



Institute for the
Development of Education

SCHOLARSHIPS FAIR 2010

ZAGREB, CROATIA
20 OCTOBER 2010



RESULTS AND ACHIEVEMENTS 2010

TABLE OF CONTENTS

About the Scholarships Fair	2
Foreword	3
I. Exhibitors and featured scholarships	5
II. Visitors	6
III. Opening ceremony and round table discussion	9
IV. Scholarships Fair media coverage	10
V. Exhibitor evaluations	12
VI. Planning ahead: the Scholarships and Educational Programmes Fair 2011	13
APPENDIX I. List of exhibitors	14
APPENDIX II: Selected Press clippings.....	14

ABOUT THE SCHOLARSHIPS FAIR

The Scholarships Fair is a unique event of national importance in Croatia, which at a single location presents the numerous scholarships and financial aid programmes available to Croatian citizens for study in Croatia and abroad.

History of the Scholarships Fair

Since 2005 the Scholarships Fair (organised annually in Zagreb) has become recognised nationally as a key event for the development of higher education in Croatia that promotes both the principles of widening participation in higher education and of international academic mobility. To testify to the quality of this event, the Fair is supported each year by key stakeholders in the field of higher education, including the Croatian Rectors' Conference, the Croatian Ministry of Science, Education and Sports and student associations from the University of Zagreb. The significance of the Fair has also been recognised by leading companies in Croatia, such as Coca-Cola Croatia and Lidl Croatia which have sponsored the Fair in previous years.

Exhibitors and visitors

Institutions traditionally exhibiting at the Fair include those offering **scholarships and different forms of financial aid** for study in Croatia and abroad. In 2011 the exhibiting institutions will also include institutions presenting their **study programmes, language courses, translation services** for application documents, as well as, institutions offering other **educational programmes and services**. In this way, the Fair becomes a unique event at which visitors can find all the information and services needed for successful application to study and scholarship programmes in Croatia and abroad.

Additional events

In addition to the exhibition area, the Fair offers a programme of events consisting of exhibitors' presentations. During these 20-minute presentations, the Fair visitors can obtain more information on institutions offering financial aid and on the terms of particular scholarships, student loans and other types of financial aid.

In addition to the presentations, in 2010 we organised a round table discussion "**New developments in higher education in Croatia: measures for enhancing international mobility**" with speakers from the Croatian Ministry of Science, Education and Sports, the Agency for Science and Higher Education, the Agency for Mobility and EU Programmes, the University of Zagreb, the VERN' University of Applied Sciences, the Institute for the Development of Education and a student from the Faculty of Law of the University of Zagreb.

The On-line Scholarships Fair

The On-line Fair was held on the Croatian scholarships web portal www.stipendije.info from October 20, 2010 to May 1, 2011. During those 6 months, exhibitors at the On-line Fair had an opportunity to present their institutions, scholarship programmes and/or other types of financial aid via concise texts and downloadable materials. The main goal of the On-line Scholarships Fair is to make information available to those who were not able to visit the Scholarships Fair in Zagreb.

FOREWORD

The Scholarships Fair has been organised by the Institute for the Development of Education since 2005. The main goals of the Scholarships Fair are to promote the importance of scholarships in opening and increasing access to higher education, enhancing international mobility in higher education as well as investing into knowledge and human resources. We are extremely proud to have a network of **37 partners from all sectors of society, and representing virtually all stakeholders in higher education**, who have helped us achieve that goal.

First of all, we would like to thank all the donors, sponsors and partners of the Scholarships Fair 2010 who have recognised the importance of this event and contributed to the high quality of this year's Fair. These were:

- Agency for Mobility and EU Programmes
- Banka magazine
- Lidl Croatia
- Croatian Ministry of Science, Education and Sports
- National and University Library in Zagreb
- National Foundation for Civil Society Development
- VERN' University of Applied Sciences
- Zagrebačka banka

The Scholarships Fair could not have achieved its full potential as a socially significant event without the support of the main stakeholders in the field of higher education and without cooperation with the media. In this regard, we would like to thank all the sponsors and media partners of the Fair for their cooperation:

- Agency for Science and Higher Education
- Antena Zagreb (*radio*)
- EduCentar.net (*internet portal*)
- City of Zagreb
- H-Alter (*internet portal*)
- HRT Radio Sljeme (*radio*)
- Croatian Chamber of Commerce
- Croatian Employers' Association
- Kapital Network (*tv station*)
- Lider Press (*magazine*)
- MojFaks (*internet portal*)
- MojPosao (*internet portal*)
- Croatian Rectors' Conference
- University of Zagreb
- T-portal (*internet portal*)
- Večernji list (*daily newspaper*)
- Zagreb News (*monthly newspaper*)

