groups, were carried out with representatives of civil society, young entrepreneurs, young unemployed people and students. After public debate held in February, 2012. before more than 40 representatives of institutions, organizations, media, youth and other concerned citizens, the document was finalized and finally adopted by the City Council on 2nd March, 2012. Thus City of Kragujevac has become one of the first cities in Serbia, which has a plan for the development of youth entrepreneurship, and also has established civil - public partnership at the local level for its implementation.



## PUBLIKACIJE I VIDLJIVOST PROJEKTA

Tokom trajanja projekta izdali smo i distribuirali više brošura i publikacija:

1. Primeri najboljih poslovnih praksi iz EU – inicijative za razvoj i promociju omladinskog preduzetništva, autorka Teodora Hristoforova
2. Promocija omladinskog preduzetništva – upravljanje kampanjama, autorka Aleksandra Galonja
3. Osnovni preduzetnički koncepti, autor Srđan Mladenović
4. Lokalni plan akcije za omladinsko preduzetništvo Grada Kragujevca 2012 – 2015.

\*\*\* Sve publikacije, vesti, informacije o projektu, materijali sa treninga i prezentacije sa javnih događaja dostupni su i u elektronskoj formi na web sajtu projekta

[www.preduzetnistvomladih.org.rs](http://www.preduzetnistvomladih.org.rs)

Projekat je bio široko propraćen i publikovan u lokalnim štampanim i elektronskim medijima tokom svih 12 meseci trajanja. Novinari su posvećeno izveštavali o procesu izrade Lokalnog plana akcije za omladinsko preduzetništvo, o treningima za organizacije civilnog društva, te pratili sve javne događaje, koje smo organizovali.



\*\*\*  
// Brochure  
i publikacije  
// Brochures and  
publications

## PUBLICATIONS AND VISIBILITY OF THE PROJECT

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During the project we published and distributed several brochures and publications:

1. Examples of best business practice from the EU - an initiative for the development and promotion of youth entrepreneurship, author Teodora Hristoforova
2. The promotion of youth entrepreneurship - management of campaigns, author Aleksandra Galonja
3. Basic concepts of entrepreneurship, author Srdjan Mladenovic
4. Local Action Plan of the City of Kragujevac for Youth Entrepreneurship 2012 - 2015

\*\*\* All publications, news, information about the project, with trainings materials and presentations from the public events are available in electronic form on the project's web site

[www.preduzetnistvomladih.org.rs](http://www.preduzetnistvomladih.org.rs)



The project was widely appreciated and published in local print and electronic media during the 12 months duration. Journalists were committed to reporting on the process of developing the Local Action Plan for Youth Entrepreneurship, the trainings for civil society organizations, and also followed all the public events that we organized.

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## **AKTIVNOSTI PODIZANJA SVESTI I PROMOCIJE OMLADINSKOG PREDUZETNIŠTVA**

Od početka do danas imali smo više javnih događaja, ciljano organizovanih radi: podizanja svesti javnosti o važnosti razvoja i promocije omladinskog preduzetništva, promocije uključivanja i mogućnosti doprinosu civilnog sektora, diskusije o mestu preduzetničkog učenja u sistemu formalnog obrazovanja i mogućnostima saradnje civilnog i javnog sektora, naslanjajući se sve vreme na primere dobre prakse iz zemalja Evropske unije.

Ovde dajemo pregled organizovanih javnih događaja.

**25. avgust 2011 – javna prezentacija projekta**, u Skupštini Grada Kragujevca, pred više od 40 predstavnika organizacija civilnog društva, lokalnih samouprava i medija.

**07. februar 2012 – javna rasprava o Lokalnom planu** akcije za omladinsko preduzetništvo, u Skupštini Grada Kragujevca, pred više od 40 predstavnika institucija, organizacija, mladih i drugih građana, medija.

