



ELSC|01

ENTREPRENEURIAL LEARNING STUDENT CLUB

Newsletter No.1

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WELCOME TO THE ENTREPRENEURIAL LEARNING STUDENT CLUB (ELSC) NEWSLETTER NO. 1

The club has been designed to serve as a free zone for sharing ideas, knowledge and experience and for establishing networks in South East Europe and Turkey.

The newsletter primarily targets students from South East Europe and Turkey who are interested in student-related entrepreneurial activities. It has also been created with the objective of sharing knowledge with and informing other relevant stakeholders, in particular teaching staff at higher education institutions, policymakers and entrepreneurs about student views and initiatives in entrepreneurship. The topics and activities of the club are based on the interests of ELSC members.

Who can be a member?

Any student who demonstrates a high interest in entrepreneurship, entrepreneurial theory, or its practical implementation.

What does the club offer to its members?

- Mentors from different scientific areas
- A virtual meeting point for regular communication in the region
- Networking among students and teachers
- Instruments for supporting entrepreneurial activities
- Members are strongly encouraged to take part in all discussions, participate in knowledge and experience sharing, or ask questions.

How to become a member?

Interested students should complete an application and send it to their institution's mentor.

Newsletter No. 1 is a continuation of the practice established at the Entrepreneurial Camp in Dubrovnik in April 2013, when Newsletter No. 0 was published.

The ELSC newsletter will be published each semester. It will cover topics of interest to our members, provide information about the club's activities, and contain announcements of upcoming and past entrepreneurial activities from the region.

Sincerely,

SEECEL & Bojan Jovanovski
ELSC Regional Coordinator

PROGRESS OF THE ELSC

The initial activity was the collection and structuring of data to show the importance of the Entrepreneurial Learning Student Club (ELSC) to the development of entrepreneurial attitudes among students and teachers at entrepreneurial universities.

To structure the activities that will be undertaken in the ELSC, we conducted a detailed analysis of similar clubs around the world, focusing on the European Union (EU). The best practices were analysed in-depth to understand their organisational structure, goals, activities and fundraising models. Based on this analysis, those aspects relevant to a regional ELSC were incorporated into a model for a Regional Student Entrepreneurial Club at the ISCED 5/6 level¹.

- The model for the development of an ELSC was presented at a meeting in Zagreb in November 2013. Representatives from the regional entrepreneurial universities had the opportunity to discuss the objectives of the club, its activities, the criteria for selecting club members, and timeframes for future activities. The Community of Practice (CoP) was adopted as an active web platform for all content-related discussions. The positive experience in the use of CoP during the previous project period showed that CoP is a flexible, accessible and cost-effective tool.

In the first six months, the ELSC has:

¹ The International Standard Classification of Education, abbreviated as ISCED. ISCED 5/6 refers to tertiary education (first and second stage), which includes higher education institutions.

- **Attracted 56 members and 13 mentors**

The mentors had a difficult job in selecting the most suitable candidates for active membership in the club. To date, 56 members from 11 institutions have been selected.

- **Developed four themes**

- **Entrepreneurs' shared space**

The main theme in the club is the space for sharing entrepreneurship-related information, questions and comments. In addition, all points of interest and current affairs may be shared and discussed and questions may be answered by mentors and members from the region. Calls for case studies, competitions, initiatives, and interesting articles are shared within this theme.

- **Idea Panel**

An idea-sharing space for new discussion topics, new activities and instruments in the ELSC, cooperation initiatives and remarks for the ELSC.

- **ELSC Newsletter**

Space for discussing topics in the ELSC newsletters and sharing articles developed by members and their mentors.

- **ELSC coordination space**

To coordinate the club's activities better, the mentors have created their own sharing space to develop social bonds between geographically dispersed mentors and to discuss their ideas and share their experience in the selection, motivation and engagement of entrepreneurial students.

- **Developed 12 topics**

The four themes have been furthered divided in topics consisting of posts targeting a specific discussion.

