

ENTREPRENEURIAL LEARNING
CATHERINE FAIR, NOVEMBER 2011
ACTIVITY REPORT



Primary school “Ivan Goran Kovačić”
Slavonski Brod
Croatia
Written by Ina Babić

School initiative

Concerning that Catherine Fair is held in Slavonski Brod every year, the teachers of our



school felt that participation on that Fair would be a good opportunity for promoting the project and entrepreneurial learning. So, the school management arrange an exhibit stand in association with the Development agency of the

city which organizes the Fair. A group of students from 8th grade with help of two teachers Rozalija Baričević and Ina Babić designed a program which was implemented on 24th of November 2011 at the opening day of the 16th Catherine Fair.



Rozalija Baričević, English language teacher (left picture) and Ina Babić, Croatian language teacher (right picture) with students.

Catherine Fair



16th Catherine Fair

In manufacturing, trade services and small businesses Fair has merged centuries of tradition with modern trends. The Fair was first held in 1769 and has continuously maintained until the beginning of World War II. He again renewed in 1996 when it was held at the Square of [Ivana Brlić Mažuranić](#).



Old Fair



Opening of the 16th Catherine Fair

Last year in the Sports hall Vijuš under the auspices of the Croatian President, Croatian Government and the Ministry of Economy 16th Catherine Fair of crafts, small and medium enterprises was opened. The Fair was opened by the President of the Organizing Committee, the Mayor Mirko Duspara who emphasizes the satisfaction of knowing that despite the economic crisis Catherine Fair attracted 220 exhibitors from all over the country and neighbouring countries, Bosnia and Serbia. During the four Fairs days, beside the wide range of products and services, small businesses and associations, visitors had an opportunity to see a series of supporting cultural and entertainment programs.



Traditional Slavonian clothes

The secret of the success of the Fair is in its extremely rich program that includes performances of folklore groups, promotion of traditional Slavonian customs, desserts, wine and literature (and organization of the so-called. Čvarkijada - Slavonian meat specialty) and well-known living history program organized by the Tourist Board of the City which include the representatives of old crafts, weaving, stickers, twister, furrier, a watchmaker, peasant shoe makers and family farms who are exhibited their domestic

goods. Also, tourists, residents of Slavonski Brod and the surrounding area and visitors from all over the Croatia and foreign countries had a chance to get acquainted with historical and traditional resources of this region and understand their immeasurable value.

The part of the Fair is also a cultural program, within which numerous cultural clubs occurred from various parts of the Croatia and neighbouring countries, various discussions and theatre performances, books promotions, and various sports competitions. This show does not neglect the social aspect, so every year exhibit places for charitable organizations are reserved in order to support their projects.



Books promotion

Students in action

Students who participated in the presentation at the Fair, had the task to design a way of presenting and promoting the project, implement the planned activities, and to analyze the obtained results, evaluate their success on the Fair and present the results at the parent meeting and/or at Class meeting/lesson.

Planing/Preparation of materials



Activities at the Fair

In order to successfully present the project, students have chosen to conduct several different activities:

- Promotion and information sharing - stand arrangement, T-shirts with the name of the school, SEECEL and name of the project, the brochures, talking with participants and visitors
- Research - Questionnaires
 - Entrepreneurship tree
 - Interviews

Depending on their interest, students divide themselves into teams. One team was at the stand, one team was circling around Fair, and one team was taking interviews.

Promotion and information sharing

Through all of their activities, students were promoting the project and share information about it. During their conversations with people who came to visit the stand, and during their researching, they learned lots of facts about entrepreneurship in our region and in our country. Maybe the most interesting conversation was conversation with a Dutch entrepreneur Jacques De la Haye, who is now living and working in Slavonski Brod, with whom our students have spoken in English. He was talking and answering questions about his career, entrepreneur skills, risks, profit, economy in Croatia and in EU etc.



Stand



The front and the back page of the brochure



T-shirts



Students are talking to the Mayer about the project and their activities at the Fair.



Jacques De la Haye, a Dutch entrepreneur who started his business in Slavonski Brod and with whom our students were talking about entrepreneurship and economy in our country and in EU.

Research

To find out the opinion of citizens about the economy in region, but also learn about entrepreneurship, employment opportunities, etc., students surveyed and interviewed politicians, entrepreneurs, exhibitors and visitors.