**21. mart 2012 – okrugli sto u Kragujevcu** na temu "Lokalni ekonomski razvoj i mladi u preduzetništvu – izazovi i mogućnosti". Više od 40 učesnika iz različitih institucija i organizacija, predstavnici lokalnih samouprava, preduzetnika, civilnog sektora, kancelarija za mlade, mediji. Na događaju su, pored predstavnika BSC-a i Grada Kragujevca, govorili: Katarina Obradović Jovanović, iz Ministarstva ekonomije i regionalnog razvoja R. Srbije i Neda Stanković, iz SMART Kolektiva.

**05. april 2012 – okrugli sto u Jagodini** na temu "Lokalni ekonomski razvoj i mladi u preduzetništvu – izazovi i mogućnosti". U organizaciji ovog javnog događaja pomoglo nam je Opšte udruženje preduzetnika Jagodina. Bila je to prilika da se na jednom mestu okupe i razmene





// Konferencija,  
Kragujevac, 2012.  
// Final Conference,  
Kragujevac, 2012

## AWARENESS-RAISING ACTIVITIES AND PROMOTION OF YOUTH ENTREPRENEURSHIP

From the beginning until today, we had more public events, specifically organized to raise public awareness about the importance of the development and promotion of youth entrepreneurship, to promote inclusion and possibilities of contribution of the civil society, to discuss about the place of entrepreneurial learning in formal education and the possibilities of cooperation between civil and public sectors, all the time, relying on good practices from European Union countries.

We here provide an overview of organized public events.

**25th August, 2011 - Public presentation of the project** at the City of Kragujevac Assembly, before more than 40 representatives of civil society organizations, local government and the media.

**7th February, 2012 - Public debate held on the Local Action Plan** for Youth Entrepreneurship, at the City of Kragujevac Assembly, before more than 40 representatives of institutions, organizations, youth and other citizens, as well as the media

**21st March, 2012 - round table held in Kragujevac** on the subject of 'Local economic development and youth entrepreneurship - Challenges and Opportunities'. More than 40 participants from various institutions and organizations, local government, businesses, civil society, youth offices, the media participated. At the event, in addition to representatives of BSC and the City of Kragujevac, also spoke: Ms. Katarina Obradovic Jovanovic, from the Ministry of Economy and Regional Development of Republic of Serbia and Ms. Neda Stankovic, from the SMART Collective.

stavove i razmišljanja predstavnici lokalnih vlasti, obrazovanja, civilnog sektora i preduzetništva, njih ukupno više od 20. Govornici su bili Vesna Milovanović, iz Nacionalne službe za zapošljavanje Kragujevac i Vladimir Paunović, iz NVO Millenium, iz Kragujevca.

**12. april 2012 – okrugli sto u Paraćinu**, čija tema je bila "Mladi u preduzetništvu, nove mogućnosti za biznis u Srbiji". Pred više od 30 učesnika – mlađih, predstavnika lokalne samouprave, civilnog sektora i prosvete - govorili su o novim mogućnostima za biznis u Srbiji Gordan Velev, iz Grupe 484, iz Beograda i Goran Nikolić, predstavnik norveške organizacije Jaren. Gordan Velev govorio je o socijalnom preduzetništvu, kao novoj formi preduzetništva kod nas, koristeći primere dobre prakse iz Evropske unije, a Goran Nikolić o mogućnostima za agrobiznis u Srbiji i primerima dobre prakse iz Norveške.

**23. april 2012 – okrugli sto u Kragujevcu** "Razvoj preduzetničkog duha u formalnom obrazovnom sistemu", koji je organizovan u saradnji sa predstavnicima Programa učeničkog preduzetništva. Događaj je okupio predstavnike prosvete, koji su razvili veoma bogatu i konstruktivnu diskusiju o ulozi formalnog obrazovanog sistema u razvoju preduzetničkog duha među mladima. Govornici su bili: prof. dr Verica Babić, dekan Ekonomskog fakulteta u Kragujevcu, zatim Marija Radnovanović, menadžerka GIZ-ovog projekta profesionalne orientacije i Jon Steinar Ostgard, koordinator noverškog programa učeničkog preduzetništva.