ENTREPRENEURIAL ACTIVITIES FROM SOUTH EAST EUROPE AND TURKEY

eStudent

Author: Filip Cindrić, President of eStudent, Zagreb (Croatia)



Business Plan Contest

eStudent is a Croatian student association consisting of young intellectuals who are positively changing their environment. It's not only a student organisation; it's also one of the leading non-profit organisations in Croatia. It originated from a proactive initiative of students and assistants at the Faculty of Economics and Business at the University of Zagreb. Their goal is to make the association and its members initiators of change and to ensure that the association provides a great practical experience and creates a network of knowledge and excellence. The association, together with its projects, workshops and initiatives, is led by highly motivated students who want to improve the environment in which they live.

eStudent has 400 active members and operates at four faculties of the University of Zagreb, but the association's projects are oriented toward all Croatian universities. More than 5,000 students from around Croatia participate in eStudent projects every year. The association has also forged partnerships with over 50 prominent companies and organisations, and more than 50,000 people a year directly and indirectly hear and are educated about the association's projects.

One of eStudent's projects is the Business Plan Contest (BPC), a student competition that encourages students with entrepreneurial ambitions to develop ideas, and which then teaches them how to draft a proper business plan. Proof of the quality of the project is the fact that it was under the patronage of the President of Croatia, Dr. Ivo Josipović, for several years.

This year, the BPC organisational team, which is a part of eStudent, staged its ninth consecutive contest. The competition itself has an educational character and allows candidates to connect with leading entrepreneurs and professionals, who serve as mentors to the teams participating in the competition.

The basic objective of the project is to provide for students with entrepreneurial ideas an opportunity to develop and improve so that those ideas can become more suitable for implementation. The project promotes entrepreneurship, an entrepreneurial mind set and the latest trends in entrepreneurial learning among young, educated people in Croatia.

In 2014, the BPC was organised in three phases. The first phase included promotional activities throughout Croatia and the acceptance applications

from competitors. The second phase consisted of a series of lectures and workshops to help students write better business plans. Mentoring of the ten best teams marked the third phase of the competition. It included workshops on the financial part of a business plan, pitching, and a mentoring session where all finalists and tutors involved in the project had the chance to communicate and exchange their knowledge and tips.

Over twenty mentors, all of whom are notable entrepreneurs and experts from the business sector, were included in the project. The project was organised in collaboration with many partners who provided financial support, participated as members of the professional jury, served as expert mentors who helped the competitors to develop their ideas, or held lectures and workshops. These partners represented leading organisations in the entrepreneurial sector and top experts in various relevant areas. The main partner for this year's project was Zagrebačka Banka. Other organisations which supported the project included the Business Innovation Agency of the Republic of Croatia (BICRO), the Croatian Angel Network (CRANE), the Zagreb Entrepreneurship Incubator, the Croatian Agency for SMEs and Investments (HAMAG INVEST), Henkel and Nestlé.

One hundred and fifty competitors participated in the competition. They came from more than 30 higher education institutions in Croatia. In addition to financial awards, the winners received many rewards that will ensure the further improvement of their ideas and assist in their final realization.

Confirmation that the BPC is achieving its goal and proof of its importance as a springboard for students with innovative ideas is shown in the case of the startup Entrio, a former winner of the BPC. Partners in the project, a syndicated investment by the CRANE, eALUMNI and BICRO, have invested 200,000 kunas in it. Entrio is still successfully operating in the market.

The originator of the idea that won second place in the competition in 2012, ContentKOD, became a member of the Zagreb Entrepreneurship Incubator and carried out a project that provides detailed information about the ingredients and additives in food products by scanning a bar code with a mobile phone.

Other winners of Business Plan Contest were Mate Rimac, a recognized Croatian inventor and entrepreneur who later started the company Rimac Automobili and who created the fastest electric car in the world, and Marko Matenda, whose startup Visiobike produced electric bicycles that could be integrated with smart phones.