Questionnaires

Visitors and exhibitors could fill questionnaires at the stand or through discussion with students who have circled around the Fair.



The school headmaster who came to visit us...



...like some visitors and entrepreneurs fill questionnaire at the stand.



Others told their answers to the students...



...who wrote them.

Entrepreneurship tree

At the stand visitors could write their thoughts about entrepreneurship at leaves of the Entrepreneurship tree - a proposal for the development of entrepreneurship (yellow leaf), to emphasize the negative (red leaf) or positive (green leaf) thoughts about economy/entrepreneurship in the region and state.



Students set up an empty tree...



...but since lots of people visited our stand...



...and wrote their thoughts about our entrepreneurship and economy...



...the tree ended up full of leaves.

Interviews

In order to find out what politicians and entrepreneurs think about entrepreneurship in our region and country and about our project, students have interviewed some of them. Tomislav Lačić, our ICT teacher recorded most of the interviews which can be seen on our school web site at http://os-igkovacic-sb.skole.hr/?news_hk=1&news_id=201&mshow=823#mod_news.



Interview with Mayor Mirko Duspara



Interview with Ilijana Vrbat Pejić, Deputy Mayor for Social Affairs



Interview with Radovan Jokić, Assistant director in charge of culture in Tourist organization of Novi Sad, Serbia

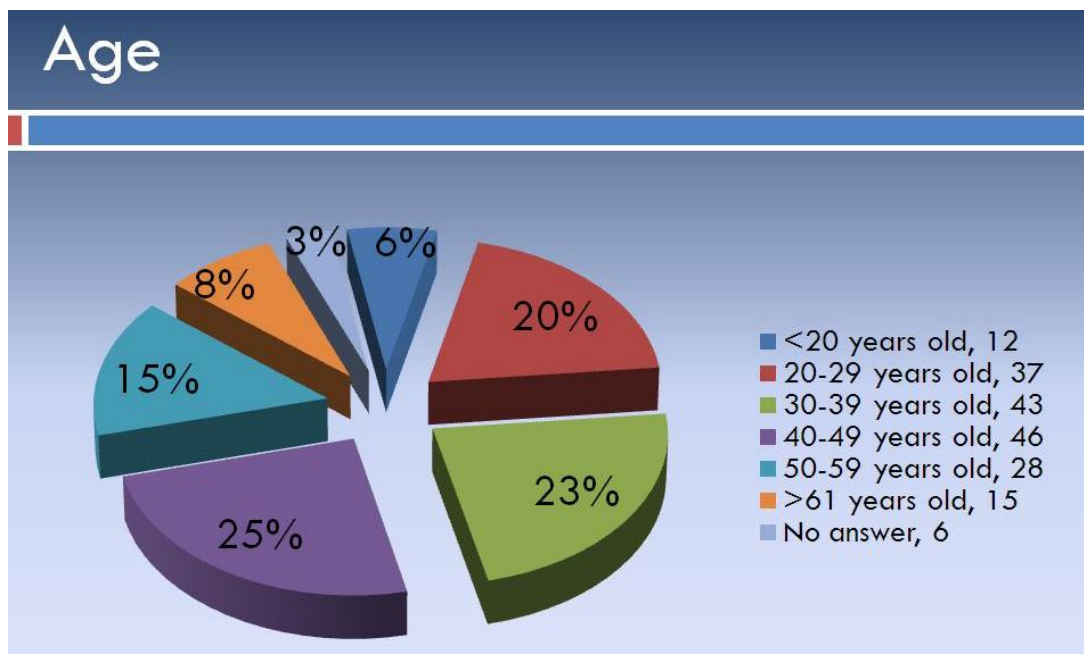
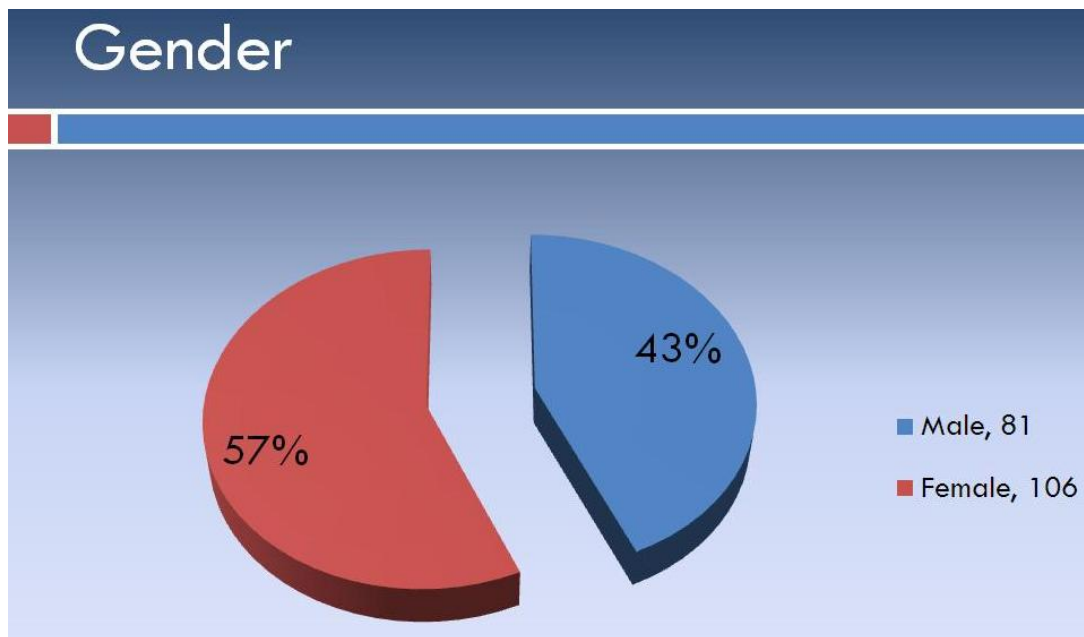