**17. maj 2012 – završna konferencija** "Omladinsko preduzetništvo – pravci daljeg razvoja". Tog dana u Kragujevcu se okupilo 70 predstavnika: nacionalnih i lokalnih institucija, organizacija, nacionalnih i lokalnih vlasti, civilnog sektora, međunarodnih organizacija i programa, mlađih preduzetnika. Bila je to prilika ne samo da se predstave najvažniji rezultati i uspesi projekta, već i da se predstave primeri dobre prakse razvoja preduzetništva mlađih u Evropi i Srbiji. Na konferenciji su govorili: Madi Sharma, članica Evropskog ekonomskog i socijalnog komiteta, Andreas Stefanidis, direktor Akademije za preduzetništvo, zatim Vesna Vidojević, predstavnica Ministarstva omladine i sporta R. Srbije, prof. dr Miladin Stefanović, sa Fakulteta inženjerskih nauka u

Kragujevcu, Neda Stanković, iz SMART Kolektiva, Darko Radičanin, iz Junior Achievement programa, Marko Stojanović, iz Građanskih inicijativa, Srđan Mladenović, iz Programa učeničkog preduzetništva i mlađi preduzetnik, Lazar Vulović.



// Okrugli sto, Kragujevac, mart 2012.  
// Round table, Kragujevac, March 2012



// Okrugli sto, Kragujevac, april 2012.  
// Round table, Kragujevac, April, 2012



//Okrugli sto, Paraćin, april 2012. // Round table, Paracin, April, 2012

**5th April, 2012 - round table held in Jagodina** on the subject of 'Local economic development and youth entrepreneurship - Challenges and Opportunities'. We organized this public event with the help of Jagodina Entrepreneurs General Association. This was an opportunity to bring together and exchange views and opinions of representatives of local government, education, civil society and enterprise, totalling more than

20 participants. The speakers were Ms. Vesna Milovanovic, from the National Employment Service Kragujevac and Mr. Vladimir Paunovic, from the NGO Millennium, from Kragujevac.



// Okrugli sto, Jagodina, april 2012. // Round table, Jagodina, april 2012

**12th April, 2012 - round table held in Paracin** on the subject of ' Young in entrepreneurship, new business opportunities in Serbia'. More than 30 people - youth, representatives of local government, representatives of civil society and education - spoke about the new opportunities for business in Serbia Mr. Goran Velev, from the Group 484, Belgrade and Mr. Goran Nikolic, representative of the Norwegian organization Jaren. Mr.

Gordan Velev talked about social entrepreneurship, as a new form of entrepreneurship in our country, using examples of good practice from the European Union, and Mr. Goran Nikolic spoke about opportunities for agribusiness in Serbia and best practice examples from Norway.