The winner of this year's Business Plan Contest was an idea for a smartphone application provided by the team Croatia Rescue, which, according to the team, could save countless lives. The Croatia Rescue Information System allows the speedy locating of injured persons by sending SOS messages through a custom interface or active monitoring service. It can save lives in situations when an injured person, for medical or other reasons, cannot call for help (unconsciousness, lack of signal cellular networks, destruction of equipment etc.).

Entrepreneurial education resources – the case of pretpriemac.com

Author: Prof. Dragan Sutevski PhD, Founder and CEO of Sutevski Consulting

Starting and running a successful business is not an easy task for anyone. It requires knowledge, experience, various skills, studies, analysis, and courage. One of the largest web portals providing knowledge, experience and analysis for entrepreneurs, business owners and entrepreneurial educators is Pretpriemac.com, (www.pretpriemac.com)

(Macedonian for: Entrepreneur.com).

Pretpriemac.com is a web portal for startups and small and medium enterprises based in the Republic of Macedonia. It has more than 1,700 articles that can be used for entrepreneurial learning on such topics as business startup, marketing and management (including sub-topics like productivity, general entrepreneurship, sales, technology and finance). In addition, Pretpriemac.com has a weekly podcast called “The Entrepreneurial Journey” during which visitors to the web portal can listen to a 30-minute

Претприемач Почетна За нас Архива Контакт Подкаст Е-учење

БИДЕТЕ СЕКОГАШ НАЈИНОВАТИВНИ!

Алатки, екниги и видео презентацији само за најхрабрите!

- ✓ Бесплатен пристап до екниги: водич за изработка на маркетинг план, блогирање за бизнис, прирачник за изработка на бизнис план и други.
- ✓ Бесплатен пристап до првите видео презентацији од секој модул во премиум претприемач 2.0
- ✓ Бесплатен пристап до темплејти и алатки за изработка на бизнис план и сите материјали кои ќе бидат користени во иднина.
- ✓ И тоа не е сè... Дограа следуваат многу изненадувања за Free Silver членови на премиум претприемач. Затоа...

Внесете ја вашата email адреса... Пристапи

Како да се однесувате кога сте стартап

ПОЧЕТНА МОДУЛИ ЗА НАС СЕБИНАРИ КОНТАКТ ВЛЕЗИ

 **ПРЕМИУМ ПРЕТПРИЕМАЧ 2.0**

Онлајн обуки за претприемачи Пристапи



ПРЕМИУМ
Чекор по чекор систем



КНИГА
Иновации и претприемништво



СЕБИНАРИ
Бидете во текот со времето



ПРЕТПРИЕМАЧ
Едукација за претприемачи

ENTREPRENEURIAL E-LEARNING HOME TOPICS CONTACT



Entrepreneurship E-learning Platform Check topics



START-UP
Business Start-up



ENTREPRENEUR
Become an Entrepreneur



MARKETING
Modern tactics



MANAGEMENT
Manage professionally

episode on specific entrepreneurship subjects. All of these materials are free for users.

In addition to the open materials, there are also other articles, modular video courses, and webinars reserved for premium members of the website who pay an annual membership fee (premium.prepriemac.com). The premium side of the portal also contains several pdf books on business planning, entrepreneurship for high schools, blogging for business, business blog post topics, and a marketing plan.

The web portal also has an integrated entre-

preneurial learning platform, developed and implemented with the National Centre for Development of Innovation and Entrepreneurial Learning (<http://www.ncdiel.mk/IndexEn.asp?ID=6>) as a basic level for persons who intend to start their own business (or are thinking about it). This platform contains eight topics: Entrepreneur, Development of Business Ideas, Development of a Business Plan, Marketing, Management, Technology, Finance and Productivity. Each topic has a testing module that users can complete to check their knowledge about a specific topic.

