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WP3 Capacity Building

2-day Advocacy Workshop in Serbia Report

30/05/2017-31/05/2017

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2-day Advocacy training – Partners feedback Report May 2017

Partner	Serbian Chamber of Commerce –Regional Chamber of Commerce Kraljevo
Country	Serbia
Advocacy training dates	30/05/2017-31/05/2017
Number of participants	15
Participant's profiles	Members of the Project Team of the Kraljevo Chamber, employees in the chamber system of the SCC, high-school teachers at schools where students are educated under the dual education model

A two-day workshop on negotiation and public advocacy within the EP4A project: European Partnerships for Apprenticeships was organized with the aim to enable participants to communicate effectively with businessmen and other strategic partners who are participants in the implementation of dual education. The training methodology included interaction, case studies, theory, case studies, tests, exercises.

The participants in the training learned what attitude to take before businessmen and other participants in the process of implementing dual education. Also, they were introduced to the concept of negotiating on the basis of interest, i.e. integrative negotiation, which implies that negotiations take place on the basis of interests rather than on the basis of positions.

The outcomes of the training are in accordance with the previously defined training goals, which are: mastering the basic concepts, concepts and techniques of negotiation and communication; Preparing for negotiation and achieving maximum value for all participants; Analysis and review of benefits for all participants in the dual education project; Establishing and building long-term and quality relationships with strategic partners; Mastering techniques of asking questions and active (empathy) listening.

The achievements of the training are just the benefits that the participants have received: the effectiveness of communication with strategic partners; Mastering the skill of expression, acting and understanding; More efficient conducting of talks and negotiations; More efficient use of capacities, resources, information on opportunities and opportunities; Easier to find strategic partners, establish contact and trust; More efficient use of questions and listening techniques to identify the interests and needs of strategic partners; Mastering concrete techniques and tactics in the field of negotiation, communication, lobbying and public advocacy in order to establish cooperation with strategic partners; Increase the success of conversations with strategic partners; Successful responding to the comments of strategic partners; Getting recommendations.

The result of the training is increased awareness of the benefits of dual education, analysis of the benefits for all participants in dual education, analysis of access to potential strategic partners or business people, the ability of the participants to effectively conduct talks with businessmen with a view to engaging in the process of dual education.



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In the phase of providing the two-day training, the organizers did not have any difficulties in implementing the training, as training was provided to institutions that had expressed interest in additional training in order to solve problems in trainee education. The chambers of commerce have a great interest in getting the staff through the secondary professional education and performing practical training, who are fully qualified for the labour market, because it will also get healthy companies, and the teaching staff who had the opportunity to learn more in the two-day training is interested in gaining as high quality and stable business subjects as it will attract more students.

The follow-up actions the participants plan to implement in order to achieve the objective of the EP4A project are: active promotion of the importance of implementation of dual education and professional practice; Actively raising awareness of the necessity of professional practice; Pointing out the benefits to businessmen; Organizing and participating in public debates, conferences, meetings of expert meetings with the aim of promoting dual education and the necessity of inclusion in it; Organizing lectures and presentations on dual education in order to provide the necessary information to business people and bring the concept of professional practice closer; Active monitoring of good practice; Personal visits to businessmen and potential strategic partners; Connecting and testing all participants in the process of implementation of dual education and pointing out the necessity of equal involvement, networking, support and goodwill all together; Promoting the need for partnership relations; Organizing a series of campaigns in order to promote professional practice.

Dissemination has been carried out on several levels. To begin with, dissemination was carried out at the regional level since the participants of the training came from several cities. Dissemination was carried out at the local level as the project is an indispensable topic in meetings, conferences and expert meetings within the Chamber, but also in communication with strategic partners. An international dissemination was carried out, as media visibility was provided by television MELOS, whose program is broadcast worldwide. Also, the announcement of the training was done on the Chamber's website, and during the training all participants received promotional material (pencil, folder, flyer) related to the project, and a banner was provided, which additionally contributed to the visual identity of the project. In this way, the dissemination of the project ensured its good visibility, which further strengthened the performance and success of the project.

Training quality was provided by the engagement of a professional lecturer. Lecturer Dijana Caric was assessed as the highest possible rating by the participants, as well as the seminar itself that fulfilled the expectations of the students.

In addition, the involvement of stakeholders and/or potential strategic partners has been ensured in order to get acquainted with their own benefits and benefits of inclusion in the project. In addition, there was the possibility of a one-month consultation with a lecturer on issues related to negotiation, communication, lobbying, public advocacy and establishing cooperation with potential strategic partners.



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The training received the highest grades from the participants. They particularly praised the pragmatic and practicality, the applicability of the learned, interactive approach, exercises, tests, practical examples, focusing on skills, focusing on specific and potential problems, focusing on specific situations with which participants can meet in practice, specific advice, etc.

Report submitted by
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