Interview with Petar Paunović, an entrepreneur from Slavonski Brod

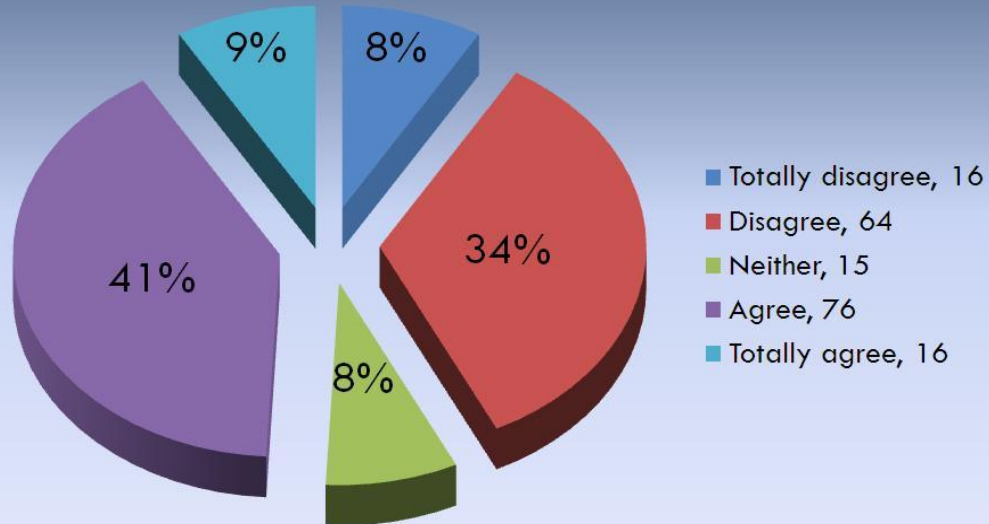
Activities after the Fair

After the presentation at the Fair, processing data was followed, editing the collected materials, critical review of the effectiveness of implementation of planned activities and presentations in class and/or parents meetings.

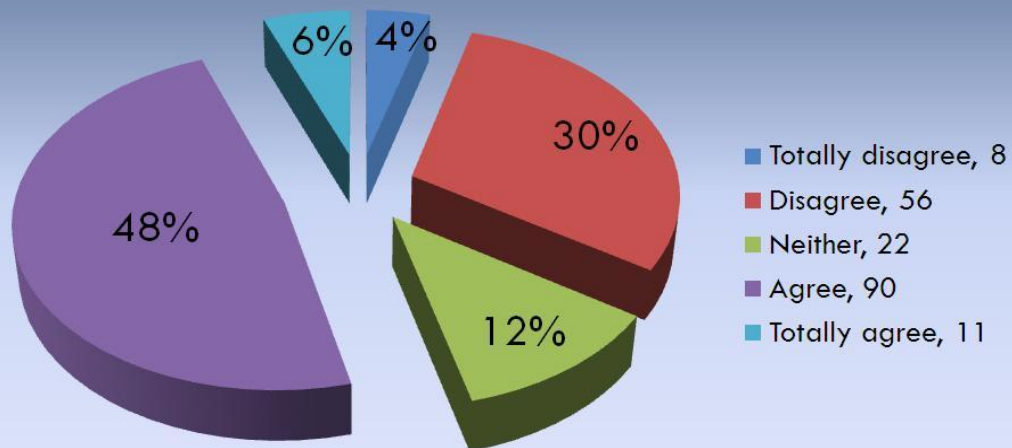
For these presentations [listed Video materials](#), the Entrepreneurship tree, which is exposed at the school and the results of the questionnaire were used. In answering questions of the questionnaire participated 187 people.