Finally, ensuring a large turn-out of students was crucial for the Scholarship Fair's success: the students. We would therefore like to thank all our **student organisation partners** who actively supported the Fair and took part in its promotion at their schools and faculties:

- AEGEE Zagreb
- AIESEC Zagreb
- BEST Zagreb
- CroMSIC
- ELSA Zagreb
- Croatian Student Association (CSA)
- IAESTE Croatia
- Klub studenata sociologije Diskrepancija
- Perpetuum Lab
- Studentska udruga Poligraf
- Studenti za studente Split
- Udruga Pravnika

I. EXHIBITORS AND FEATURED SCHOLARSHIPS

Exhibitor profile

A total of **33 institutions** presented their scholarship programmes at the Scholarships Fair 2010. The participating institutions are arranged according to country, sector and/or category in the tables below.

Exhibitors from Croatia and abroad	Number	%
Number of Croatian institutions	17	52%
Number of foreign institutions (residing in Croatia)	10	30%
Number of foreign institutions (residing outside Croatia)	6	18%
Total	33	100%

Exhibitors categorised by institution type	Number	%
Embassies and cultural centres	8	24%
Higher education institutions (abroad)	7	21%
Higher education institutions (in Croatia)	6	18%
Private companies	4	12%
State institutions	4	12%
Non-profit organisations	3	9%
Banks	1	3%
Total	33	100%

Number of scholarships presented

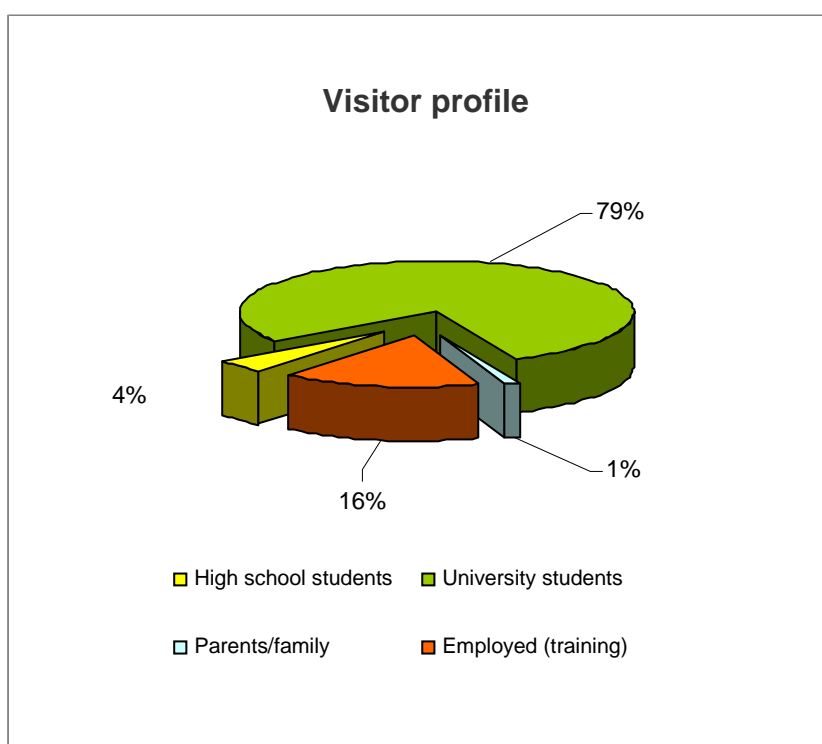
Over **70 scholarship programmes** were presented at the Fair for study in Croatia and abroad. Through these programmes, over 4,000 scholarships are offered, around 800 of these for study abroad and the rest for study in Croatia.



