

REPUBLIC OF SERBIA
MINISTRY OF YOUTH AND SPORTS

**REPORT ON THE
IMPLEMENTATION OF THE
STRATEGY OF CAREER GUIDANCE
AND COUNSELLING IN THE
REPUBLIC OF SERBIA**

for the period from March 2013 until December 2014

Belgrade,
February 2015



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1. SUMMARY

Due to rapid changes in the economy and technologies, individuals are forced to change their working place a few times during their working years. The model of having one job for a whole lifetime has been replaced by a career with several jobs, with periods of further education and family duties. The lifelong career guidance and counselling as help for individuals in managing their careers becomes increasingly significant in every age and period of life: in the period when career management skills are learned in school, when choosing the educational direction (e.g. vocational education, higher education, professional development), in the search for the first and next job, when establishing a balance between the professional and private life, the participation in the society, in cases of giving up the education, after long-term unemployment or inactivity.

(Lifelong Guidance Policy Development: A European Resources Kit, European Lifelong Guidance Policy Network, 2014)

Career guidance and counselling is the component of modern systems of education, of employment and trainings, because it has been recognized that it can help persons, regardless of their age, in learning, gaining skills necessary for the labour market, self-employment or entrepreneurship. The policy of career guidance and counselling is founded in two resolutions adopted by the Council of the European Union in 2004 and 2008, in which career guidance and counselling was accepted as an important mechanism for the development of human resources connecting closely policies in the area of education and employment.

In the context of the lifelong learning development concept the adoption of the Strategy of Career Guidance and Counselling in the Republic of Serbia (hereinafter: the Strategy) in March 2010 was a strong incentive for the development of the national policy of career guidance and counselling and harmonization with the European and world processes. In the period of time when the Strategy was adopted, the activities of modernization and improvement of vocational education and training, adult training and reform of employment were only starting. After more than four years of its implementation, progress is obvious when it comes to the development of the national system of career guidance and counselling and also in the area of activities which ought to be implemented in order to improve it.

The Strategy has contributed to the strategic linking of key stakeholders in the field of career guidance and counselling and it has helped broader reform processes in the area of employment and modernization of vocational education and training. The fact that career guidance and counselling is, in line with the Law on Employment and Insurance in the Case of Unemployment and the National Strategy of Employment for the period 2011-2020, regularly presented in annual national employment action plans which are in support of that. Career guidance and counselling has been introduced into the education, i.e. in the Strategy of Educational Development of Serbia by 2020, in the Law on Fundamentals of the System of Education and Upbringing, in the Law on Primary Education, the Law on Secondary Education, the Law on Adult Education. Professional orientation has been introduced into all primary schools in the country and the students have the opportunity to learn about the labourworld in different ways through contact with employers and experts in professions they are interested in.

The trend of the increased number of young people who are participating in the services of career guidance and counselling through career information has been continuing in the past period, which is the result of a larger number of providers of career services, above all youth offices, primary schools and university career centres. Significant increase of the number of professional practice programmes for students has been achieved through the establishment of cooperation of career services providers with employers.

The number of career centres in state and private universities in the Republic of Serbia has been increased. Besides the Career Guidance and Counselling Centre of the Belgrade Open School and the Center for Career Guidance and Counselling of Young Talents, there are 16 other centres. In the previous period thanks to the Tempus project "Development of Career Guidance Aimed at Improving Higher Education in Serbia – CareerS" services are being improved, which are offered by university career centres. The largest improvement in services of the centres is to be found within the fact that in the reporting period all centres have achieved cooperation with employers

in order to make it possible for young people to have a professional practice and to gain necessary working experience.

Youth offices have become a reliable support in offering career service to young people. In 120 offices¹ there is a career info corner today, so that young people can inform themselves about the labour world and education in one spot. Youth offices are organizing visits to companies, which gives young people an opportunity to get to know occupations in their real environment. Young people can use the services of individual peer career counselling and students of pedagogy, andragogy, psychology and social work can have a professional practice.

The Centre for Career Guidance and Counselling of Young Talents offering services to scholars of the Fund for Young Talents has been working successfully within the Ministry of Youth and Sports for five years and in 2014 it developed for the first time online career counselling as a service.

The National Employment Service has continued within its competence to offer services of career guidance and counselling in branch offices and Centre for Information and Professional Counselling.

A complete novelty in this period of time is the realization of researches in the Republic of Serbia for the first time on effects of career guidance and counselling services on the employability of young people. The data are encouraging both for stakeholders and for providers of career guidance and counselling services.

Thanks to the existence of the Strategy, to its successful implementation and realized results, the Republic of Serbia has been recognized on the European level as a country which can officially be included in the European policy of career guidance. Thus tribute is paid to the state for its expert work in the area of career guidance and an opportunity is offered for further advancement

1 Out of 136 active youth offices, according to the data of the Ministry of Youth and Sports from February 2015.

of the system according to the guidelines of the European Union. Since the beginning of 2015 the Republic of Serbia has become a full member of the European Lifelong Guidance Policy Network.

The Strategy has helped reach goals of social equality and inclusion, active participation of young people in the development of their career, connection of education, qualification, labourworld and lifelong learning, which improves the economic environment of the country.

This report offers a clear overview of achieved results compared to activities which are foreseen in the action plan for the implementation of the Strategy from March 2013 until the end of 2014. The general impression is that quality and accessibility of information on the labourmarket, on employment measures and incentives, the significance of career guidance and counselling for further qualification and employability of citizens has been improved through the creation and distribution of a large number of information materials, brochures, guides and manuals, which are enabling further dissemination of the good practice.

2. INTRODUCTION

Until five years ago there were stakeholders in the Republic of Serbia who dealt with career guidance and counselling, but there was no national strategy in this area. This strategy was developed as a need to connect the key stakeholders in society dealing with human potential in one document and action plan in the context of lifelong education. It has become evident that changes in the overall economic environment, needs of the economy and the development of new technologies require adequately educated and capable individuals and that is a requirement of every country and every society. Career guidance and counselling has come up as one of the possible answers to these requirements, because it helps:

- individuals manage learning and work;
- institutions dealing with education and training have motivated pupils and students who are taking responsibility for their own education and training;
- companies and employers have motivated and well trained employees;
- decision makers realize their public policy goals;
- the development of the local, regional and national economy through the development of labourforce.

On March 4th 2010 the Government adopted the Strategy of Career Guidance and Counselling with an action plan for its implementation for the period from 2010 until 2014 as the main strategic document for career guidance and counselling. The strategy establishes a framework for the system of career guidance and counselling in the country which includes sectors of education and employment so that the services of career guidance and counselling should be provided for every individual regardless of his age and labourmarket status.

Since the main goal of the Strategy is the establishment and development of the career guidance and counselling system, the achievement of four specific goals is foreseen for its realization:

- a) the establishment of the career guidance and counselling system;
- b) the development of the career guidance and counselling system in education;
- c) the development of the career guidance and counselling system in employment;
- d) continuous promotion of career guidance and counselling.

The action plan for the implementation of the Strategy is created in line with these four specific goals with 26 proposed activities. Since employment, education and youth, as the three main areas, are dealing with career guidance and counselling, the Ministry of Youth and Sports was in charge of the follow-up of the implementation of the Strategy and activities foreseen in this action plan since the adoption of the document. Also, as the body assembling representatives of state authorities, institutions and the civil sector by the Decision of the Government in April 2011 the Working Group for the Implementation of the Strategy (hereinafter: Working Group) was formed with the objective to propose measures for the harmonization of the work on the implementation of the Strategy and the action plan, the follow-up and evaluation of the implementation of documents and reporting to the Government. The composition of the Working Group out of representatives of state authorities was changed a few times and adjusted to the Law on Ministries, so in the period included in this report the Working Group had a session attended by:

1) the chairman - Nenad Borovčanin, state secretary in the Ministry of Youth and Sports;

2) members:

Snežana Klačnjana, Assistant Minister in the Ministry of Youth and Sports;

Dr Zoran Kostić, Assistant Minister in the Ministry of Education, Science and Technological Development;

Irena Injac, independent advisor in the Ministry of Finance;

Aleksandra Vučetić, independent advisor in the Ministry of Economy;

Goran Božić, senior advisor in the Ministry of State Administration and Local Self-Government;

Tatjana Prijić, manager of the Group for the Improvement of Protection of Persons with Disabilities in the Ministry for Labor, Employment, Veteran and Social Issues;

Vesna Čekić, head of the Department for Professional Orientation and Career Planning in the National Employment Service;

Professor Nada Kovačević, Conference of Universities of Serbia;

Mirjana Kovačević, Director of the Centre for Education in the Commerce and Industry of Serbia;

Maja Knežević, Secretary of the Board for Education, Culture, Sports and Youth in the Standing Conference of Cities and Municipalities;

Vesna Đukić, General Director of the Belgrade Open School.



Working Group session held on December 26th 2014

In the reporting period the Working Group had four sessions, one in 2013 and three in 2014, through which the regular communication of members and information exchange on activities undertaken in the area of career guidance and counselling were continued.

2.1. METHODOLOGICAL FRAMEWORK

For the sake of continuity in informing the decision makers, partners, civil society and interested public the Ministry of Youth and Sports has developed the practice of creating annual reports from the very beginning of coordinating the implementation of the Strategy as a review of achieved results and implementation of activities which are part of the action plan.