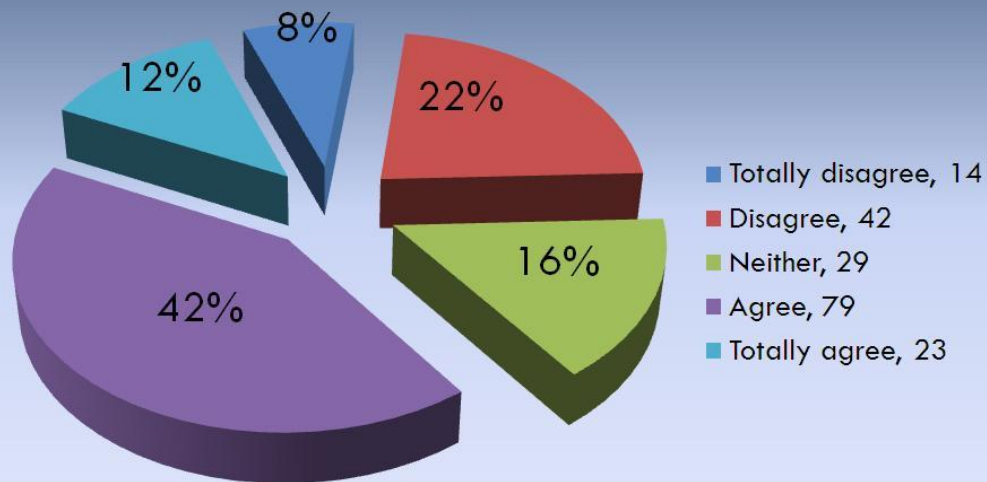
The culture in my country is highly favorable towards entrepreneurial activity.



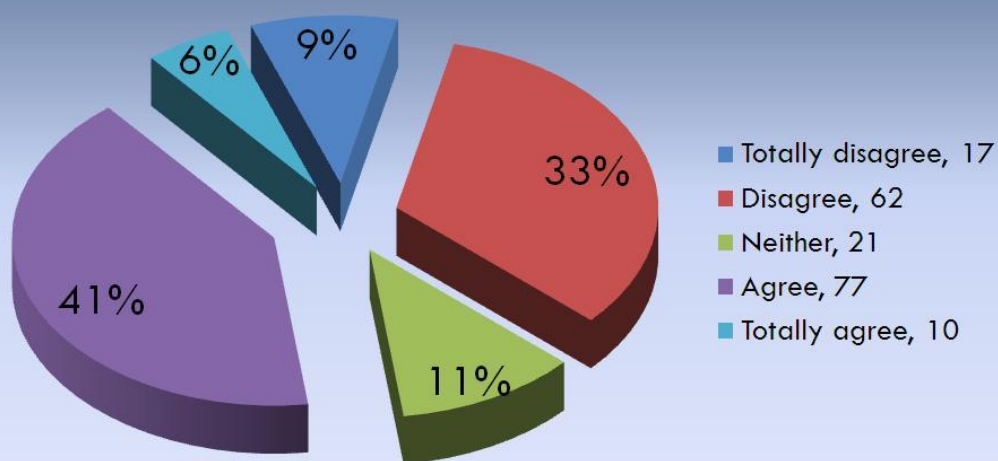
Being an entrepreneur implies more advantages than disadvantages.