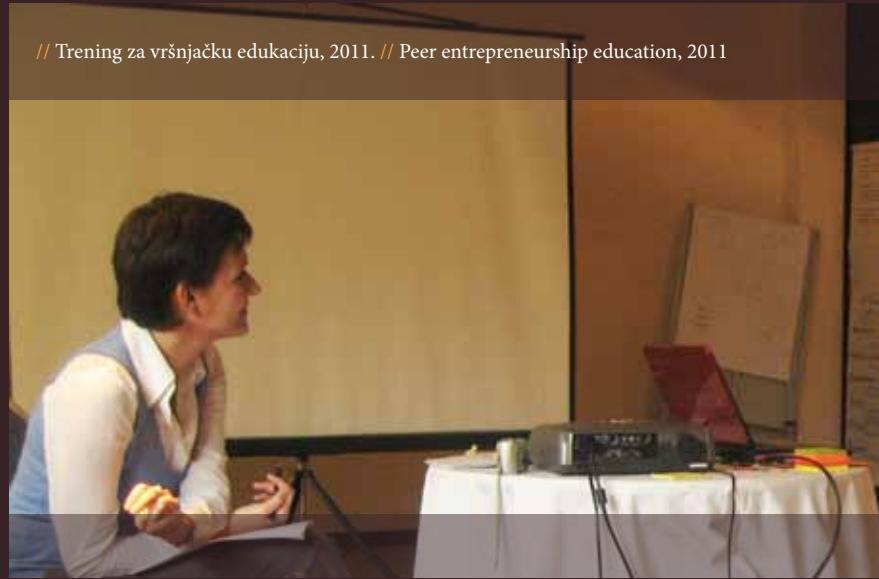
**23rd April, 2012 - round table held in Kragujevac** on the subject of ' Development of the entrepreneurial spirit in the formal education system' that was organized in cooperation with the representatives of the Student Entrepreneurship Programme. The event brought together representatives of education, who developed a rich and constructive discussion on the role of the formal education system in the development of entrepreneurial spirit among young people. The speakers were: Prof. Verica Babic, Dean of the Faculty of Economy in Kragujevac, Ms. Maria Radnovanovic, manager of GIZ project for professional guidance ('Gesellschaft für Internationale Zusammenarbeit' (GIZ) GmbH - German Agency for International Cooperation) and Mr. Jon Steinar Ostgard, coordinator of Norwegian Student Entrepreneurship programme.

**17th May, 2012 - Final Conference** 'Youth entrepreneurship - further development directions'. On that day in Kragujevac 70 representatives of national and local institutions, organizations, national and local governments, civil society, international organizations and programmes, young people and entrepreneurs gathered. It was the opportunity not only to present the main results and achievements of the project, but also to present examples of successful practice of youth entrepreneurship in Europe and Serbia. The speakers at the Conference were: Ms. Madi Sharma, a member of the European Economic and Social Committee, Mr. Andreas Stefanidis, director of the Academy of Entrepreneurship, then Ms. Vesna Vidojević, representative of the Ministry of Youth and Sports of Republic of Serbia, Prof. Miladin Stefanovic, Faculty of Engineering Sciences in Kragujevac, Ms. Neda Stankovic, the SMART Collective, Mr. Darko Radicanin, the Junior Achievement programme, Mr. Marko Stojanovic, the Civic Initiatives, Mr. Srdjan Mladenovic, the Student Entrepreneurship Programme and the young entrepreneur Mr. Lazar Vulovic.

## UTISCI DIREKTNIH KORISNIKA

”Sada sam spremna da mladim ljudima dam konkretnе primere, pode-lim sa njima originalne ideje i praktična iskustva njihovih vršnjaka iz Holandije. Posmatram preduzetništvo sada mnogo ozbiljnije, jer sam razumela njegovu važnost i složenost. Verujem da organizacije civilnog društva moraju da uspostave mrežu saradnje sa institucijama i loka-lnim vlastima, i zajedno da rade na promociji i razvoju omladinskog preduzetništva.” (Jelena Mikarić, Koordinatorka kancelarije za mlade Svilajnac)

”Stekla sam impresiju da je učešće mladih ljudi na sajmovima učeničkog preduzetništva najbolji način učeničke prakse na ovom polju i prilika za njih da testiraju sebe pre nego odluče da pokrenu sopstveni posao. Iz ovog razloga smatram veoma važnim da Đački parlament uzme učešće u postojećim preduzetničkim programima u Srbiji i njihovoj promociji među gimnazijalcima.” (Višnja Cvetić, Predsednica Đačkog parlamenta Prve kragujevačke gimnazije).