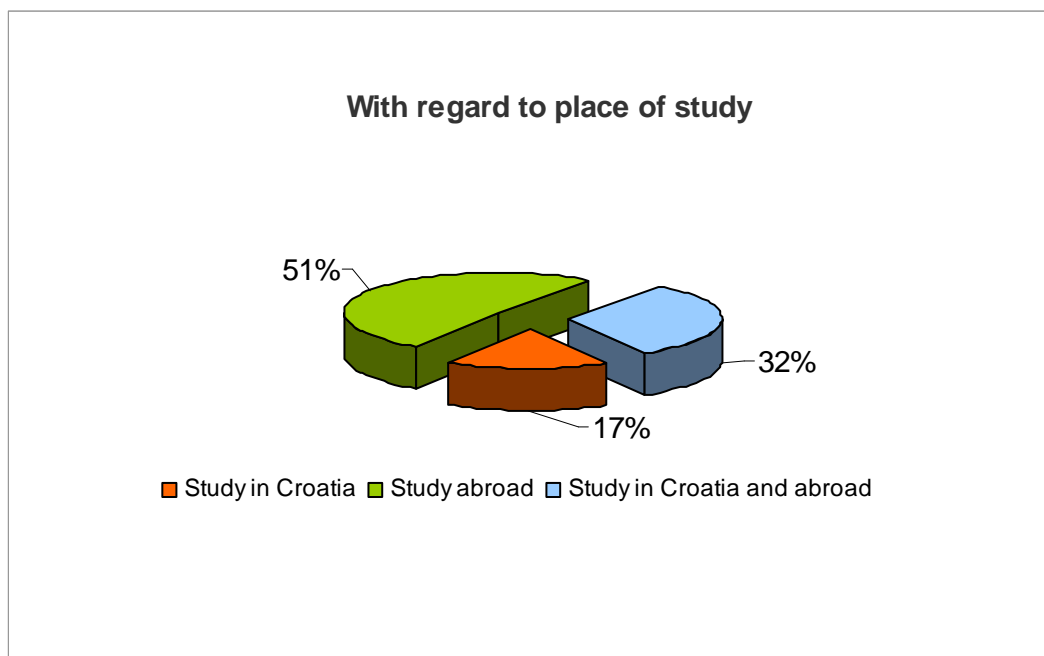
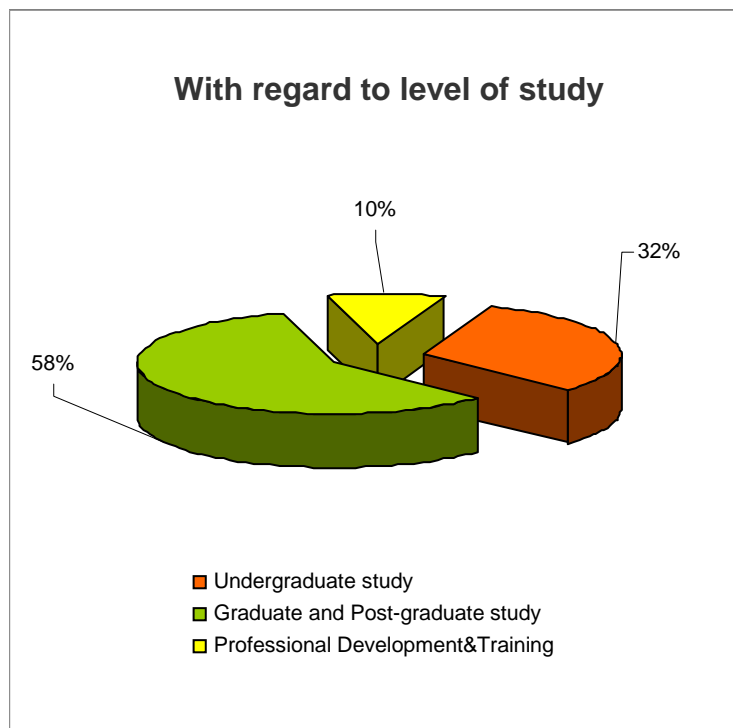
II. VISITORS

The Scholarships Fair attracted **over 7,000 visitors** in one day, which is the largest number of visitors at the Fair so far and a tremendous success.

The Institute for the Development of Education conducted a survey among the visitors in order to gather information on the visitor profile, their interests and their rating of the Fair's quality. Results of the survey are available below.



