

Recommendations to support municipalities in installing visual equipment in elementary schools

The recommendations in this document are aimed at supporting the Laktaši Municipality in using solutions of German city (Frankfurt am Oder) in reducing hard copy promotional material and reducing organisation of promo events by installing visual equipment in elementary schools

Keywords: visual equipment, promotional campaigns, Laktaši Municipality, Republika Srpska, municipalities, elementary schools, sustainability, eco-awareness, awareness raising

Aim of this recommendation package

The recommendation package aims to establish a match between two local authorities with the aim to use solutions for reduction of hard copy promotional material, reduction of organisation of promo events and reduction of costs of the promotional campaign (already developed by the German partner), as well as to pave the way for international municipal interaction in other areas of life.

Target group of this recommendation package

- Municipalities
- Elementary schools
- Ministry of Education and Culture

Background to the recommendation(s)

Republika Srpska secondary schools are introducing the new methods; practical teaching in companies will be introduced.

Quick read

Municipality of Laktaši and other municipalities are advised to recognize the environmental aspects of promotional campaigns and have sustainability in mind.

CCI BL can offer transfer of knowledge based on the large network of experienced international partners.

Ministry of Education and Culture and other actors involved in the process of vocational education and the ongoing reform of it are advised to use the recommendation package in order to explore possibilities of transfer of knowledge to the whole Republika Srpska.

“Supporting the Laktaši Municipality in using solutions of German city (Frankfurt am Oder) in reducing hard copy promotional material and reducing organisation of promo events by installing visual equipment in elementary schools”

Elementary school students need to be informed on the process and the offer of secondary schools regarding the available educational programs. Local authorities are facing the issue of promotion costs and the consequences of large circulation of printed promo material.

Laktaši Municipality representatives were participants in a study visit to Frankfurt Oder, organized by the CCI BL and expressed interest in the solution of German schools - large screen is installed in elementary schools and contents is being delivered in a specific way. In order to transfer the solution, CCI BL will support Laktaši municipality in communication with the German side.

The document recommends collaboration between two municipalities. It aims to encourage the use of new energy saving practices in public campaigning. The recommendation derives from one of the study visits organized by EcoInn Danube partner - CCI BL. Study visit was organized in order to transfer knowledge in the area of education. One of the areas was the encouraging students for special programs of education through promotional campaign. Increasingly important quality feature and criteria when it comes to promotional campaigning is the impact of promotional actions on the environment, mainly printing hard copy material and organisation of promotional events.

This document aims to assist the organisation and planners of promotional campaigns in recognizing the environmental aspects of such actions and have sustainability in mind.

CCI BL recommends green, sustainable and responsible promotional campaigns to municipalities in Banja Luka region and wider, especially in the area of promoting special programs of secondary education in primary schools.

The document describes one special promotional channel for the campaign of encouraging students for special programs of education. This recommendation can additionally be complemented with Bwcon GmbH package "Recommendations on the sustainable organization of events: 'Green Events' providing guidelines in order to ensure that no major criteria regarding the sustainable organisation of events are ignored.

Audience for this report are EcoInn partner consortium, Municipality of Laktaši but also 64 other municipalities facing the same challenge in the process of reform of educational system in Republika Srpska. Furthermore, the document intended to recommend the practise to the Ministry of Education and Culture for their future projects.

Summary of recommendation(s)

The document recommends collaboration between two municipalities. It aims to encourage the use of new energy saving practices in public campaigning. The recommendation derives from one of the study visits organized by EcoInn Danube partner - CCI BL. Study visit was organized in order to transfer knowledge in the area of education. One of the areas was the encouraging students for special programs of education through promotional campaign.

CCI BL is organising additional meeting with the German partner in Banja Luka in order to have the details necessary to create detailed guidebook for Laktaši Municipality. Laktaši shall receive CCI BL's assistance.

Summary of eco-knowledge, eco-solution or eco-technology featured in recommendation package

CCI BL initiated the process of reforming the vocational school programs in Republika Srpska. This complex process was prepared for several years and started in 2018. Chamber system of Republika Srpska is one of the key actors of the process and shall play important role in the new system of education. CCI BL feels responsibility for making all segments of reformed education better. Following that, CCI BL organised a study visit for representatives of three local authorities to German city Frankfurt am Oder, in order to transfer knowledge in the area of education.

Summary of status of knowledge transfer

CCI BL organised a study visit for representatives of three local authorities to German city Frankfurt am Oder, in order to transfer knowledge in the area of education. One of the



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practices in vocational school programs – an innovative way of promoting the offer of vocational schools – was recognised as potentially very useful by Municipality of Laktaši.

Instead of using large circulation printed material or organising events in each elementary school, German chamber of commerce installed wide screen TV in elementary schools and is using specially designed video material for promotional purposes. There are several aspects of this solution which need to be detailed with the German partner and then delivered to Municipality of Laktaši and further.