For the creation of this third report² the Ministry of Youth and Sports has coordinated the gathering of data of stakeholders in the realization of the Strategy for the period from March 2013 until the end of 2014³. The action plan for the implementation of the Strategy has been taken as the starting point, based on which information were collected on concrete activities which have been undertaken during a little more than a year and a half since the beginning of the implementation of the Strategy. Based on that information the progress review according to specific objectives from the action plan was created. Activities from the action plan as well as the level of coincidence with activities reported on by planners and stakeholders in the area of career guidance and counselling were observed.

From the point of view of decision makers the report is offering the review of the current situation in the development of career guidance and counselling as the need of the society and possibility to continue going the way of organized advancement of the career guidance and counselling system.

2 Report on the Strategy implementation for the period from March 2010 until March 2012 and the Report on the Strategy Implementation for the period from March 2012 until March 2013 - both reports are available on the internet page of the Ministry of Youth and Sports <http://www.mos.gov.rs/dokumenta/omladina/strategije/>.

3 Although the reporting period includes the period from March 2013 until December 2014, the Report presents also activities, which are significant for this area, but which were realized at the beginning of 2015.

To the broader public the report is enabling an insight into the achievements in the area of career guidance and counselling realized in cooperation of the public, civil sector and international partners.

With the creation of this report the first, almost five years long, cycle of the implementation of the Strategy and action plan under the coordination of the Ministry of Youth and Sports has been finalized.

3. RESULTS OF THE IMPLEMENTATION OF THE STRATEGY ACCORDING TO STRATEGIC AREAS

The career guidance and counselling system in the Republic of Serbia has been developed gradually, according to priorities and ways defined in the Strategy and action plan. Compared to the four specific objectives mentioned in the strategic document by areas, there are realized activities presented in the report as key elements for the establishment and development of the national system of career guidance and counselling:

- Establishment of the career guidance and counselling system;
- Development of the career guidance and counselling system in education;
- Development of the career guidance and counselling system in employment;
- Continuous promotion of career guidance and counselling.

During the implementation of the strategic document and action plan the Ministry of Youth and Sports had a leading role in formulating and coordinating policies in the area of career guidance and counselling.

3.1. ESTABLISHMENT OF THE SYSTEM OF CAREER GUIDANCE AND COUNSELLING

After gathering information in this reporting period and by relying on previous reports, it can be said that the system of career guidance and counselling in the Republic of Serbia has undergone significant changes in the last few years and gained more attention of key stakeholders. Since it is by nature part of a few significant areas, it's no wonder that the number of stakeholders is rather huge and that it includes state authorities and institutions, the civil sector, schools, university career centres and youth offices. Having that in mind it is obvious that in this period of time the coordination policy has been improved both on the national and on the local level.

Since the Strategy foresees that for the purpose of full coordination and development of the career guidance and counselling system it should be worked on creating conditions for the establishment of a national resource centre for career guidance and counselling which would coordinate and deal with the development of the total career system and which would present a constant link between the sphere of education and employment in the area of career guidance and counselling, the activities in that regard have been initiated two years ago with the creation of the project proposal "Development of the Career Guidance and Counselling System in the Republic of Serbia" which would be funded from pre-accession funds of the European Union. During 2013 the proposal was modified and after the official approval by the European Commission the implementation of the project under the name "Feasibility Study referring to the Foundation of a National Resource Centre for Career Guidance and Counselling and Further Development of the Career Guidance and Counselling System in the Republic of Serbia" took place during 2014. The study which was created by experts Saša Niklanović and Dragana Marjanović with the financial support of the European Commission was presented at the national conference held on November 5th 2014 in Belgrade. The main finding of the study is that the Republic of Serbia needs a national resource centre for career guidance and counselling with the revision of one part of tasks of the centre compared to those foreseen in the Strategy. The study is offering recommendations regarding the most optimal model of

the national centre for the Republic of Serbia and further development of the career guidance and counselling centre. Although the Ministry of Youth and Sports has ordered the Study, the conference has shown that all other institutions dealing with the creation of policies or providing services in the area of career guidance and counselling will benefit from it as well.

In order for the career guidance and counselling system to be equally accessible for all individuals and to be of equal quality, the Strategy offers the adoption of the National Career Guidance and Counselling Programme as the framework programme defining the main principles and standards for all categories of career guidance and counselling.

The National Career Guidance and Counselling Programme would include three key elements – informing, counselling and guidance. It would establish basic standards for the following career guidance activities: career informing; education for the career; career counselling; employment counselling; job placement; career guidance and counselling of employees. The National Career Guidance and Counselling Programme would include four programmes: for children and pupils up to 14 years of age; for young people from 15 to 18 years of age; for young people from 19 to 30 years of age and for persons older than 30.

Each of these programmes includes standards, based on which the career guidance and counselling programme is established and realized for a specific category of participants. The standards of each programme need to include the outcomes for each age level within the following elements:

- personal development of the individual;
- research of opportunities of individuals for learning and employment;
- planning and management of one's own career;
- research of employers' needs and opportunities for training and professional education;
- education of employees for the needs of their employer;
- or increase of opportunities of becoming employed by other employers.

(Strategy of Career Guidance and Counselling in the Republic of Serbia, „Official Gazette of RS”, No. 16/10, page 20)

In line with that within the Tempus project "Development of Career Guidance Aimed at Improving Higher Education in Serbia – CareerS" which is being implemented since 2012, the document "Programme and Methodology of Career Guidance and Counselling for Students in the Republic of Serbia" was created in the reporting period, which represents the framework of standards for university career centres.

Within the project "Professional Orientation in Serbia", which is being realized since 2011 by the German Organisation for International Cooperation (GIZ) together with the Ministry of Education, Science and Technological Development and the Ministry of Youth and Sports as political partners, at the end of 2014 the draft of professional orientation standards in primary schools and youth offices was created. The discussion and adoption of these standards is expected in 2015.

Infrastructural capacities have been increased by the work of youth offices in the area of career guidance and counselling in the previous period. Through the project "Professional Orientation in Serbia" important support has been provided for youth offices since 2011 so that in 120 of them a career info corner was established. Display boards for young people have been placed in offices, while volunteers are gathering information and performing mapping of available career guidance and counselling services in their community and assuring the availability of those information for the beneficiaries of youth offices. The offices are also involved in the organization of learning about the real working environment, peer presentations in high schools (high school students are presenting the school to primary school students), in the support when creating the Curriculum vitae and motivation letter for young people, including those who are outside of the school system. In the reporting period students of psychology, pedagogy, andragogy and social work of the University in Belgrade and Niš have established cooperation with students of psychology, pedagogy, andragogy and social work in youth offices in gaining practical working experiences by organizing workshops for career counselling and coaching with peers. More than 50.000 young people, mostly high school students, have participated in the programme of peer

support in youth offices, whereas almost 52.000 primary school students and 15.000 high school students had real-time meetings in more than 1.200 organisations, schools and companies.

Through the project "Career Info Centres in Youth Offices" realized by the Centre Inventiva with the financial support of the Ministry of Youth and Sports 15 Youth Offices⁴ were selected in 2014, in which a career info centre was established as an innovative service centre which will offer support to young people in planning and managing their career according to their various needs. Through this service centre services of career informing of young people are offered with the goal to contribute to the long-term solution of the unemployment problem. Next to the direct services for young people, the career info centres will have the possibility to coordinate the cooperation with local companies, representatives of occupations, schools, local branch offices of the National Employment Service and other key stakeholders on the local level thus enriching the offer of services meant for young people.



GIZ, Professional Orientation, workshop

4 Youth Offices from: Bačka Palanka, Bački Petrovac, Kruševac, Niš-Medijana, Novi Bečej, Novi Beograd, Obrenovac, Pančevo, Savski venac, Sremska Mitrovica, Stari grad, Subotica, Temerin, Voždovac, Vračar.

The Euroguidance Centre has realized a large number of activities in the previous period in order to promote the European dimension of career guidance and counselling and it has offered quality information from this area to all interested parties. The Euroguidance Centre has assembled the key national stakeholders and partners through the organisation of annual conferences, which served as a platform for the exchange of ideas about the advancement and further development of the career guidance and counselling system⁵.

At the European level the Republic of Serbia has made significant progress since it has become the full member of the European Lifelong Guidance Policy Network in 2015. During 2013 and 2014 the Republic of Serbia participated as an observer in plenary sessions of this network in Vilnius, Lithuania in December 2013 at the 13th plenary session; in Athens, Greece in February 2014 at the 14th plenary session; in Zagreb, Croatia in June 2014 at the 15th plenary session and in Rome, Italy in October 2014 at the 16th plenary session.



The 16th plenary session of the European Lifelong Guidance Policy Network, Rome in October 2014

⁵ A more detailed presentation of Euroguidance annual conferences is offered in the chapter "Continuous Promotion of Career Guidance and Counselling".

During August 2014 the Republic of Serbia was invited to become a full member of this network from 2015. The authorities made an agreement about that and Serbia accepted the invitation. In the meantime, the national delegation for the participation in the work of the network was created and it is led by the Ministry of Education, Science and Technological Development with the participation of representatives of the Euroguidance Centre, the National Employment Service and the Ministry of Youth and Sports.