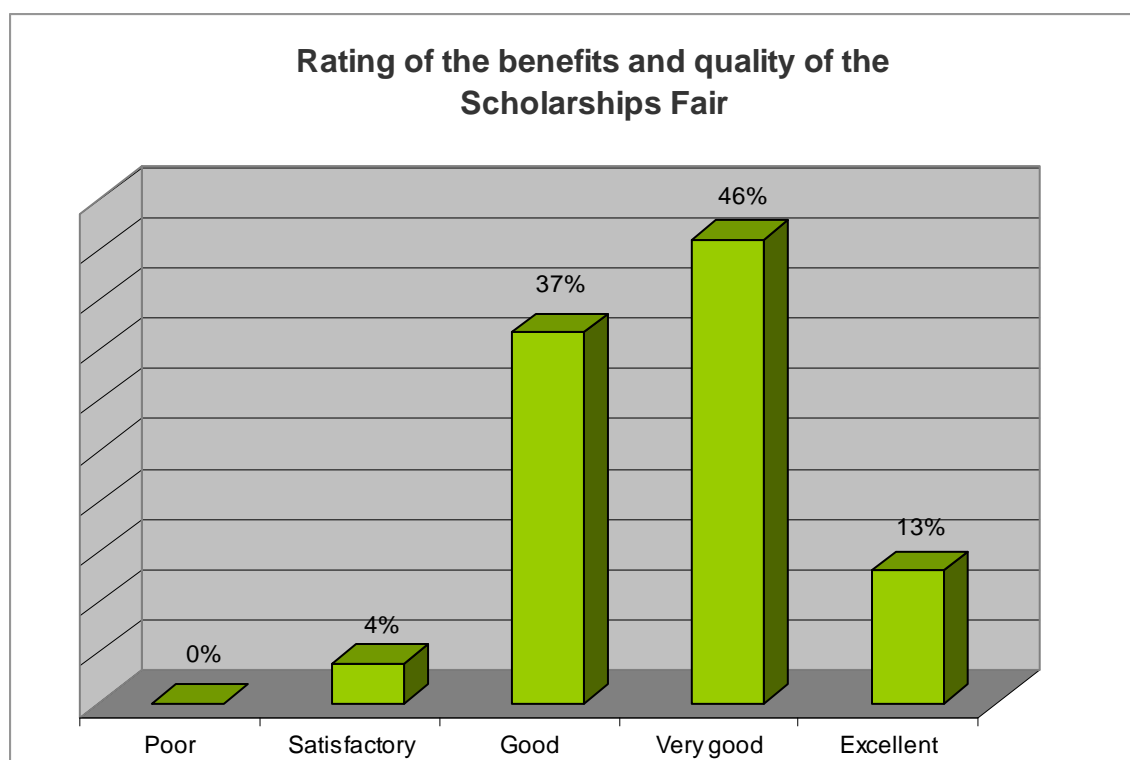
Most popular scholarships



Although students make up the majority of the Fair visitors, 16% of the visitors are young professionals interested in opportunities for additional education or training, and 4% are high school students interested in scholarship opportunities for their future studies. Most visitors are interested in scholarships for graduate and postgraduate study abroad.

Visitor survey: feedback on the benefits and quality of the Scholarships Fair

Results of the visitor survey indicate a great need for the Scholarships Fair and its significance for the academic community and the wider public. The Scholarships Fair is recognised as a key event at the national level for the development of higher education. **96% of the surveyed visitors highlighted the need for organising the Fair and the high quality of its organisation**- 13% described it as „Excellent“, 46% as „Very good“ and 37% as „Good“.



III. OPENING CEREMONY AND ROUND TABLE DISCUSSION

Scholarships Fair 2010 Opening Ceremony

The Opening Ceremony of the Scholarships Fair 2010 took place on 20 October 2010, from 9:30 to 10:00 a.m. The Ceremony included welcome speeches held by the organiser, donors, supporting institutions and partners:

- State Secretary at the Croatian Ministry of Science, Education and Sports, Dijana Vican, PhD
- Vice-Rector for International Relations at the University of Zagreb, Professor Ksenija Turković, PhD
- Director of the National and University Library in Zagreb, Professor Tihomil Maštrović, PhD
- Executive Director of the Institute for the Development of Education, Ninoslav Šćukanec, MA

Round table discussion on academic mobility

The round table discussion **“New developments in higher education in Croatia: measures for enhancing international mobility”** took place in the small lobby of the National and University Library in Zagreb from 10:00 a.m. to 12 p.m. The round table discussion presented the plans, changes and additions to law regulations and administrative procedures aiming to increase the international mobility of Croatian students and professors. The speakers at the round table were experts and representatives of higher education institutions, government institutions, civil society and students.

The round table attracted over 50 participants from the academia and other visitors of the Scholarships Fair. IDE's partners in organising the round table were the Croatian Ministry of Science, Education and Sports, the Agency for Science and Higher Education, the Agency for Mobility and EU Programmes, the University of Zagreb and VERN' Polytechnic.