CCI BL shall discuss and clarify all aspects of innovative approach to promotion with a German partner such as:

- methods of gathering input data for campaign design,
- involving stakeholders and partners and roles,
- specification of equipment (hardware and software),
- methods of creation of promotional campaign (type of video material, distribution, timing etc.),
- design of video material, specifics,
- analysing results,
- etc.

In order to create a kind of a guidebook for Republika Srpska, CCI BL is organising additional meeting with the German partner in Banja Luka. During the visit, CCI BL expects to have most of the details necessary to create detailed guidebook for Laktaši Municipality. These instructions shall be passed to Laktaši Municipality and additionally discussed on the meeting with local companies in order to obtain their final suggestions for an action. Following that, equipment can be procured and video material produced. Installation of the equipment and publishing of promotional content can be planned for the following school year.

About the EcoInn Danube project

The objective of the EcoInn Danube project is to increase the cooperation of innovation actors in the field of eco-innovations with special emphasis on development and application of eco-technologies in the Danube Region.

<http://www.interreg-danube.eu/approved-projects/ecoinn-danube>

In-depth details / explanations of recommendation(s)

Republika Srpska vocational education is being reformed - practical teaching in companies will be introduced. Elementary school students need to be informed on the process and the offer of secondary schools regarding the available educational programs. Local authorities are facing the issue of promotion costs and the consequences of large circulation of printed promo material.

Encouraging students for special programs of education through promotional campaign need to be done in a green, sustainable and responsible way in elementary schools in Banja Luka region and wider. Increasingly important quality feature and criteria when it comes to promotional campaigning is the impact of promotional actions on the environment, mainly printing hard copy material and organisation of promotional events.

One of the innovative and practical solutions, developed by German chambers of commerce has been evaluated as potentially useful by Laktaši Municipality in all four elementary schools on the territory.

* In order to determine all necessary details of innovation, CCI BL is organizing meeting with the German partner. CCI BL shall discuss and clarify all aspects of innovative approach to promotion with a German partner such as:

- which data are necessary for the planning of promotional campaign, what sources shall be used, and what are the best methods of gathering input data for campaign design,
- how to involve other stakeholders which are needed for the success of the campaign and what are their exact roles,
- which hardware is the best to choose and where to position it,
- is the software used by a German partner available for free of charge use, if not, what is the price of it and what is the price of software development,



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Recommendation package no. RP-IPA1-2

- which video materials can be used, and are there any already made by other projects or stakeholders, how to make new videos, who is making them and at what cost,
- what is the time plan of publishing videos in schools,
- methods of collecting feedback from students and schools and analysing the results of campaign,
- etc.

* Afterwards, CCI BL shall assist the Municipality of Laktaši during the implementation of innovation in four elementary schools in Laktaši.

* Ministry of Education and Culture is the leader of vocational education reform. The guidelines for implementing innovative promotional solutions in elementary schools shall be delivered to the Ministry in order to multiply the best practices all over Republika Srpska.

Date of recommendation package

April 22, 2019

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List of annexes

Annex 1: An example.

Further reading

www.bl.komorars.ba

<https://www.youtube.com/playlist?list=PLUhrvmqIVOuZoRCnmxIE0gLjA7nuxSz4>

About Ecolnn Danube recommendation packages

Recommendations in the context of the Ecolnn Danube project are useful suggestions and proposals on how to bring eco-solutions into commercial value, particularly through forms of knowledge transfer. Recommendation packages relate to specific eco-solutions, specific problems or specific areas within technology transfer.

Partnership guidance type:

This type of recommendation package aims to aid successful interaction between specific demand and supply side stakeholders. It contains recommendations and information about „how” to establish partnerships related to a specific eco-knowledge bundle or eco-technology.

Pitch type:

This type of recommendation package aims to aid successful knowledge transfer and/or commercialisation for a named stakeholder. It contains recommendations and information about „how” to establish partnerships related to the kind/size/location of potential partners and a specific eco-knowledge or eco-technology.

Events, consultations and interactions type:

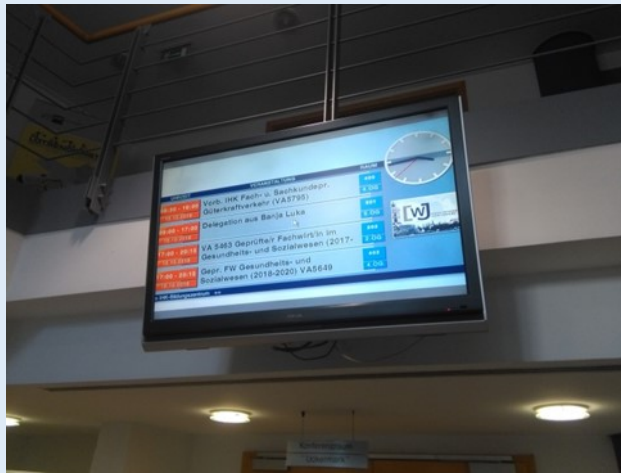
This type of recommendation package aims to aid successful eco-knowledge transfer by focusing on a given issue, area or topic related to knowledge transfer.



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Annex 1

An example:



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