3.2. DEVELOPMENT OF THE SYSTEM OF CAREER GUIDANCE AND COUNSELLING IN EDUCATION

The system of career guidance and counselling in the primary and vocational education in the Republic of Serbia since the adoption of the Strategy has been gradually developed with the goal to offer help to students to work, i.e. to continue their further education. The main task of the counselling system is to provide an orientation for students and participants about the economic development and the needs of the labourmarket, the implementation of the lifelong learning concept which is in the function of the permanent development of human resources and the following of developmental economic needs of the society. Therefore, its gradual introduction is an enormous step toward the modernization and reform of the national education system.

In the area of education in the Republic of Serbia the main providers of career guidance and counselling services are primary schools, high school and career centres at private and state universities and faculties.

When we talk about the place of career guidance and counselling in the system of education in the Republic of Serbia, the concept of career guidance and counselling was regulated within the educational system through the adoption of the Education Development Strategy in 2012 which was followed by the adoption of new laws on the primary and high school education as well as changes and amendments of the Law on the Fundamentals of the System of Education and Upbringing. The Education Development Strategy foresees that the system of career guidance and counselling should be

developed and implemented on all levels of education including the adult education by 2020.

The Law on Changes and Amendments of the Law on Fundamentals of the System of Education and Upbringing has a provision according to which in the realization of general principles of education and upbringing it is necessary to, among other things, dedicate special attention to career guidance and counselling of employees, students and adults directed toward the personal development of individuals and progress in the educational and professional sense.

The Law on Primary Education, adopted in 2013, has a provision according to which the school is helping parents, i.e. guardians and students, in cooperation with professional orientation institutions, choose the high school and occupation, in line with the affinities and abilities of students. Having that purpose in mind, it is following their development and informing them about the character and conditions of work within certain occupations. Such a programme has been successfully introduced for students of the 7th and 8th grade and it was implemented by the German Organisation for International Cooperation (GIZ) with the support of the Ministry of Education, Science and Technological Development. Thanks to the mentioned GIZ-project, professional orientation was introduced into all primary schools in the country, whereas in 85% of schools professional orientation is learned according to the five-phase model⁶ for students of final years. Each primary school has a team of teachers, a school psychologist and pedagogue trained to perform the professional orientation of students of the 7th and 8th grade in order to help them decide which high school they want to choose. In total 3.048 teachers/employees have been trained to provide this service, which has been used by around 95.000 students so far. In total 86 primary schools

6 The five-phase professional orientation model is a five-steps way guiding a young person to the choice of an occupation and active career planning. This process includes the following phases: self-knowledge, information on occupations, information on schools, real-time meetings, deciding about an occupation. More detailed information about the model itself are available at <http://profesionalnaorijentacija.org/petofazni-model/>.

have gained the status of a 'mentor'-school⁷ for the professional orientation programme and 461 members of their school teams were additionally trained for the programme "Mentorship in the Implementation of the Professional Orientation Programme". During the school year 2013/2014 the peer evaluation of the professional orientation services and of examples of good practices of the professional orientation programme was performed in primary schools. It has shown that the beneficiaries have evaluated the professional orientation services as excellent and examples of good practices of the programme as very good. Such indicators have also resulted in 11 professional orientation programmes having been accredited in the Institute for the Improvement of Education and Upbringing. The Centre Inventiva, founded in 2012, has become the main partner for the implementation of this project of GIZ and it is playing the main role in the introduction of professional orientation in primary schools and career guidance and counselling in youth offices and local communities. As a training centre, the Centre Inventiva is offering training to teams in each of the primary schools and youth offices as well as to teams for professional orientation, whose main role is the creation and maintenance of the network of relevant stakeholders at the level of the local community and encouragement of the information exchange and cooperation through the creation of the catalogue and calendar of the career guidance and counselling services in local communities. The National Employment Service has contributed significantly to the realization of activities on this project in line with the two years Memorandum of Cooperation, which has been signed in June 2013.

A significant novelty in the Law on High School Education, which was also adopted last year, is the fact that career guidance and counselling was recognized as a part of the curriculum. It was also defined that the school is creating an expert team for career guidance and counselling which will, in cooperation with teachers, follow individual affinities of students. The counselling work takes place during the education and the school works together with authorized institutions dealing with the career guidance and

7 The mentor-primary school is the school which has taken over a leadership position in the implementation and development of the professional orientation programme and in the local community.

counselling. It is also foreseen for the school to help students and parents in researching the possibilities for further studies and employment, i.e. for identifying, choosing and using numerous information about occupations, the career, further studies and education and to help them to impartially form their own opinions. Thus the school follows the development of the students and informs them about occupations, educational profiles, conditions of studying and about labourmarket needs. The huge national project has still not been realized on this level, which would support the establishment of the career guidance system in all high schools, but there were several initiatives and smaller projects. The improvement of the career guidance system on the level of high schools is also one of the most significant issues to be dealt with in the period to come. The starting point in this segment represents the creation of the "Career Guidance and Counselling – Manual for High School Teachers", which has been created as the result of the cooperation of the national Euroguidance Centre and the Belgrade Open School upon the initiative of the Ministry of Education, Science and Technological Development. The aim of the manual, which was presented at the Second Euroguidance Conference held in December 2014, was the presentation of good practices which would be the guideline for teachers in coming up with their own activities adjusted to a concrete situation, to concrete needs of students and to the environment.

In the university education the bearers of the career guidance and counselling activities are career development and counselling centres of students in universities and faculties. They have been present and working together on the advancement of career guidance services for students for almost ten years. One of the examples for that is the Tempus project "Development of Career Guidance Aimed at Improving Higher Education in Serbia – CareerS", which has assembled the largest number of university career centres with the aim to improve the quality of career services for students. These centres have continued offering services of career information, counselling, career education and establishment of cooperation with employers in the past period.

Within the areas of career education, workshops and lectures the centre for career development and counselling of students of the University of Belgrade has organized workshops and lectures to the following topics: the CV clinic, "Networking – Belgrade Engineers' Day", "Networking – Career Perspectives", How to Write a Good CV and Motivation Letter, Writing a Career Plan, "Writing a CV and a Motivation Letter – Career Perspectives", Career Development Advice and Ideas. From March 25th until April 16th 2014 the Centre has realized the event "Career and I", which was visited by over 800 students and 40 guest lecturers have participated in it. An increase of interest for the service career information through E-mail was noticed, so that from February until December 2014 in total 1.335 new users, students and graduates of the University in Belgrade were registered.

The Centre for Career Development and Counselling of Students of the University in Kragujevac organized during the summer semester (February to June) 2014 free foreign language courses. The course of English level B2 was attended by 21 participants and of German level A1 was attended by 18 participants.

Within the Career Workshops Week which took place from May 19th to 23rd 2014 in the main building of the University Rectorate in the organization of the Centre for Career Development and Counselling of Students of the University in Novi Sad 8 workshops were held to the topic of career skills. From May 26th to 30th 2014 in the main building of the University Rectorate 5 lectures of employers were held to the topic career skills. The topics were: "Leadership and Learning throughout the Whole Life"; "Techniques of Gathering Data for Marketing Research Purposes"; "Saving and How to Protect Your Rights"; "Making Decisions and Taking Initiative". Within the event "Centre Your Career" 11 career workshops, led by interns of the Centre, and 11 lectures of employers were held from November 4th to 21st 2014.

During 2014 the Chamber of Commerce continued in cooperation with the Ministry of Education, Science and Technological Development and the

German Organisation for International Cooperation (GIZ) the realization of the project "Reform of the Vocational Education in Serbia, V phases (TVET)" aiming at creating conditions in Serbia for the three-years vocational training (in the area of machine and electrical engineering) directed at the needs of the market, by introducing cooperative education which is using elements of the so-called "Dual System of Training". The project should contribute to the creation of conditions for attractive three years of vocational education, which would be beneficial for the economy, the young people and the state once the developed cooperative model starts to function.

Within the project "I am Interested in Occupations – Improvement of Employability of Young People Through Career Information for High School Students on Occupations" training of teachers and employees was organized according to the programme of the Belgrade Open School, accredited by the Institute for the Improvement of Education and Upbringing. In total 20 teachers from 10 high schools were trained, just like 1 representative of the School Administration in Novi Sad and 1 representative of the Ministry of Education, Science and Technological Development. The trained teachers were obliged to apply what they have learned in the training with students through career information workshops, which dealt with the concept of career, the traditional and modern understanding of the concept, with career planning, career information, career counselling, writing a CV and additional letter. 23 workshops were organized and 433 high school students and 84 teachers and school employees have participated. Teachers have also organized 17 job shadowing programmes in September and October 2013 in order to help young people get to know better the nature of a specific occupation. In order to make it easier for high schools to prepare career guidance and counselling programmes a team of the Belgrade Open School has created a set of Recommendations for the Development of the Career Guidance and Counselling Programme in high schools in cooperation with teachers and employees of schools. All activities within the project were organized with the support of Solidar Suisse/Swiss Labour Assistance (SLA) and its office in Serbia.