The opening ceremony and the round table discussion were held as part of the Fair's supporting programme of events, sponsored by Lidl Croatia.



IV. SCHOLARSHIPS FAIR MEDIA COVERAGE

Television, radio and press

The Scholarships Fair 2010 was a great success in terms of media coverage. A total of four press releases were sent to announce the Fair which resulted in 52 articles, reports and announcements published in Croatia's national and regional press, television and radio stations.

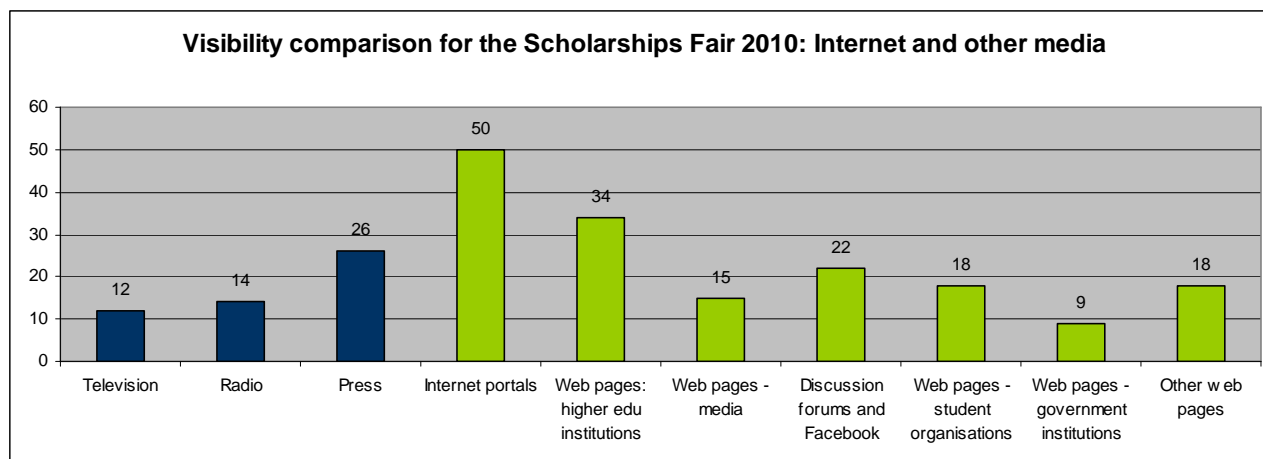
Television	A total of 12 reports were broadcast in the programmes of Croatia's six main TV stations (HTV, RTL, Nova, OTV, Z1, Kapital Network). The reports on the Fair were broadcast in the daily shows Zagrebačka panorama and Hrvatska uživo (HTV - Croatian Television), as well as in the central news programmes of the TV stations Nova TV, OTV and Z-1.
Radio	A total of 14 reports were broadcast on eight radio stations, including Antena Zagreb, Open Radio, Radio Sljeme and Croatian Radio 1.
Press	A total of 26 articles were published in 15 newspapers and weeklies, including 8 articles and announcements in Večernji List, 5 articles and announcements in Vjesnik, 4 in Novi List and a large number of articles in regional and local papers.

Internet

The Institute for the Development of Education ensured the high visibility of the Scholarships Fair 2010 on the internet: 166 articles and announcements were published on Internet portals and web pages, which makes the internet a key media for disseminating information about the Scholarships Fair.

Internet portals	A total of 50 articles and announcements were published on more than 40 different internet portals. Announcements were published on some of the most popular Croatian news portals including T-portal, Javno and Net.hr, printed media internet portals for Vjesnik and Metro, Nova TV (Dnevnik.hr) and other internet portals such as Moj Posao and Moj Faks.
Web pages	A total of 39 announcements were published on web sites of higher education institutions, student organisations and other institutions, including the opening pages of the University of Zagreb, the Ministry of Science, Education and Sports, the Croatian Chamber of Economy and the City of Zagreb.
Social media	For the first time since the Fair's launch, the media campaign included the use of Facebook. As a result, it was Facebook that brought the majority of the official Fair web site visitors: a total of 18 Facebook groups published news about the Fair, and over 4,000 visits to the Fair web page were made via Facebook.

A total of **218 articles, reports and announcements** were published about the Fair in the Croatian press and electronic media as well as on internet portals and web pages. This is a 20% increase compared to the Scholarships Fair 2009 where a total of 182 articles, reports and announcements were published.