ENTREPRENEURIAL E-LEARNING
HOME TOPICS CONTACT

Entrepreneurship E-learning Platform

Check topics

Setup Your Business Goals

As an entrepreneur you have a clear vision about what you want to achieve on a business level. You probably have goals because you know what you want to achieve.

But, the problem is not in the setting up business goals. It's more on the process to set up achievable and highly committed goals.

This post will be as a guide which will lead you through the process to set up your business goals that will be achieved at the end of the period.

The simplest way to set up goals for your business is to start with the answer on the questions where you want your business to be after some period of time and define the roadmap how to bring it there. There are many directions that will help you to bring your business in the desired future position, but you need the right directions that will help you to be there with the optimal efforts and the quickest possible time.

#1 Start With Your Business Needs

First things as a first. You need a clear vision where you want your business to be in the future. If you didn't know that you can't start with setting up the goals for your business.

What are you needed? What your business needs to achieve in the future? What do you want?

As you can see in this level of setting up your business goals, you will use words as a need, want and wish.

For example, the sentence can be:

- I need to make \$200,000.00 in profit.
- I want to make \$200,000.00 profit.
- I wish to make \$200,000.00 profit.

BUSINESS STARTUP CENTRE



Програмски Centar za razvoj na novim biznisima
MAMENSKO FAKULTET
CENTAR ZA RAZVOJ NA NOVIM BIZNISIMA

NATIONAL CENTER FOR DEVELOPMENT OF INNOVATIONS AND ENTREPRENEURIAL LEARNING



NCDEEL
Национален центар за развој на иновации и претприемачко учење

PREPRIEMAC



Social Entrepreneurship in Serbia – Between Needs and Opportunities

Authors: Milica Stojnić, MA and Olivera Smieško Bokanić, MSc. Faculty of Economics and Engineering Management in Novi Sad (Serbia)

Inclusive growth (fostering a high employment economy that delivers social and territorial cohesion), is one of the three priorities defined in the Europe 2020 Strategy. The employment rate of the population aged 20-64 is targeted at 75%. The employment rate of the population aged 20-64 in May 2014 in the EU was 68.3%, while in Serbia it was estimated at 47.18%, which indicates that the Serbian labour market has one of the highest unemployment rates in Europe. The differences in these key labour market indicators between Serbia and the EU, which currently stands at 18 points, is certainly one of the obstacles to Serbia's integration into the EU.

Furthermore, there is a disproportionate ratio of funds that are dedicated to active measures of employment, such as training programmes and subsidies for employment, compared to passive measures. At the moment, funds for active measures of employment are 0.1%. Specific measures and types of organisations are needed to integrate marginalized groups and to improve their social position.

The so-called social economy, which includes cooperatives, mutual societies, non-profit associations, foundations and social enterprises, delivers a wide range of products and services across Europe and generates millions of jobs. Social economy enterprises represent two million enterprises (i.e. 10% of all European businesses) and employ over 11 million paid employees (the equivalent of 6% of

the working population of the EU). Of these, 70% are employed in non-profit associations, 26% in cooperatives and 3% in mutual societies. Social economy enterprises are present in almost every sector of the economy, such as banking, insurance, agriculture, crafts, various commercial services, health and social services, etc. In other words, it is very difficult to make a uniform definition and classification of enterprises operating in the social economy. Generally speaking, social enterprises promote the public interests of a community, have a limited distribution of profits, implement social programmes, and support various forms of solidarity. However, organisations covered by this common conception differ in name, legal framework, internal organisation, the status of their members (employees and volunteers), target groups, etc.