The Belgrade Open School has continued implementing activities in order to connect high schools and employers aiming at the improvement of career information for young people through the organization of consultation meetings in Subotica, Vranje and Prijepolje during May and June 2014, on which more than 80 representatives of high schools, the public sector, employers, the National Employment Service, youth offices, offices for local economic development and other relevant stakeholders were present. The goal of the meetings was to use an active discussion, the exchange of experiences and information, the presentation of good examples of adjustment of the economy and education at the local level as well as to point to the largest problems and challenges in this area in order to come to conclusions and recommendations for the further advancement of the dialogue between vocational schools and employers and also with other stakeholders at the local level. This activity, which has contributed to giving career information to high school students, was implemented within the project "Vocational Schools as Leaders of the Local Economic Development" realized with the support of the USAID project of Sustainable Local Development. Within the same project 3 two days trainings for teachers and employees were organized from July until October 2014 in Vranje, Prijepolje and Subotica. The trainings were conducted according to the programme accredited by the Institute for the Improvement of Education and Upbringing and so far 65 participants from 12 vocational schools and high schools were trained. At the training it was talked about the concept of the career, the OMOT model for career planning, about career information, career counselling, about how to write a CV and additional letters and special attention was paid to the Career Guidance and Counselling Programme in high schools. The Belgrade Open School has organized also 3 workshops in 3 towns for teachers and employees of schools who were interested in improving their knowledge on career guidance and counselling from July to October 2014. The goal of the workshops was to present to the participants good practices of the use of computer games for learning in the European Union in the work with young people. Special emphasis was placed on the presentation of computer games for learning as instruments encouraging the development of young people, especially of those with learning difficulties and of young people from

other underprivileged groups. The workshop in Vranje was attended by 21 teachers and school employees and by 1 representative of the Secretariat for Education, Culture, Sport, Youth and Information. In total 23 teachers from 5 high schools attended the workshop in Subotica and 20 teachers and school employees were present at the workshop in Prijepolje. The workshops were implemented within the project "Serious Games for Social and Creative Competences", which is funded by the European Union through the Lifelong Learning Programme.

The Belgrade Open School has conducted a research during 2013 in order to gain a clear and precise insight into the level of development of career guidance and counselling in high schools and in order to define recommendations for further evidence based development. For the needs of the research a special questionnaire was created in cooperation with the Ministry of Education, Science and Technological Development and the National Employment Service and it was distributed to all high schools. The findings of the research were published within the short practical policy proposal available on the website of the Career Guidance and Counselling Centre of the Belgrade Open School. The research was conducted within the project "Career Guidance and Counselling in High Schools – Defining State of Art and Next Steps" with the support of Solidar Suisse/Swiss Labour Assistance – Office in Serbia.

The Centre for Career Guidance and Counselling of Young Talents has continued to offer career informing, career guidance and career education services and to organize programmes of work practices with the scholars of the Fund for Young Talents. From March 2013 until December 2014 career guidance and counselling services have included a significantly larger number of scholars who have shown interest in offered services and who have used them at least once. There were 826 participants of the career education included in 55 professional development workshops. The topics of the workshops were useful for scholars and for their transition from the education to the labourmarket and more than 16 different topics are being offered. In total 59 individual career sessions were held with scholars in Belgrade, Novi Sad and Niš. In order to enable scholars, who were not able to attend the career counsellings in

university centres, to participate the career counselling online service was introduced in 2014 via Skype. 24 sessions were realized from October until December 2014. Career information was modified and continued in Facebook and via a monthly newsletter, which has turned out to be a better and more acceptable solution for scholars than the previous biweekly newsletter.

The Euroguidance Centre organized a seminar for teachers/employees of high schools on December 6th 2013 in Belgrade and 40 teachers from Serbia participated in it. The teachers had the opportunity to get to know the Danish model of career guidance and counselling services for students (lecturer: Pia Hegner, Youth Guidance Centre UUV Koge Bugt, Denmark) and to try out some of the techniques used in Denmark for career guidance for students through interactive work. In the second part of the seminar good practices from Serbia were presented as well as the resources connected to career guidance at the European level.

Within the promotion of the manual for high school teachers the Euroguidance Centre organized during November and December 2014 four seminars "Career Guidance in High School". The first seminar took place on November 25th in Niš in cooperation with the Regional Centre for Professional Development of Employees in Education. The second seminar was held on December 4th in Belgrade and also on December 9th in Novi Sad, in the high school "Jovan Jovanović – Zmaj". Due to the huge interest of teachers and employees of high schools an additional seminar was organized in Belgrade on December 15th. The seminars were led by the authors of the manual, who are themselves teachers in high schools. Next to the presentation of activities from the manual, the seminars included workshops, simulations and practical exercises in which activities of career guidance and counselling were created for high school students. The participants also had the opportunity to get to know the resources for career guidance and counselling at the European level and to exchange experiences with their colleagues from other schools.

Within the meeting of the Working Group for Mobility of the Euroguidance network on October 14th 2014 the seminar "Guidance and Counselling on Mobility: Skills Development of Experts" was held. The seminar was attended

by around 40 representatives of universities, faculties and institutions of higher education, above all from departments for international cooperation, career centers and other units included in the process of organizing mobility programmes for students and teachers.



3.3. DEVELOPMENT OF THE CAREER GUIDANCE AND COUNSELLING SYSTEM IN EMPLOYMENT

According to the analysis of the labourmarket employers are looking for employees who will learn and improve their skills continuously and who will effectively communicate and work independently. The economy needs individuals with a broad range of high level skills and capabilities such as critical thinking, problem solving, team work and decision making skills. The problems of finding employment, being employed and unemployed – those are key issues of the development of every society and state.

Data on the state of unemployment of young people in the Republic of Serbia based on the LabourForce Survey, which was conducted quarterly during 2014, shows that at the beginning of 2014 there were 52% unemployed young people between 15 and 24 years and in the last quarter that percentage was reduced by 10%.

As one of the most frequent reasons for such a high level of unemployment among young people is the fact mentioned that young people don't have the skills and knowledges which are required by employers and the labourmarket of today. Therefore, it's no wonder that on the European level career guidance and counselling has been recognized as one of the main mechanisms of the active employment policy. The main carrier of activities in this area in the Republic of Serbia is the Ministry of Labor, Employment, Veteran and Social Issues in partnership with the National Employment Service.

The Ministry of Labor, Employment, Veteran and Social Issues has been working in the previous period on the implementation of the National Employment Action Plan for 2013 and 2014 with special focus on the implementation of active employment policy programmes and measures and other activities aiming at promoting the employment of young people. In line with that, the Package of Services for Young People has been implemented in order to boost their employment. According to the data of the National Employment Service from April 2013 until January 2014 almost 11 thousand young people have used professional orientation services. 17 thousand young people have

participated on employment fairs and just as many were involved in active job search measures. More than 3 thousand young people were involved in programmes of additional education and training and over 4 thousand in the development of entrepreneurship and employment programmes. Almost 165 thousand young people have participated in activities of employment mediation. Almost 220 thousand young people were involved in all active employment policy measures. In the mentioned period it was worked on the improvement of the methodology of work of information and professional counselling centres, on the extension of their network and establishment of cooperation of these centres with information stands in youth offices for the purpose of exchanging information which are significant for career development.

From February until December 2014 the participation of young people in active employment policy measures was significantly increased, which can be seen in the table below. The number of young users in professional orientation was especially increased by active job search measures and entrepreneurship development.

AEP measures	Unemployed persons			Young persons (15-30)		
	Total	Women	Men	Total	Women	Men
EMPLOYMENT MEDIATION						
Employment counselling (assessment of employability and creation of an individual employment plan – IEP)	705.612	360.796	344.816	236.620	120.990	115.630
PROFESSIONAL ORIENTATION						
Information on career development possibilities	4.228	2.348	1.880	2784	1.511	1.273
Counselling	9.842	5.769	4.073	6604	3.719	2.885
Selection and classification	13.460	8.188	5.272	6340	3.206	3.134
TOTAL	27.530	16.305	11.225	15.728	8.436	7.292
ACTIVE JOB SEARCH MEASURES						
Job clubs	3.225	2.091	1.134	2.240	1.452	788

Active job search training	36.964	20.505	16.459	18.336	10.164	8.172
Active job search training for qualified persons	23.162	12.826	10.336	14.123	7.820	6.303
Motivation and activation training for persons with no and with low qualifications	13.802	7.679	6.123	4.213	2.344	1.869
Self-efficiency training - TC	2.958	2.325	633	567	409	158
Workshop for overcoming stress related to the job loss	523	385	138	50	36	14
TOTAL	43.670	25.306	18.364	21.193	12.061	9.132
EMPLOYMENT FAIR						
Employment fair	46.406	24.428	21.978	17.849	9.396	8.453
PROGRAMMES OF ADDITIONAL EDUCATION AND TRAINING						
TOTAL	2.723	1.460	1.263	1.027	451	576
DEVELOPMENT OF ENTREPRENEURSHIP AND EMPLOYMENT PROGRAMMES						
Educational programmes Training "Way to a Successful Entrepreneur"	10.588	4.794	5.794	2.876	1.292	1.584
Information and counselling services in business centres	16.482	7.438	9.044	4.747	2.124	2623
Self-employment subsidies	736	328	408	152	73	79
SUBSIDIES FOR PERSONS WITH DISABILITIES	20.780	6.981	13.799	648	260	388
LEAP Programmes of EAP on the territory of local self-governments	2.221	1.139	1.082	1.051	553	498
TOTAL	876.748	448.975	427.773	301.891	155.636	146.255

Table: Number of persons included in active employment policy measures from February 1st until December 31st 2014. Source: National Employment Service

In the mentioned period the National Employment Service has signed two years memoranda of cooperation with the Foundation Tempus – Euroguidance Centre and the GIZ project “Professional Orientation” in order to work jointly on realizing certain activities from the Strategy. The Cooperation Agreement with the association “ENECA” from Niš was signed which means that the cooperation in offering support to the realization of the project “Start up for your business” is being continued. At the initiative of the branch office of the National Employment Service in Kruševac the Council of Partners for Career Guidance and Counselling of Kruševac was renewed in January 2014.