Visibility with the public and with key institutions

- **25,000 promotional leaflets and 1,800 posters** were distributed before the Scholarships Fair 2010.
- **60% of leaflets and posters** were distributed at faculties and student dorms of the University of Zagreb.
- **40% of leaflets and posters** were distributed in high schools, libraries and other locations in Zagreb.
- **1,000 leaflets** were distributed in one day at the Fair's promotional booth located in one of the busiest squares in Zagreb, Petar Preradović Square.
- **5,000 official Fair brochures** were distributed at the Scholarships Fair. The official Fair brochure featured texts and commercial ads with basic information about the exhibitors, their scholarship programmes and/or other types of financial aid. The official brochure was also made available in electronic format: <http://www.iro.hr/hr/publikacije/brosura-sajam-stipendija-2010/>
- **A public lecture on the topic „Entrepreneurship and education”,** was organised in partnership with the magazine Banka. On behalf of the Institute for the Development of Education, the speaker was Executive Director, Ninoslav Šćukanec, who talked about academic mobility and announced the Scholarships Fair 2010.



V. EXHIBITOR EVALUATIONS

After the Scholarships Fair 2010, evaluation forms were sent to all exhibitors and 17 out of 30 forms were returned. The most interesting results and comments can be found below.

Overall satisfaction

All exhibitors expressed satisfaction with the presentation of their institution at the Scholarships Fair 2010 (53% were very satisfied and 47% were satisfied).

Quality of organisation

All exhibitors who completed the evaluation form found the Fair to have been well organised (76% rated the organisation as excellent and 24% as very good).

Visitors

88% of exhibitors were satisfied with the number of visitors at the Fair, 6% stated there had been too many visitors. Out of those satisfied with the number of visitors, 47% thought that the majority of visitors were their direct target audience and 41% thought a sufficient number of their target audience was among the visitors.

Visibility of the Fair in the media

As much as 94% of the exhibitors were very satisfied with the visibility of the Scholarships Fair 2010 in the media, 56% of which rated the media coverage as excellent.

Scholarships Fair in other university cities in Croatia

The great majority of exhibitors (90%) were interested in participating in the Scholarships Fair in other university cities in Croatia.

Compliments and comments

- „The venue of the Scholarships Fair is very appropriate and attractive“
- „The venue and timing of the Fair were excellent! “
- „It would be good to have the Fair twice a year, in the current term and in early spring“
- „We would certainly be interested in exhibiting at the Scholarship Fairs in other university cities“



VI. PLANNING AHEAD: THE SCHOLARSHIPS AND EDUCATIONAL PROGRAMMES FAIR 2011

The Institute for the Development of Education is organising the 7th Scholarships and Educational Programmes Fair

WHEN? On Wednesday, 19 October 2011 from 10 a.m. to 6 p.m.

WHERE? At the National and University Library in Zagreb.

WHY?

In order to provide the Fair visitors with all information needed to successfully apply for scholarship programmes, this year's Fair will be the first to present a variety of study and educational programmes, as well as, services which can additionally strengthen the candidate's profile and the quality of their application. In this way, the Fair becomes a unique event at which visitors can find all the information and services needed for successful application to study and scholarship programmes in Croatia and abroad.

Institutions traditionally exhibiting at the Fair include those offering **scholarships and different forms of financial aid** for study in Croatia and abroad. This year, the exhibiting institutions will also include institutions presenting their **study programmes, language courses, translation services** for application documents, as well as, institutions offering other **educational programmes and services**.

Scholarship and educational programmes will be presented by Croatian and international higher education institutions, state institutions, embassies and foreign cultural centres, private companies, foundations and non-profit organizations.

The Fair is intended for all those interested in scholarships and other forms of financial aid, especially high school students preparing for study, students at all levels of study and young professionals interested in achieving their educational goals in Croatia and abroad.