The results of a study that was carried out to map the existing social enterprises in Serbia, (SeConS, UNDP, 2008), showed that there are 1,150 enterprises in Serbia that perform social entrepreneurship activities. In terms of their legal framework, they are mostly cooperatives, 78.6% (898), and associations of citizens, 14.2% (162) and other forms: enterprises for persons with disabilities, spin-off enterprises, agencies for SME development, business incubators and other social enterprises. According to available data, the total number of long-term and short-term employees in the social economy sector in Serbia is 12,000 people, which comprises only 0.5% of total employed people, while in the EU this sector is employing more than 6% of total employees and creates 4% of national income. Moreover, new cooperatives are primarily founded in agriculture, environmental initiatives related to

community development, and entrepreneurial initiatives by women. According to the Second National Report on Social Inclusion and Poverty Reduction in the Republic of Serbia, women are considered to be a vulnerable group. Therefore, cooperatives can serve as a model for the economic empowerment of women in Serbia and thus should receive special affirmation and promotion.

The territorial distribution of social enterprises in Serbia is uneven: Bačka 22%, Banat 16.2%, Srem 7.1%, Southern Serbia 9.3%, Eastern Serbia 6.6%, Central Serbia 12.4%, Western Serbia 14% and Belgrade 12.3%.

According to official statistical data (Labour Force Survey, Statistical Office of Serbia, 2013), the lowest inactivity² rate was recorded in the Belgrade region (49.4%), followed by Šumadija and western Serbia (51.9%) and the Autonomous Province of Vojvodina (52.5%), while southern and eastern Serbia have the highest inactivity rate of 53.3%. Even though Vojvodina has the largest share in the total population of social enterprises, it can be concluded that the potential of social entrepreneurship is insufficiently exploited in this region.

Moreover, social enterprises in Serbia are still not defined by law, and there is no mechanism or set-up to monitor them and provide reliable data. For these reasons, the overall climate for the further development of the social enterprises sector is not favourable. Without information on the current state

of social enterprises, it is almost impossible to create adequate policies, to provide support and to create a more favourable climate for their development.

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2 The inactivity rate (by age group) is calculated as those considered inactive in the working age population (in other words those people are neither employed nor defined as unemployed) divided by the working age population for that age group, <http://stats.oecd.org/mei/default.asp?lang=e&subject=10>.

ENTREPRENEURIAL EVENTS

There are many events and activities at the local and national level, but the newsletters of the Regional Entrepreneurial Learning Students' Club will focus on regionally relevant activities, competitions and initiatives.

World Entrepreneurship Day



August 21 is World Entrepreneurs' Day (WED). The purpose of this celebration is to raise awareness of entrepreneurship, innovation and leadership around the world. WED is the perfect day to celebrate the people who start their own business. WED is the day of founders, managers, producers, contractors, industrialists, innovators, administrators, designers and producers. The Alliance of International Business Associations (AIBA) invites everyone to organise events to promote WED. It is a great opportunity to encourage philanthropic, social and ethical business practices via conferences, awards and initiatives. (<http://www.worldentrepreneursday.org/>)

Although WED is a global initiative, coordinated by one institution that collects data for all of the entrepreneurial events that are organised by its partners, there is no comprehensive list of events, either globally or nationally. It is not the most visitor-friendly, awareness-raising initiative, but because of its non-profit orientation and its goals, it deserves to be part of our list.

European Day of the Entrepreneur



The European Day of the Entrepreneur is an initiative which has had great success in simultaneously organising thousands of events across Europe. At first, it was celebrated with Europe Day on 9 May. A few years ago, its date changed, sometimes becoming part of European SME Week, and at other times being celebrated separately.

European SME Week (29 September - 5 October 2014)



Coordinated by the European Commission, this campaign promotes enterprise across Europe as part of the Small Business Act for Europe.

Staged in 37 countries, its events and activities at the national, regional or local level are as close as possible to existing and potential entrepreneurs.

European SME Week aims to:

- Provide information on what the EU and national, regional and local authorities are doing to support micro, small and medium-sized businesses;
- Promote entrepreneurship so that more people, particularly young people, seriously consider entrepreneurship as a career option;

- Recognize the contributions of entrepreneurs to Europe’s welfare, employment, innovation and competitiveness.

A comprehensive list of events can be found on the website of the [DG Enterprise and Industry](#).