Next to the existing 18 partners 3 additional partners will join in the period to come. The initiative for the expansion of the Council to the whole Rasina District is underway.

It should also be taken into consideration that representatives of the National Employment Service have actively participated in most of the activities mentioned in this report. As key stakeholders they were recognized in the area of education and they have also participated in the realization of activities with the goal to support young people in gaining working experiences and competences for easier integration in the labourworld. Based on cooperation agreements with 7 faculties and 5 vocational schools, the National Employment Service made it possible for 52 students and 18 pupils to have their professional practice in their premises.

In 2013 the realization of the FRAME project “Forecast and Regional Evaluation Methods in the Area of Employment” started. The main goal of the project is the promotion of the sustainable economic development and social cohesion at the medium-term and long-term level with a special focus on the document Europe 2020 and Strategy of the Development of Southeast Europe 2020. In the previous period a few meetings and workshops were held and the document “Vision of Skills Development by 2020 in Serbia” was created, which was the result of joint activities on the project. One of the four key priorities in the document refers to enabling an easier transition to the labourmarket with the special action “Better Career Guidance in Schools and in the National

Employment Service and Other Employment Services for Young People and Their Parents”.

In cooperation with the Ministry of Education, Science and Technological Development and KulturKontakt Austria the Chamber of Commerce of Serbia participated during 2014 within the regional project of KulturKontakt Austria “Improvement of Cooperation between Schools and the Economy in Tourism and the Catering Industry” in two regional workshops with the topics of creating a portal for gaining insight into places in the economy for the practice of pupils in the area of tourism and the catering industry, the role of the coordinator of practical classes and the sustainability of the quality system compared to the cooperation between the school and economy. It also worked on supplementing the profiles and competences of practical classes’ coordinators. From October 2013 until April 2014 the project “Development of Entrepreneurship among High School Students in Serbia” was realized by the Business Innovation Programme in Serbia with the financial support of the Embassy of Norway in Belgrade. The project, which was participated in by the Ministry of Education, Science and Technological Development, the Ministry of Economy, the Ministry of Finance, the National Agency for Regional Development, Junior Achievements in Serbia and the Business Innovation Programme Serbia has the objective to support the development of secondary schools in Serbia which are inclined toward the entrepreneurship in order to contribute long-term to the increase of self-employment and employment of young people. The specific objective of the project was the development of the system of entrepreneurial education in Serbia through the strengthening of human capacities, the improvement of the legal framework and the cooperation between sectors. The document “Analysis and Recommendations for the Development of Students’ Entrepreneurship” was created with the idea to offer an insight into the situation of the programme of students’ entrepreneurship in Serbia in order to identify recommendations for its improvement. The Association of Young Entrepreneurs of Serbia organized in cooperation with the Erasmus Centre for Entrepreneurship and with the support of the Chamber of Commerce of Serbia and the City of Belgrade in October 2014 the competition “Ring Serbia” within the global project “Get in

the Ring" for the first time in Serbia. After the international competition "Ring Serbia" the best start-up company is awarded with space, book keeping and legal services as well as the opportunity to develop their own ideas under the mentorship of the Erasmus Centre for Entrepreneurship from the Netherlands.

It should also be taken into consideration those stakeholders, which have been recognized as the main stakeholders in the area of education, implemented activities with the objective to support young people in gaining work experience.

The GIZ project "Professional Orientation in Serbia" performed, among other things, also the promotion of youth entrepreneurship and organized real-time meetings of young people with the labourworld within students' companies, such as: the training of young people for entrepreneurship, connecting companies with students' companies, promotion of real-time meetings with the labour world through the service "Job shadowing".

The Fund for Young Talents has continued realizing the cooperation with companies by signing cooperation protocols or by mediating between scholars and companies, institutions and organisations which are interested in hiring scholars from the Fund for Young Talents.



Scholars of the Fund for Young Talents

The cooperation includes companies, institutions or organisations organizing expert workshops for scholars of the Fund for Young Talents, providing the opportunity for professional practice or employment or including scholars in programmes organized by them. There are thus four scholars, who have gained the opportunity to have a three months professional practice in Telekom Serbia and one scholar was employed. The company Asseco SEE organized a summer practice for best students in the area of information technologies in Belgrade and Kragujevac. Three scholars of the Fund for Young Talents gained the opportunity to have a professional practice and to gain experience in the famous company. In July 2014 ten scholars had the opportunity to have professional practice in the company Huawei in China. The programme "Telecom Seeds for the Future" was implemented in more than 20 countries and 10 scholars of the Fund for Young Talents were among more than 100 students who participated in it. From August 16th until September 3rd scholars had the opportunity to gain further professional development in the headquarters of the company Huawei in the city of Shenzhen. Within the programme "Nis šansa" 21 scholars of the Fund for Young Talents were employed in 2014.

The Centre for Career Development and Counselling of students of the University in Belgrade realized during 2013 and 2014 the programme BGPRACTICES – Programme University Work Practice in public and utility companies, secretariats and cultural institutions of the city of Belgrade. The programme is realized based on the Protocol on Cooperation in the area of education and realization of practice signed by the Rector of the University in Belgrade and the mayor of Belgrade. The purpose of the programme is to enable students and young graduates to gain practical knowledge, skills and relevant working experience during their studies thus improving their academic education. In total 17 city companies, 18 organisational units of the Administration of the City of Belgrade, 14 cultural institutions, 11 city municipalities, 5 sports centres and the City Council of Belgrade participated in the programme in 2014. From April until September 2014 the programme of practices in public companies, agencies and expert institutions of energy

and environmental protection was implemented, based on the signed contract of five state universities and the Ministry of Energy, Development and Environmental Protection with more than 200 participating students.

In order for the students of the University in Kragujevac to get to know different occupations and the possibilities of managing their career, the Centre for Career Development and Counselling of students of the University of Kragujevac developed a new form of cooperation with employers with the title "Occupation of the Months". The idea is to present to the students one occupation per month or every two months in cooperation with employers in the form of lectures and discussions with employers. As the evaluation has shown, this type of lectures and discussions on occupations, especially on new occupations and occupations which have significantly changed in the previous few years is very interesting and useful for the students. Based on the cooperation agreement between the University in Kragujevac and the city of Kragujevac, the programme of practice was initiated, which is being implemented during the summer, in July and August in public and utility companies, in institutions which were founded by the City as well as in city administrations. 25 institutions are included in the practice programme in 2014 and 80 students have had the practice. During 2014 the University in Kragujevac signed two new cooperation agreements with the Institute for Public Health Kragujevac and the Clinical Centre Kragujevac in order to improve and develop the programme "Professional Summer Practice for Students".

The Centre for Career Development and Counselling of students of the University in Novi Sad realized in 2013/14 the University Programme of Work Practice in the Parliament, in the Government of the province, the provincial administration authorities and funds, directions and institutions, which were founded by the Autonomous Province Vojvodina. The programme was finalized by 47 participants from February until July 2014. The University Programme of Work Practice in city administration authorities and services, in public and utility companies, institutions and organisations founded by the city of Novi

Sad was attended by 39 participants in 29 city administration authorities, services, public and utility companies and institutions or organizations founded by the City of Novi Sad. The practice lasted for 6 months from July 1st 2014 and the participants had to have 18 hours a week of practice. The work practice programme for students of the University in Novi Sad in the Fund "European Jobs" of the Autonomous Province of Vojvodina in the school year 2014/15 is attended by 5 participants. The practice programme in the University Centre for Career Development and Counselling of students was attended by three generations of students during 2014. In the first generation from September 2013 until March 2014 there were 6 participants. In the second group there were 12 participants and they had their practice from April to December 2014. The third generation is having its practice from September 2014 until April 2015 and it includes 9 students. During November 2014 agreements were signed for the purpose of realizing the University programme of professional practice for students of the University in Novi Sad in 2014/15 in the services Ninamedia clipping d.o.o. and in the company for professional rehabilitation, work and employment of persons with disabilities DES d.o.o. Novi Sad. There will be in total 30 students engaged in these two organisations.

The Centre for Career Guidance and Counselling of Young Talents conducted as one of the novelties in its work the pilot research on effects of career guidance and counselling upon the employability of young talents. This research was realized in cooperation with the Career Guidance and Counselling Centre of the Belgrade Open School. For these purposes the programme "Start your Career" for scholars of the Fund and students of the Belgrade University was organized from September 23rd until October 2nd 2013. It included a five days set of workshops for the professional development and career counselling (individually and in groups).



Programme "Start your Career", Belgrade 2014

The participants of this programme were part of an "experimental group" which had been offered with services of career guidance and counselling. They were asked twice via a questionnaire, before being provided the services of career guidance and counselling and afterwards, with the aim to enable the Centre to measure the level of employability without services and with offered services. Scholars who have never used the services of the Centre participated in the research as well and they were part of the "control group" which was the basis for comparison and better measurement of real effects of career guidance and counselling for employability. The starting assumption of this research was that the experimental and control group are different when it comes to employability i.e. that young people who are using career guidance and counselling services are easier employable than those who haven't been using these services. The research results presented in the report clearly show the existence of career guidance and counselling effects upon the employability of scholars of the Fund for Young Talents.