APPENDIX I. LIST OF EXHIBITORS

List of exhibitors at the Scholarships Fair 2010

1. Agency for Mobility and EU Programmes
2. Agency for Mobility and EU Programmes, Euraxess Service Centre Zagreb
3. American College of Management and Technology
4. American University Washington D.C., School of International Service, USA
5. Embassy of the United States of America in the Republic of Croatia
6. Berlitz
7. Central European University, Hungary
8. CIKLOPEA
9. Corvinus University of Budapest, Hungary
10. Erste & Steiermaerkische Bank
11. European College of Liberal Arts, Germany
12. Embassy of France in the Republic of Croatia
13. Institute for the Development of Education
14. International School for Social and Business Studies, Slovenia
15. Embassy of Canada in the Republic of Croatia
16. Lidl Croatia
17. International Graduate Business School in Zagreb
18. MIB School of Management, Italy
19. Croatian Ministry of Defence
20. Croatian Ministry of Science, Education and Sports
21. National Foundation for Supporting the Pupil and Student Standard of Living
22. Embassy of Germany in the Republic of Croatia
23. DAAD - German Academic Exchange Service
24. Goethe-Institute Zagreb
25. German-Croatian Chamber of Industry and Commerce
26. Seneca College, Canada
27. University of Rijeka
28. University of Zagreb
29. Top stipendija za Top studente
30. Embassy of Japan in the Republic of Croatia
31. VERN' Polytechnic
32. Zagreb School of Economics and Management
33. Adris Foundation

Partner student associations - exhibitors at the Scholarships fair 2010

1. AEGEE Zagreb
2. AIESEC Zagreb
3. BEST Zagreb
4. ELSA Zagreb
5. Croatian Student Association (CSA)
6. IAESTE Croatia
7. Studenti za studente Split
8. Udruga Pravnik



13.10.2010. Poslovni Dnevnik (daily newspaper)

Sajam stipendija Trideset hrvatskih i stranih institucija na jednom će mjestu predstaviti programe potpora
Više od 4000 stipendija čeka studente



U programu 2,2 milijuna studenata
SRMS-ovci izjavili su da će u 2010. godini nastaviti podršku studenata i nastavnika u razvoju obrazovnog sustava. U okviru ovog programa predviđeno je izdavanje 2,2 milijuna kuna za stipendije i potpore studentima i nastavnicima u razvoju obrazovnog sustava. U okviru ovog programa predviđeno je izdavanje 2,2 milijuna kuna za stipendije i potpore studentima i nastavnicima u razvoju obrazovnog sustava.

Udruženje studenata u obrazovnom sustavu zemalja
Udruženje studenata u obrazovnom sustavu zemalja (UOSZ) organizira stipendijni sajam u Zagrebu. U okviru ovog sajma predstavljaju se različiti programi potpore studentima i nastavnicima u razvoju obrazovnog sustava.

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20.10.2010. Vjesnik (daily newspaper)

Mjesečna stipendija u Europi
15.000 kuna, a u Hrvatskoj 600

Samo rjetke stipendije u Hrvatskoj premašuju 1400 kuna na mjesec, jer se viši iznosi - unatoč promjenama zakona - i dalje oporuzuju kao drugi dohodak, pa je udio poreza i izreza u neto stipendiji između 31 i 44 posto

Mirela LUKIĆ
mirela.lukic@yepi.hr

Udio stranih studenata u obrazovnom sustavu zemalja	2010.
SAD	12%
U. Britanija	12%
Njemačka	8%
Francuska	8%
Australija	8%
Hrvatska	ispod 0,1%

15.000 kuna iznosi godišnja stipendija za najbolje europske sveučilišne - ono u Cambridgeu - a pokriva skolarinu, stanovanje, prehranu i putne troškove

Udruženje studenata u obrazovnom sustavu zemalja
Udruženje studenata u obrazovnom sustavu zemalja (UOSZ) organizira stipendijni sajam u Zagrebu. U okviru ovog sajma predstavljaju se različiti programi potpore studentima i nastavnicima u razvoju obrazovnog sustava.

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13.10.2010. Slobodna Dalmacija (daily newspaper)

Stipendija mora pokrivati ukupni trošak studiranja!

RAZGOVOR VIKO PEKARIĆ

Štari po redu Sajam stipendija, koji se održava u Nacionalnoj sveučilišnoj knjižnici u Zagrebu 20. listopada u organizaciji Instituta za razvoj obrazovanja (IRO), povod je za ozbiljnu razmišljanje o razvoju različitih sektora stipendiranja u Hrvatskoj. Provedba iznosa mjesečnih stipendija u Hrvatskoj iznosi oko 800 kuna, dok mjesečni troškovi života i školovanja iznose više od 2000 kuna. Ako se uzme u obzir i trošak na godišnje skolarine u Hrvatskoj iznosi 5,5 - 9,5 tisuća kuna. Ja ne bih rekao da troškovi studiranja dodjeljenih stipendija. K tome, država je propisala nepopravljivo neregulirano stipendiranje od oko 800 kuna na uglavnom niklo ne želi dodjeljivati stipendije izvan državnih iznosa. Na temu prepreka izostajanja, transparentnosti i efikasnosti stipendiranja hrvatskih studenata, razgovor sa stručnjakom iz struje državnih i privatnih firmi, za Univerzitet govori Ninoslav Škukanec, izvjestni direktor IRO-a.