Get in the Ring 2014



The success of the global competition called “Get in the Ring” (GITR) is unstoppable. For the third consecutive year the number of participants has doubled. This year, 64 countries will organise their own national GITR competitions, marking a new milestone in GITR’S relatively short history.

GITR is a worldwide stage for startups to raise capital. It’s an initiative of the Erasmus Centre for Entrepreneurship, bringing promising entrepreneurs into contact with investors and their fans. GITR founder Hendrik Halbe clearly sees its added value: “It is no longer only about friends, family and fools. We have introduced a fourth F: fans.” The GITR stage enables startups to create their own fan base.

“Similar to rock stars or athletes, startups need the support of their fans to continue to grow and be successful,” says Halbe. He is convinced that everyone can contribute in their own way. Free advice,

investing time or money, or even an internship at a startup is a possibility. But becoming a launching customer is, of course, the best option.

The 2013 winner, Toby Rush, considers GITR to be the Olympics for startups. Building a successful company from scratch is top sport and means competing at the highest level. This year, all GITR participants will have to survive two selection rounds to reach the international final in Rotterdam. In the first round, participants will come face to face with promising startups from their own country. Then comes the second round in one of the eight regional finals. According to Halbe, “We want to give more startups the unique experience of competing on an international stage. Just like the Olympics, participation in GITR might be more important than winning because startups can connect with investors and fans.”

getinthering.co

Global Entrepreneurship Week



Global Entrepreneurship Week (GEW) is the world’s largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and increase human welfare.

During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. These activities, from large-scale competitions and events to intimate networking gatherings, connect participants to potential collaborators, mentors and even investors, introducing them to new possibilities and exciting opportunities.

Millions of people who had never considered launching their own ventures soak up advice and inspiration from the likes of Richard Branson, Michael Dell and Muhammad Yunus. Thousands of brand new startups spring to life through boot camps like Startup Weekend and competitions like the Startup Open. Hundreds of universities strengthen the connections that help them commercialize research from their labs. Researchers and policymakers engage in discussions to examine the underlying policies necessary to promote entrepre-

neurial growth. And serial entrepreneurs share their expertise through activities like EO24, run by the Entrepreneurs' Organisation, and practical training courses like FastTrac.

World leaders and local elected officials have embraced the campaign as they look to fuel the economic engine of high-growth startups in their own countries and communities. In 2012 alone, presidents and prime ministers from 20 countries supported Global Entrepreneurship Week, while 93 ministers from 54 countries participated by speaking at activities during the week, filming statements of support, or otherwise endorsing the national campaigns in their countries.

GEW is more than just an awareness campaign. It is a platform for connection and collaboration that engages all players in the entrepreneurship spectrum in strengthening ecosystems around the world.

www.gew.co

LOOKING AHEAD

More than ever, the European Union is confronted with a rapidly changing labour market due to the globalisation process. These processes affect youth in particular, who face high unemployment in many European countries (especially in South East Europe). One of the ways to address these challenges is to create a stronger connection between the student population and entrepreneurship. Today's students are tomorrow's potential entrepreneurs, and if the energy and creativity of students are focused in the right way they can develop the skills necessary for putting their ideas into practice, and thus contribute to job creation and economic growth. Therefore, it is vital to introduce entrepreneurship in higher education and to develop entrepreneurial attitudes among students.

The ELSC and this newsletter were created to encourage an entrepreneurial way of thinking and to cultivate and boost motivation for entrepreneurship among students. The newsletter is meant to provide basic information about the activities of the ELSC and insights into current events through articles written by the members of the club and other interested stakeholders. In the next newsletter, we will publish contributions from students from new partners in higher education institutions throughout the region.

Thank you for reading our newsletter! If you have any feedback or suggestions for the next newsletter, please get in touch with us by e-mail

seecel@seecel.hr

Sincerely,

Efka Heder
SEECCEL director



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