After the successful experience with the organization of internship programs in successful companies and some institutions of the Republic of Serbia, the Centre realized during 2014 in cooperation with the USAID Project for Business Enabling Project (BEP) also an internship program for scholars of

the Fund for Young Talents in the public administration. Four scholars were given the opportunity to have a five months practice in the Ministry of Finance, the Sector for Budget, whereas one scholar had a two months practice in the Institute for the Improvement of Education and Upbringing. The Programme "Real-time Meeting – One Working Day in the Desired Profession" (job shadowing) is an activity which should offer scholars the opportunity to spend one working day with a representative of one concrete occupation, which is in line with their educational profile. Within this service the scholars were given the opportunity to meet employees in the company MK Group, in the Belgrade Open School, in the Ministry of Youth and Sports and in the Agency for Traffic Security of the Republic of Serbia.

The Internship programme in state institutions of the Republic of Serbia for unemployed young professionals, graduates and students of master studies was started by the Belgrade Open School in May 2013. Through the cooperation with selected state institutions positions for practice were identified and profiles of desirable interns were created. During the implementation of the Internship programme 25 young professionals, who can improve the work of certain sectors within the state administration, were recruited and chosen among 1700 applicants. Paid practices were organized within the projects "Better Public Administration through the Internship Placements", supported by the USAID Business Enabling Project.

For the need of the research on effects of career guidance and counselling upon employability of young people the Belgrade Open School developed during 2013 indicators and the methodology to measure effects of career guidance and counselling upon the employability of young people. The results of the research presented to the public in March 2014 have shown that the users of career guidance and counselling services were easier employable than those who have not used those services. The research was continued as a longitudinal study during 2014. For the purposes of the continuation of the research the methodology was improved through a modern online database for the monitoring of effects.



Activities were realized within the projects "Career that Fits Youth – Increasing Capacities of Youth Offices for Offering Services and Measuring Effects of Career Guidance and Counselling upon Employability" and "Career that Fits Youth – Improvement of the Methodology for the Measurement of Career Guidance and Counselling Effects" with the financial support of the Ministry of Youth and Sports. Having in mind the fact that the first research has shown results according to which young users of career guidance and counselling services were easier employable but also more work engaged compared to young people who have not received those services, after one year the unemployment of young people was reduced by 50%, the number of young people who found a job was increased by 22.1% whereas the number of young people who were part-time engaged or found a part-time job was increased by 14.7%.

In the reporting period two researches were conducted which dealt with the skills expected by employers from young people in order to employ them. The research "What do Employers Expect from Young Experts and from Universities in Serbia" was conducted from January until March 2013 and the results were presented at round tables during December 2013 in Niš, Novi Sad, Kragujevac and Belgrade. In total 249 companies participated in the research and the results have shown that the companies have employed young people with university degrees in 2012 and that most of the employers from the survey are planning to employ new young experts in the next two years, which is very significant having in mind the huge unemployment rate of young people in the country.

The second research on graduate students was conducted within the CONGRAD project funded through the Tempus project of the European Union. It was the first regional research on graduate students of institutions and organisations from 7 countries: 14 institutions of the tertiary level education and 1 independent research organization. The objective of the research, which has assembled 14.000 graduate students from Serbia, Montenegro, Bosnia and Herzegovina and which had students who have graduated in 2006/2007 and 2011/2012 as the target group, was to gain insight into the specific conditions in which the transition takes place from the higher education to the labourmarket in each of the partner countries in the region in order to make it thus possible for the partner institutions of the tertiary level education to make evidence based strategic decisions⁸.

3.4. CONTINUOUS PROMOTION OF CAREER GUIDANCE AND COUNSELLING

In line with the Strategy the continuous promotion of career guidance and counselling includes the modernization of internet pages of stakeholders and service providers in this area and their networking, the media promotion of the significance of career guidance and counselling as well as the creation of brochures, manuals and other information material on available career guidance and counselling services.

⁸ More information on the project itself and results of the research are available at <http://www.congrad.org/sr/>.

In the period from March 2013 until December 2014 the National Employment Service has continued distributing the printed version of the "Guide for the Choice of Occupation and Career Planning after the Primary School", issued in 2011. The number of visits to the website www.nsz.gov.rs is evident. Via the electronic interactive version of this guide (www.vodiczaosnovce.nsz.gov.rs), in total 186.808 visits were registered in the mentioned period, 40.736 of which (21.8%) were repeated visits, whereas 146.072 (78.2%) were new visits. The largest number of visits was registered from Serbia (157.099 or 84.10%) from large cities as Belgrade, Kraljevo, Novi Sad and Niš and from the region (20.481 or 10.96%). From other countries of the world 9.228 or 4.9% visits were registered. The website is visited by users from all continents from 96 countries i.e. 829 cities. More than 91% of registered visitors said in the survey that the website was useful for them.

In order to improve informing an electronic Informer was created "What to Learn, What to do". It is offering information on educational profiles, secondary schools, curricula and occupation descriptions. The informer is meant for persons who are making a choice about the secondary vocational and general education as well as for experts, parents and other interested persons who are offering support in the process of lifelong career development. The Informer was created at the initiative of the National Employment Service in cooperation with the Ministry of Education, Science and Technological Development, the Institute for the Improvement of Education and Upbringing and with the technical support of the German Organisation for International Cooperation (GIZ).

Within the project PBILD UN the team of the National Employment Service has created a video game "Career Journey" for students of lower grades of primary schools aiming at supporting pupils to actively and in time think about the choice of an occupation. From March 2013 until December 2014 the National Employment Service has participated in 46 fairs of professional orientation and career planning as well as on other events meant for students of final grades of primary and secondary schools as well as for young people who have left the regular system of education. The faires are organized in cooperation with

schools and other stakeholders in the areas of employment and organization. In order to promote career guidance and counselling in the National Employment Service the following flyers were printed in large circulations and distributed: "Centre for Information and Professional Counselling – CIPS", "Professional Orientation and Career Planning", "Where to go next?". The Representatives of the National Employment Service have also realized more than 100 guest appearances in electronic and printed media in order to promote career guidance and counselling as well as lifelong education.

The GIZ project "Professional Orientation in Serbia" is promoting the Club 500+⁹ and information on possible real-time meetings of young people are available for all stakeholders. Youth offices have created their profiles on POIS¹⁰ and they have registered services which they are providing and they are following their work. A bulletin for youth offices is being published monthly with the latest news, good practices and recommendations for the preparation of programmes and services of the career info corner. The offices were forwarded the Manual for the Establishment and Functioning of Career Info Corners during December 2014 whereas the brochures for career info boards are available in Serbian and Hungarian language. The schools are also creating catalogues and a service calender and they are organizing study visits for the purpose of exchanging, learning from each other and presenting good practices.

The conference "My Path to the Wanted Occupation" was held from October 6th to October 8th 2014 in Sava centar within the project "Professional Orientation in Serbia – GIZ" in cooperation with the Ministry of Education, Science and Technological Development and the Ministry of Youth and Sports.

9 Club 500+ is a group of socially responsible companies, who are offering young people the service of real-time meetings. More information are available at <http://profesionalnaorijentacija.org/o-projektu/klub-500-plus/>.

10 POIS is a public database of all services of professional orientation, career information and counselling and of stakeholders offering them or participating in their realization. POIS can be used by young people, by primary and secondary schools, youth offices, companies and other stakeholders and individuals in order to inform themselves about available services or to follow the results of the implementation of professional orientation in local communities <http://profesionalnaorijentacija.org/pois-informacioni-sistem-profesionalne-orijentacije/>.

The colleagues from Serbia had the opportunity to exchange their experiences with international experts, who have in their lectures talked about resources and mechanisms which are providing better career guidance and counselling development in Serbia.

The career guidance and counselling system in Serbia, which has been established during the last three years, is one of the best projects in Europe. That was the joint evaluation of international career management experts, who have participated in the conference.

„I have worked in many countries, but this is one of the best projects of professional orientation. The reasons for which children are so fond of this programme is the good guide for all creators of the education policy“, that is what Helmut Zelloth, special consultant for secondary vocational education of the European Training Foundation, said about the previous results of the project “Professional Orientation in Serbia”.

(GIZ conference „My Path to the Wanted Occupation“, October 2014)

In 2014 the manual “Career Guidance and Counselling – Manual for Secondary School Teachers” was created as the result of the cooperation of the national Euroguidance Centre and the Belgrade Open School upon the initiative of the Ministry of Education, Science and Technological Development. The manual was published in December and the electronic version was published on the website of the Euroguidance Centre (<http://www.euroguidance.rs>). As a unique database of good practices it will be enriched with new examples of activities in the period to come, which are being successfully realized in secondary schools all over Serbia.

University career centres have innovated and modernized their internet pages in the previous period. During October, November and December 2014 the Centre for Career Development and Counselling of students of the University in Belgrade has placed info stands on all faculties and it has disseminated

promotion, information and education material to students. At the beginning of November 2014 in the building of the Faculties of Technical Sciences the Centre has presented students and employers its programmes and actual opportunities for employment, practice, training and the continuation of studies. The representatives of the Centre were awarded a special thank-you note for the longstanding support in the cooperation at the Job Fair at the 10th anniversary of organizing it. During 2014 the Centre has published on its internet page more than 270 individual job and practice advertisements for at least 1.506 positions for gaining work experience or the first job.