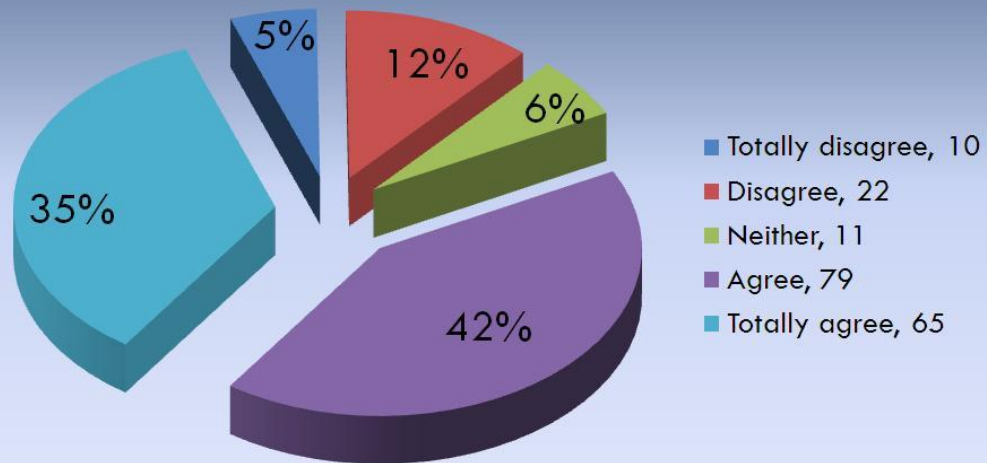
I value entrepreneurial activity above others activity and careers.



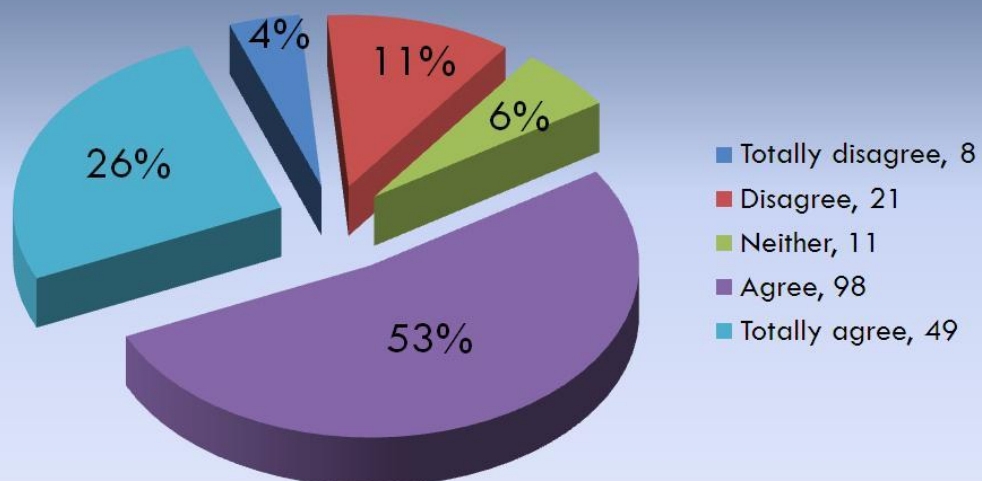
Most people in my country consider it unacceptable to be an entrepreneur.