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## IMPRESSIONS OF DIRECT BENEFICIARIES

'I am now able to give young people concrete examples, share with them original ideas and practical experience of their peers from Netherlands. I now see entrepreneurship more seriously, because I understood its importance and complexity. That's why I believe that civil society organizations must establish networks within institutions and local authorities, and work together on promotion and development of youth entrepreneurship.' (Ms. Jelena Mikaric, coordinator of Youth Office Svilajnac)

'I got the impression that participation of young people at youth entrepreneurship fairs is the best way for student practice in this field and the opportunity to test themselves before they decide to start their own business. For this reason I find it very important to take part in existing entrepreneurial programmes in Serbia and to promote them among our target group – high school pupils.' (Ms. Visnja Cvetic, president of High School Student Parliament)

## **PREGLED ORGANIZACIJA KOJE SU UČESTVOVATE U PROGRAMU**

1. Udruženje građana Vido
2. Udruženje građana MotivAkcija
3. Udruženje Volonterski centar
4. Udruženje mlađih menadžera
5. Zagrljaj, Topola
6. Udruženje RotarAct
7. AIESEC
8. Udruženje studenata sa hendkepom
9. Opšte udruženje preduzetnika Jagodina
10. Udruženje građana Sunce
11. Business Start-Up Centar
12. Đački parlament Prve kragujevačke gimnazije
13. Studentski parlament Visoke tehničke škole Kragujevac
14. Studentski parlament Fakulteta lepih umetnosti Kragujevac
15. Neformalna grupa mlađih Svilajnac
16. Neformalna grupa mlađih Rekovac
17. Regionalna kancelarija za mlade Kragujevac





## **REVIEW OF THE ORGANIZATIONS THAT PARTICIPATED IN THE PROGRAMME**

1. Association of Citizens 'Vido'
2. Association of Citizens 'MotivAkcija' ('MotiveAction')
3. Volunteer Centre Association
4. Young Managers Association
5. Zagrljaj ('Hug'), Topola
6. RotarAct Association
7. AIESEC
8. Association of Students with handicap
9. General Association of Entrepreneurs, Jagodina
10. Association of Citizens 'Sun'
11. Business Start-Up Centre
12. Pupils' Parliament of the First Kragujevac Gymnasium
13. Students' Parliament of Faculty of Fine Arts, Kragujevac
14. Students' Parliament of High technical school Kragujevac
15. Informal group of the young, Svilajnac
16. Informal group of the young , Rekovac
17. Regional Office for Youth, Kragujevac

## UMESTO ZAKLJUČKA

Po završetku ovog projekta, sledi nam dug i zahtevan put sprovođenja Lokalnog plana akcije za omladinsko preduzetništvo grada Kragujevca. Lokalno partnerstvo je formirano, postoji volja svih zainteresovanih strana da se razvija preduzetništvo. Organizacije civilnog društva koje smo osnažili biće jedan od važnih partnera, posebno usmeren na direktni rad sa mladima i promociju preduzetničke kulture među njima. U drugim sredinama nastavićemo da promovišemo primer dobre prakse iz Kragujevca, trudeći se da model civilnog – javnog partnerstva uspostavljan kod nas prenesemo i na druge opštine. Krajnji cilj svih naših napora jeste dinamičan i održiv razvoj našeg društva, zasnovan na razvijenom preduzetništvu i preduzimljivim mladim ljudima, koji se ne boje da razmišljaju i spremni su da svoje ideje isprobaju u praksi. Mi smo tu da im u tome pomažemo.

## INSTEAD OF A CONCLUSION

Upon completion of the project, we have a long and demanding, challenging path ahead of us in the implementation of the action plan for youth entrepreneurship of the city of Kragujevac. Local partnership is formed; there is a strong will of all stakeholders further developed of entrepreneurship. Civil society organizations which have been strengthened by us, will be one of our crucial partners, especially focused on direct work with young people and promotion of entrepreneurial culture among them. We will continue to promote good practice example from Kragujevac in other towns, trying to transfer the model of civil - public partnership, well established on our community, to the other municipalities. The ultimate goal of all our efforts is a dynamic and sustainable development of our society, based on developed entrepreneurship and enterprising young people who are not afraid to think and are willing to put their ideas into practice. We are here to provide all the help to them.



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