The Centre for Career Development and Counselling of students of the University in Kragujevac had an action of promoting the Centre in secondary schools in February and March 2014 in order for the secondary school pupils as future students to find out about the University of Kragujevac and the study opportunities and also inform them in more details about specific study programmes, opportunities for career development and eventual occupations. Within this action more than 30 secondary schools (academic and vocational secondary schools) in more than 25 cities in the region (Kragujevac, Čačak, Jagodina, Užice, Kraljevo, Vrnjačka Banja, Kruševac, Gornji Milanovac, Smederevo, Arandjelovac, Topola etc.) were visited. Participation in fairs of education and employment in Kragujevac, Čačak, Lazarevac, Čuprija and other cities was organized as well. During October 2014 a traditional fair of scholarships was organized at the Faculty of Law. In total 15 lecturers were presented at the fair, who are awarding or administrating different scholarship and professional development programmes of the students as well as practice programmes for students.

At the University of Novi Sad the Centre for Career Development and Counselling of students has made it possible for its students and graduates, with the help of a grant from the American Embassy, to have the software for practicing a job interview 24 hours a day at their disposal. It is the first interactive software in Serbia for the simulation of a job interview with more than 150 most frequently asked questions of employers. The software enables the simulation and practicing of the job interview thus offering the best possible

preparation of young people for the active job search. Advice are available as video and textual material so it is also made possible for persons with hearing and sight difficulties to use it. The programme includes 8 groups of questions: getting acquainted; education and trainings; working experience; skills and abilities; personality, values, goals; behavior and situations; home work and appropriate job. Each of these groups includes a few questions asked by the interviewer, the advice how the answer should be formulated and examples of good answers which can help the user to create his own personal answer. The software has also the option for the user to record his answer and to request from a career consultant to review it. During 2014 the Centre has created three career development manuals: Active Job Search, Career Research and Planning and Career Skills. The mailing list of the Centre has at the moment more than 2.000 registered users, students of basic studies as well as postgraduate studies and young graduates from the University of Novi Sad. The Centre is regularly informing the students on vacant positions, professional practices, scholarships, job announcements, seminars and courses via its mailing list and social networks: Facebook – more than 3.500 users; Twitter – more than 250 users; the website of the Centre, information boards in faculties and in the media.

A significant result of promoting career guidance and counselling by the Centre for Career Guidance and Counselling of Young Talents was the creation of the online platform for scholars of the Fund for Young Talents in the past period. The online platform is linked to the website of the Fund for Young Talents and it is available at www.platforma.dositeja.fondmt.rs. The platform has been established for the connection and cooperation of scholars, for the connection with trainings of the Centre and companies who are looking for specific profiles/candidates for practices or jobs. Together with regular activities the Centre has also created promotional material which will improve the visibility of the Centre and be useful for young people in the future. In line with that, an infograph was created with the topic "You have graduated, now what?" which includes the most important

information about the continuation of studies and about employment. Leaflets as the best way to transfer a larger number of information in a small format have been additionally modified and adapted to fit in the pocket of a young person. Pocket leaflets are informing on public appearance and business communication, because young people are insufficiently prepared and they lack in knowledge about these topics, which are very important both in the education and in the business environment.

The material which is part of the Guide through Diplomas aims at contributing to better informed employers about the reformed study programmes at universities in Serbia and their easier recognition of new educational profiles and diplomas of their current and future employees with an university degree. The guide does not include all universities in Serbia and all study programmes. Since it was created within the Tempus project CareerS, it includes data on study programmes being realized on five partner universities in Serbia: the University in Belgrade, the University in Novi Sad, the University in Niš, the University in Kragujevac and the University Singidunum. It includes data on basic academic studies, the main vocational basic studies, specialist academic studies, specialist vocational studies, integrated academic studies, master academic studies as well as data on joint study programmes and distance study programmes. The presented data were gathered during the first half of 2014 by project partners among the students – by representatives of the Students Conference of Universities of Serbia, having in mind the results of the earlier conducted research among employers within the mentioned Tempus project. The research "What do Employers Expect from Young Experts and Universities in Serbia Today?" was conducted during the first half of 2013. It enabled, among other things, an insight into how much the employers are familiar with the reform of the high education and which information are they lacking in order to be able to better or completely understand and accept the novelties which are the result of the reform. Thanks to the participation of the Ministry of Education, Science and

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Technological Development and Public Company "Elektromreža Srbije" the structure of data in the Guide is following the structure of the "Guide through Accredited Study Programmes at Institutions of Higher Education in the Republic of Serbia" issued by the Commission for Accreditation and Quality Control of the Ministry of Education, Science and Technological Development of the Republic of Serbia (version 2014). The detailed data on each study programme includes also the data on the appropriate scientific field and scientific area according to the Rulebook on Lists of Expert, Academic and Scientific Titles, adopted by the National Council for Higher Education and published by the "Official Gazette of the Republic of Serbia".

When it comes to conferences and expert meetings, the Centre for Career Development and Counseling of students of the University of Belgrade organized on February 26th 2014 a national conference „Development of Career Guidance aiming at Improving Higher Education in Serbia” for the purpose of disseminating project results of the Tempus project. The conference was attended by representatives of the project consortium from the Ministry of Education, Science and Technological Development, the Ministry of Youth and Sports, the University of Novi Sad, the University of Kragujevac, the University of Niš, the University Singidunum and the University Megatrend. There were also representatives of the Student Conference of Universities in Serbia and non-academic partners from the country: Infostud, the Belgrade Open School and the public company „Elektromreža Srbije” as well as colleagues from the University in Swansea, the University in Silesia and the University in Padua.

Within the same project the Belgrade Open School organized in February 2014 a public debate (online consultations) and a round table about the creation of two draft documents: the Programme of Career Guidance and Counselling for Young People and the Methodology of Career Guidance and Counselling for Young People, the creation of which was foreseen in the action plan for the implementation of the Strategy of Career Guidance

and Counselling in the Republic of Serbia. The expert and scientific public offered useful comments for the improvement of the draft Programme and Methodology, which were included in the creation of final documents by the expert team. The team of experts from the consortium was strengthened by experts outside of the consortium (National Employment Service) led by the Belgrade Open School and the University of Belgrade created the final version of the Programme and Methodology of Career Guidance and Counselling for students. The final version of the document which is, among other things, elaborating the framework of standards for career guidance and counselling of students, was presented to the members of the Working Group for the implementation of the Strategy of Career Guidance and Counselling. It was also presented to the participants of the conference „Secondary Education and Employability of Young People: Situation and Perspectives” which was organised on November 26th in Belgrade as well as to the participants of the conference in the organisation of the Euroguidance Centre held on December 17th in Belgrade. The Career Guidance and Counselling Centre of the Belgrade Open School continued offering support to young people through free and anonymous online career counselling on the portal BOS Career. In the reporting period the number of registered users of interactive contents of the portal BOS Career or of followers of the Facebook group with the same name was increased. In cooperation with the Youth Communication Centre from Banja Luka the good practice from BOS Career will be transferred and this kind of service will be available also to young people from Republika Srpska.

Within the Tempus project CareerS at the University of Niš an international conference „Serbia within European Paradigm of Career Guidance – Recommendations and Perspectives” was held on October 24th 2013. The conference was attended by guests from Great Britain, Italy, Poland, Germany, by representatives of the Ministry of Education, Science and Technological Development, the Ministry of Youth and Sports, university career centres, employers and the civil sector.



International conference on career guidance, Niš, October 24th, 2013

The final conference "Secondary Education and Employability of Young People – Situation and Perspectives" was held on November 26th 2014 in the Chamber of Commerce and Industry of Serbia. The conference was realized with the financial support of Solidar Suisse/Swiss Labour Assistance (SLA) – Office in Serbia. The objective was to present to all stakeholders the findings of the research and two proposals of practical policies, which were created by the Belgrade Open School, on issues of career guidance and counselling in secondary schools in Serbia as well as the improvement of the cooperation of the secondary vocational education and the labourmarket.

The Euroguidance Centre organized in the reporting period two annual conferences. The first Euroguidance conference on career guidance and counselling was held on December 5th 2013 in the Palace of Serbia in Belgrade. The conference was attended by more than 150 career experts, teachers and representatives of organisations and institutions dealing with career guidance and counselling. The participants had the opportunity to get to know good practices from the Federal Republic of Germany, the Republic of Bulgaria, the Kingdom of Denmark and the Republic of Croatia as well as to discuss in two panel sessions career guidance and counselling in secondary schools and the cooperation on stakeholders on the national and local level.



The first Euroguidance conference, December 5th 2013

The Euroguidance Centre started its publishing activity by publishing the bulletin "Career and Mobility". The first issue of the bulletin was published in December 2013 and the second one year later. The bulletins are available in the electronic form at <http://www.euroguidance.rs/euroguidance/novosti-bilten/item/101-bilten-karijera-i-mobilnost>. The Centre has prepared in English language the publications "Overview of the Career Guidance and Counselling System in Serbia" and "Study Opportunities in Serbia". In 2014 the translation of the European Resource Kit for the Lifelong Guidance Policy Development was published, prepared by the European Lifelong Guidance Policy Network.