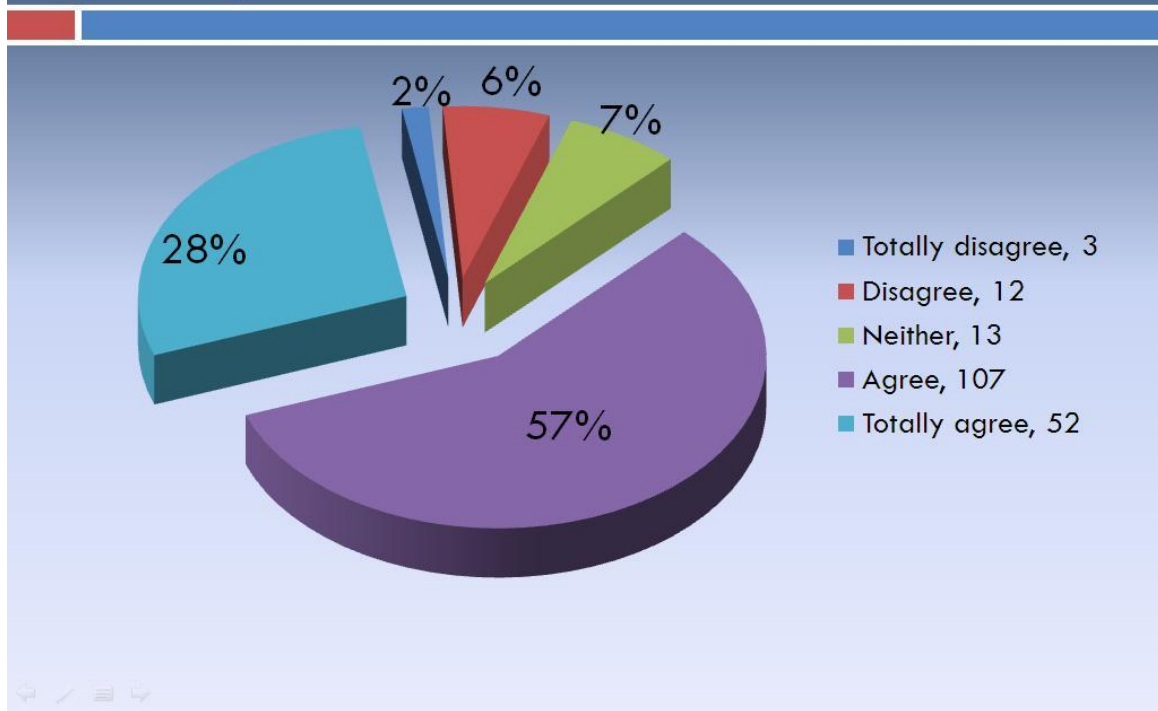
Entrepreneurs are job creators.



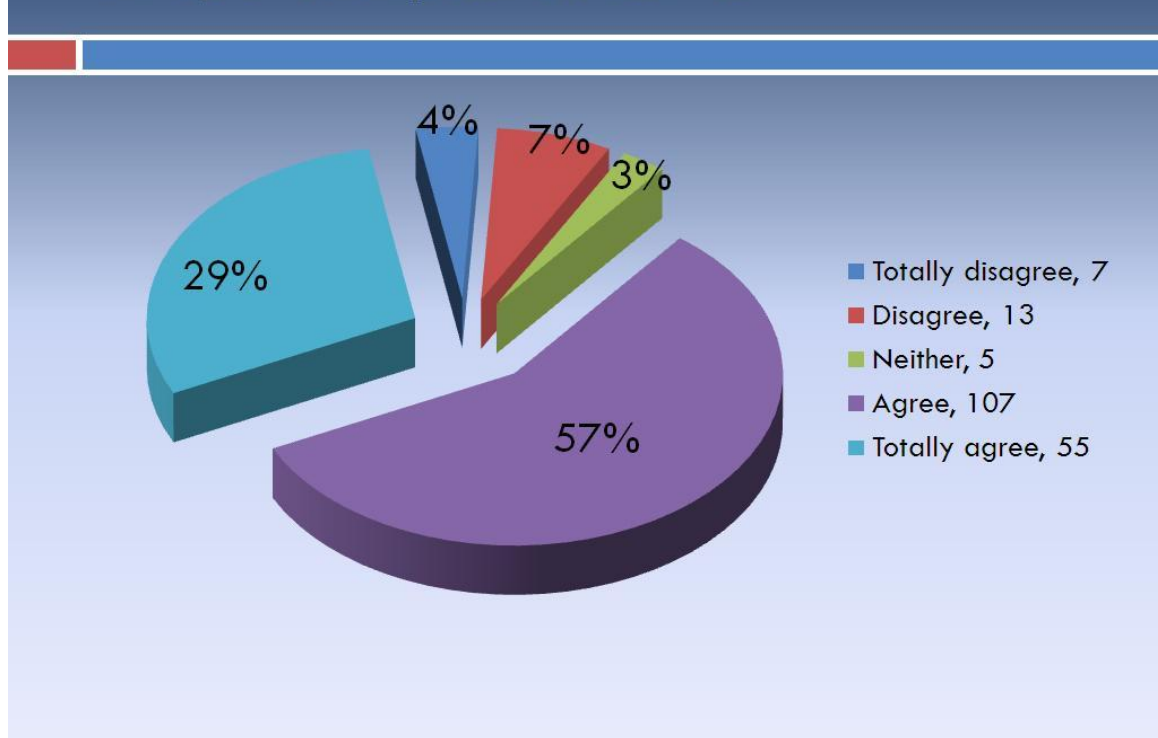
Entrepreneurship is the basis of wealth creation, benefiting us all.