Postoji li definicija nacionalna politika prema stipendijama?
IRO smatra da ne postoji, usprkos činjenici da hrvatska Vlada izdaje značajno sredstva za studentski standard - svi redovi studenti imaju subvencioniran prehranu, pakovanje sredstava, osiguranje, nepopravljivo zapostavljajući potpunu studentsku uslugu. U Sloveniji, Vlada lokalna samouprava (gradovi, općine, fuzije) imaju brojne programe stipendiranja studenata, ali ne postoji javna politika koja bi jasno definirala zašto se stipendije dodjeljuju. IRO ne njima njima i kojem dinamikom, dodjeljuje doprine dugoročno i kratkoročno, koji su kriteriji za određivanje iznosa stipendija. Sve je to podložno visokom stupnju improvizacije i nagodavanja, a da se preračunom novac troši neefikasno, a jedan od razloga je taj što u Hrvatskoj nisu poznati podaci o socio-ekonomskim karakteristikama studenata. Takve podatke dobili smo po prvi puta tek u pristupu ove godine kroz rezultate Eurostatovog istraživanja.

Sajam stipendija 2010. - više od 4 tisuće pojedinačnih stipendija

Institut za razvoj obrazovanja (IRO) organizira stipendijni sajam 20. listopada 2010. u Nacionalnoj sveučilišnoj knjižnici u Zagrebu, od 10 do 18 sati. Tijekom sajma će biti više od 300 hrvatskih i stranih institucija - hrvatska i strana visoka učilišta, državne institucije (ministarstva, gradovi i županije), vjerske zajednice i strani kulturni centri, tvrtke te nevladine organizacije (zaklade i udruženja) - predstaviti oko 70 programa financijske potpore dostupnih hrvatskim građanima za studiranje. Hrvatskoj i inozemstvu. Pritom ovaj program dopunjuje se više od 4000 pojedinačnih stipendija, od kojih oko 800 za studij u inozemstvu te ostatak za studij u Hrvatskoj. Na ovogodišnjem Sajmu očekuje se više od 6 tisuća posjetitelja, a u sklopu ovogodišnjeg sajma bit će održan drugi dio na temu: 'Novosti u visokom obrazovanju u mjestu za poticanje međunarodne mobilnosti'. Ciljevi programa Sajma su: objasniti dostupne su na www.stipendije.info. Uključujući studenata za studente Špiro, kao partner Sajma, na organiziranju za studente besplatno prijave kako bi se spiskali studenti mogli informirati o mogućnostima stipendiranja ugovorom. Osim toga, program na sajmu već stranicama sjeđa u obitelji najviše za potpunu javnu raspravu i objavu koja će biti primljena u Zagrebu.

26.10.2010. Školske Novine (weekly newspaper)

Temablog: Uporazni za stipendijama



Nadareni mlamka spasa

U vrijeme recesije i globalne financijske krize u kojem živimo cijena školovanja za mnoge je narasla do neba! Doduše, i ranije je brojnim mladima osobama željima studiranja jedino priklom odlaska na visoko učilište. Danas u Hrvatskoj postoji niz stipendija, što državi, što državi, međutim i timsi još ne dođu punu cijenu života, prehrane i konačno studiranja u Zagrebu, a kamoli inozemstvu. Problem je i oporuzavanje stipendija koje je donedavno kod nas bilo vrlo domoljivacije za subjekte koje su na taj način željeli pomoći mladim ljudima, pa makar i u sebičnoj nakloni da plate ili pomognu visoko obrazovanje isključivo svojim budućim zaposlenika.

Stvarni troškovi i oporuzavanje stipendija
Izvjestni direktor IRO-a Ninoslav Škukanec istovremeno je i predsjednik Udruženja studenata u obrazovnom sustavu zemalja (UOSZ). U okviru ovog sajma predstavljaju se različiti programi potpore studentima i nastavnicima u razvoju obrazovnog sustava. U okviru ovog sajma predstavljaju se različiti programi potpore studentima i nastavnicima u razvoju obrazovnog sustava.



Institute for the
Development of Education

Preradovićeva 33/1, 10000 Zagreb, Croatia

Tel.: +385 1/4817-195, 4555-151

Fax: +385 1/4555-150

iro@iro.hr / www.iro.hr