Within the promotion of career guidance and counselling a representative of the Euroguidance Centre participated at the meeting of national centres of the Euroguidance Network, which took place on April 7th and 8th 2014 in Athens. Next to establishing cooperation with the Euroguidance Centres from other European countries, it was worked on the definition of the further development of the Euroguidance Network, the synergy with similar European networks as well as ways of further development within the European programme Erasmus+. The Euroguidance Network organized on June 9th and 10th a cross-border seminar for career guidance counselors,

political decision makers and experts from different European countries in order to exchange knowledge and innovative practices in the area of career guidance and counselling. These seminars have been organized since 2005 and this year's seminar was called "Methods of Counselling for Fight against Youth Unemployment". It gathered around 70 participants from 11 European countries. During two working days around twenty workshops were held, on which innovative methods of working with young people were presented. That was the first time that the representatives from the Republic of Serbia from the Euroguidance Centre and the Ministry of Youth and Sports participated in the work of a cross-border seminar.

The second Euroguidance conference on career guidance and counselling was held on December 17th 2014 in the hotel Metropol in Belgrade and it assembled around 150 career experts, teachers and experts from primary and secondary schools all over Serbia, representatives of university career centres, counsellors of the National Employment Service as well as representatives of other organisations and institutions dealing with career guidance and counselling. In line with Serbia becoming a full member of the European Lifelong Guidance Policy Network, most significant was the speech of the Network coordinator Mr. Raimo Vuorinen at the conference this year. Career guidance results, which have been achieved in the previous period in different sectors (education, employment, youth) were presented at the conference with the emphasis on the development of the system of career guidance and counselling at the level of secondary schools. At the end of the conference a discussion was organized about the further development of the career guidance and counselling system in the Republic of Serbia.

During 2013 the Euroguidance Centre gathered data on programmes of institutions of higher education in Serbia, which are available for foreign exchange students (in a foreign language or with additional opportunities for foreign students such as consultations in a foreign language etc.). An electronic database is developed and it includes practical information for foreign students, next to an overview of available institutions and programmes. The database is available at www.studyinserbia.rs.

The Euroguidance Centre has worked actively on adding the Republic Serbia into the database of a joint European portal of educational opportunities Ploteus (<http://ploteus.eu>) and with this aim a representative of the centre participated at the meeting of Ploteus coordinators, which took place in Brussels on September 16th. During December 2013 Serbia was added to the Ploteus portal and the linking to the database of educational opportunities StudyInSerbia is underway, after which information from this database will be available via a joint European portal.

After the preparatory activities during 2013 regarding the foundation of the national resource centre of career guidance and counselling in the Republic of Serbia, in 2014 the project "Feasibility Study Referring to the Foundation of the National Resource Centre for Career Guidance and Counselling and the further Development of the System of Career Guidance and Counselling in the Republic of Serbia" was realized, the results of which were presented at the national conference in Belgrade, on November 5th 2014.



Conference, November 5th 2014, Palace of Serbia, Belgrade

The results of the research conducted within the project "Career that Fits Youth – Improving the Methodology for the Measurement of Effects of Career Guidance and Counselling" from September 2014 until January 2015

were presented to the interested public at the conference held in Belgrade on January 23rd 2015.

In February 2015 I-Portal for Career Information for Students in Serbia was opened within the Tempus project CareerS¹¹ with the goal to achieve accessibility of different information referring to the possibility of career development in Serbia in one spot. With the help of this portal individuals can search information on occupations, study programmes at universities, the current situation at the labourmarket, actual opportunities for gaining practical experiences, volunteering, employment, formal and informal education and training, according to their interests and goals. This portal represents also a valuable resource in the work of institutions and centres with activities which include career guidance and counselling of students and an important step toward a more compact cooperation and better coordination of activities of career centres of universities in Serbia. The portal is at the same time also the first online publication of the Association of Career Centres of Universities in Serbia – AKCENT and it should enable additional support necessary for the personal development of students, for the research of learning, employment, planning and career management opportunities.

In the previous period the partners in the implementation of the Strategy were organizers or participants in numerous events, conferences, seminars and panel discussions which were meant for:

- Pupils of final grades of primary and secondary schools („Open House Days ” in Vranje, “Fair of business opportunities and professional practices KONTEH” in Novi Sad, „TOP JOB” in Belgrade, the German-Serbian career fair in Belgrade, the Education Fair “Zvonce”, the Job Fair 13, the Job Fair 14, the Round Table for Connecting Employers and Secondary School Pupils in Vranje, „Find Out More – Choose Better” in Sremski Karlovci, „Career Choice 2014”, primary school „Vasa Stajić” Novi Sad, „Career Planning in the 21st Century”, the secondary school „Svetozar Miletić”, Medical School „7. April”, „Career Planning”, High-school „Žarko Zrenjanin” Vrbas);

¹¹ Find out more about the portal at <http://www.careers.ac.rs/iportal.html>.

- Students and young people („Cooperation in Southeast Europe in the Area of Youth Policy: Symposium on the Role of Information and Counselling in Strengthening the Inclusion of Youth and their Accessibility to Rights” in Zagreb, „Travelling Students Fair: Study in the French way” in Belgrade, the student conference „Strengthening Capacities of Student Representatives”, Open House of the University of Kragujevac, „Career Counselling of Students”, Humanitarian organization Umbrella, Novi Sad);
- Service providers („Work with Vulnerable Groups”, „Sustainable Cooperation Models in Establishing a Support Service for Persons with Disabilities”, „Improvement of the Service Support for Persons with Disabilities in the Area of Social Protection, Education and Employment”);
- Representatives of state authorities, universities, employers and schools (Office dedicated to career guidance and counselling in Belgrade, International Conference on Career Guidance and Counselling of the University of Niš, „Meeting of the School and Economy” in Belgrade, „Fight for Talents and Investments” in Belgrade, „Significance of Entrepreneurial Education in Creating Changes in Society” in Belgrade, Forum of Policy Leaders from Western Balkan countries and Turkey in Turin, round table „Improvement of Local Services for Romani Returnees”, Ecumenical Humanitarian Organisation, Novi Sad).

4. CONCLUSION

After almost five years of the implementation of the Strategy and the action plan, presented results show that the system of career guidance and counselling in the Republic of Serbia is well-grounded. In the coming period the stakeholders will have to think about how to improve the system having in mind that career guidance and counselling as a system has the objective to increase employability in the sense of linking the education to the labourmarket. The introduction of the concept of career guidance and counselling into the legal framework of the educational system of the Republic of Serbia has led to the recognition of the significance of this area, which is an important step forward toward further development and support for the efforts of those who are actively working on the realization of concrete activities. The adoption of the mentioned legislation in the area of education as well as a certain number of regulations in the area of labour, employment and youth policy also consisting complementary provisions on career guidance and counselling, are confirming this tendency.

After 2015 the promotion of national activities in career guidance and counselling will be conducted in a broader sense on the European level as well thanks to the work of the Euroguidance Centre and to the participation of the Republic of Serbia in the work of the European Lifelong Guidance Policy Network. In the previous two years the Euroguidance Centre has conducted

a number of activities in order to promote the European dimension of career guidance and counselling and it has offered quality information on career guidance and mobility. On the other side, with its work in the European Lifelong Guidance Policy Network Serbia is opening the opportunity to participate equally in creating the European career guidance and counselling policy together with more than 30 European countries.

Based on all presented results and activities, key stakeholders and career guidance and counselling service providers in Serbia have identified the following activity steps:

- The creation of system documents referring to the programme and methodology of career guidance and counselling for secondary schools and implementation in all secondary schools;
- organization of several accredited seminars for career guidance and counselling and increase of accessibility of those seminars for teachers;
- Development of a resource database for schools when offering career guidance and counselling services;
- higher participation of parents in the career guidance and counselling programme which needs to be planned in the curriculum;
- Improvement of the system of gathering data on career guidance and counselling and training for the decision making based on them;
- Further improvement of career guidance and counselling services in youth offices;
- Development of career management skills in all age groups;
- Development of the national methodology for measurement of the effects of career guidance and counselling;
- Provision of the implementation of standards of work of university career centres as well as in primary schools and youth offices;
- The creation of 10 new Information and Professional Counselling Centres;
- The creation of a National Resource Career Guidance and Counselling Centre;
- The continuation of the successful cooperation with international partners in order to improve career guidance and counselling.

The modern policy of the European Union when it comes to career guidance and counselling foresees for all member countries and future membership candidates to develop their own national career guidance and counselling policies, which should be in line with the relevant resolutions of the European Union as well as applicable in different sectors and well coordinated. The existence of such a career guidance and counselling policy is of essence for any country, since it is the precondition for the inclusion of development projects from the area of career guidance and counselling into the future documents for IPA and other donors.

For the preparation of future documents in this area it is most certainly significant to bear in mind that previous cooperation of the policy of education, employment, the youth and civil sector has shown results. From 26 activities in total, which were foreseen in the action plan for the period from 2010 until 2014, only one was realized – "Signing the Protocol on Cooperation of Key Stakeholders". When relying on existing documents, significant help in the creation of future documents can be provided by the Feasibility Study which is offering a unique review and analysis of the career guidance and counselling system in the Republic of Serbia, its advantages and disadvantages as well as improvement recommendations.

REPUBLIC OF SERBIA
MINISTRY OF YOUTH AND SPORTS

**REPORT ON THE
IMPLEMENTATION OF THE
STRATEGY OF CAREER GUIDANCE
AND COUNSELLING IN THE
REPUBLIC OF SERBIA**

for the period from March 2013 until December 2014

Belgrade,
February 2015