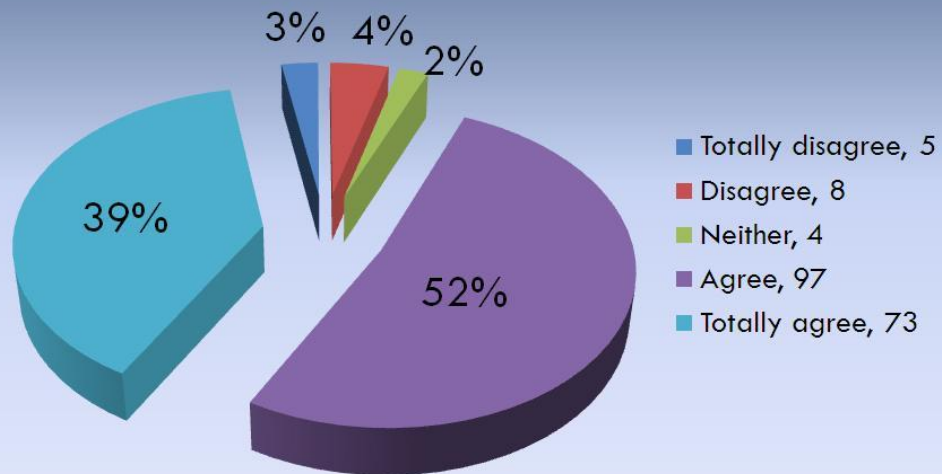
I believe entrepreneurial competence can be developed.



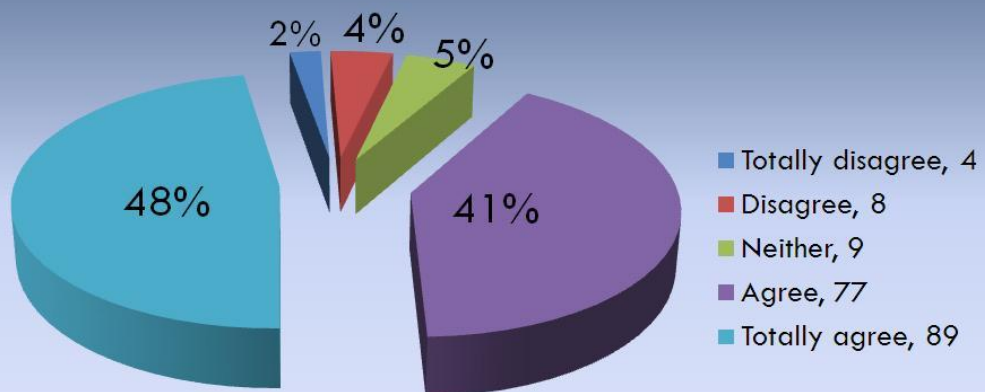
Entrepreneurship can be learned.



Entrepreneurs can bring added value to our school.



To create a competitive economy is essential entrepreneurial learning in schools.



Learning outcomes

During the preparation and execution of activities before and after the Fair many outcomes of entrepreneurial learning has been achieved.

At the level of knowledge students have learned about, how to or/and they were: defining and explaining the difference between being an entrepreneur and an acting entrepreneurially, recognising and defining which products and services are in supply and demand at the local and national level, defining the criteria necessary for decision making, comparing benefits with costs, exploring and identifying different job opportunities, and different career paths, identifying phases of entrepreneurial activity.

At the level of skills students were developing or/and demonstrating the ability to work individually and in teams, the ability to communicate ideas to others efficiently, the ability for creative and innovative thinking, planning, delegation and leading skills during the group work, the ability to use the brainstorming method, the ability to recognise and list risks, the ability to solve problems and make decisions together with others, the ability to evaluate outcomes and processes of group work, the ability to set up a production plan, an entrepreneurial idea, assessment of their own assets and competencies.

At the level of attitudes students were taking responsibility for completing tasks, fulfil obligations and meet deadlines, taking the initiative to network with individuals and groups, demonstrating the ability to work independently, to respect others, to accept innovation and change and responsibility for public goods.

In the preparation and execution of these activities lectures, group work, discussions, teachers and facilitators method, local visits method were used as teaching/learning methods and practical assessment, presentation, self-evaluation, project work, field work were used as assessment methods.