

EBBD NEWS

EBBD eV

June/2021

Greetings from Peter

After a long period of darkness and cold and rainy weather now finally sunshine is coming into our lives again. There is a similar phenomenon in the pandemic: now that more and more people have been vaccinated, society is slowly opening up again, giving hope to millions of people.

For us as teachers of international business education this offers the perspective that we will soon be able to meet each other again and have the opportunity to send our students abroad for their so badly needed international experience.

As former chairperson of our association I feel honoured to address you all once again via this newsletter. I had so much hoped to meet you all again in person during our last Annual General Meeting, which was supposed to have taken place in the beautiful city of Eger, Hungary. Unfortunately, we could only meet online and the conference had to be postponed to next year.

Due to the pandemic we had to conjure up many different measures to make sure that our students would still be in a position to qualify for the EBBD-certificate, which is slowly becoming better known all over Europe, among educational institutions and companies alike. I feel confident that by the end of the next school year all restrictions will be removed, so that the international character of our curriculum can be enjoyed again to the fullest.

The yield of the EBBD prime project – as presented during the last AGM – looks very promising and will give our colleges a boost in the delivery of high-quality and relevant education. It will also serve as an attractive asset for potential colleges all over Europe. The management by BBS Wirtschaft I in Ludwigshafen guarantees a smooth transition from the old to the new curriculum. At the same time, the website is modernised and a new accreditation tool will be implemented.

This all shows that I have left a vibrant organisation, financially sound, full of enthusiastic members and led by dedicated board members.

It was nice working with you for all these years and I hope to meet many of you still in the years to come!



Peter Ketelaars

Former chairperson EBBD eV

On behalf of the entire board of EBBD eV I, Cynthia Woolderink, thank Peter for his dedication as chair and Brigitte Glismann for her role as treasurer.

As of the AGM 2021 elections, the board of EBBD e.V. consists of Kaisu Luukka (second vice-chairperson), Nereba Peña (first vice-chairperson), Ute Pentke (secretary), Holger R ath (treasurer) and myself as chairperson.



We look back on a school year in which Covid-19 played a predominant role in both our private lives and our work as professionals in education. Distance learning, online meetings, and working from home, has had its effect on the wellbeing and development of many. Students participating in the international programme saw planned international activities being cancelled. Online international alternatives came in to place, such as the EBBD-Buddy project and working in an international business in the home country.

As Peter wrote, it seems that the sun has started to shine again: Slowly Covid-19 restrictions are loosened throughout Europe and I very much hope that next school year our EBBD-students get to experience real-life Studying, Working & Living in Europe!

EBBD-network

Our network of colleges extends gradually, mostly within the countries that already have EBBD-schools. Currently the first schools in Italy and Poland are in the process of accreditation. We hope to be able to welcome them as full members soon.

I am honoured to have become chair of this wonderful association and very much look forward to actively contributing to the further development and promotion of EBBD.

Enjoy your summer, stay healthy and I hope to meet you all at the next AGM.

Cynthia Woolderink

Chairperson EBBD eV

**ACCREDITED EBBD COLLEGES
THROUGHOUT EUROPE**



Update of the EBBD prime project

After the last EBBD prime meeting the proposal for the new design of the EBBD portfolio and the guidelines were made available for accredited EBBD colleges to give feedback. After the implementation of this feedback, the AGM approved of the new design unanimously. This can be considered one important step forward into the future of EBBD.

Based on this decision further development was possible: The EBBD website was relaunched and provides every accredited colleges well as institutions and persons interested in EBBD with detailed information about the new design of EBBD, but also displays the development from the beginning. Come and visit our new website to see yourself: <https://ebbd.eu/>

Based on the new portfolio a new format for (re-) accreditation was developed and will be transferred into a digital format connected to the new EBBD website. It will be designed similar to the Erasmus+ accreditation formular and hopefully simplify life for both, applicants and verifiers.

As the transversal skills based on the European Frameworks (Key Competences for Lifelong Learning (LLL), The Digital Competence Framework for Citizens and Consumers, The EntreComp and the Reference Framework of Competences for Democratic Culture) form a crucial part of the new EBBD portfolio, but cannot be "measured" in traditional ways, such as exams. The project members are currently designing a model of a student portfolio for the development and demonstration of important transversal skills.

The EBBD flyer and brochure are currently adapted to the new design of EBBD and will be available on the new EBBD website before summer.

The project members hope to make up for the lost personal meeting due to the pandemic during the last year in autumn and winter 2021 to finalize the transition of EBBD.

Ute Pentke
Coordinator EBBD Prime

Please remember to refer to this new website when writing your next article about EBBD.

Pre-Notice: Re-accreditation of EBBD colleges based on the new EBBD portfolio

The AGM 2021 voted in favour of the implementation of the new EBBD portfolio, which brings EBBD up to date and enables students and colleges to face future challenges.

As the new EBBD portfolio is based on a different concept that merges the profile and the learning area approaches, thus differing considerably from the former fundament of accreditations, it is necessary that all EBBD colleges accredited so far go through a re-accreditation process giving evidence how they are going to adjust their EBBD programmes to the new portfolio.

The colleges will have time until the AGM in March 2023 to complete the re-accreditation process.

In order to facilitate the accreditation a new online accreditation tool is currently being developed in the EBBD prime project and will be pre-tested by the project members until the AGM in March 2022.

At the beginning of the new schoolyear the accredited colleges will be officially informed about the procedure and requirements regarding the re-accreditation process.

Cynthia Woolderink

Chairperson EBBD eV

NEW EBBD COLLEGES ON



The following college has newly been accredited

Zespół Szkół Ekonomicznych, Poland

EBBD eV is happy that you joined the EBBD-family and sends a warm welcome!



Practice Enterprise Simulation Project

Business College Helsinki, Finland and Berufliches Schulzentrum Odenwaldkreis, Michelstadt, Germany

For EBBD students, the pandemic has brought a number of restrictions: The otherwise lively travel activity in the context of internships abroad and projects with European partners came to a near standstill. Consequently, students and teachers have had to find other ways. For example, the bilingual students of the Berufliches Schulzentrum Odenwaldkreis in Michelstadt, Germany, cooperated online with 26 students from the Business College in Helsinki, Finland, in a practice enterprise simulation project lasting several days. The Finnish Business College, just like the Berufliches Schulzentrum Odenwaldkreis, is one of the selected European schools offering the European Business Baccalaureate Diploma (EBBD) to its bilingual students.

Simulating B2B Business

In the virtual practice enterprise simulation project, which accurately depicts the business processes and transactions of a real company in a simulation, the students first initiated the business relationships. The German students took on the role of the Finnish companies' business customers and visited their virtual trade fair in Helsinki. At the virtual trade fair, they took part in the Finnish students' product presentations and then held discussions about the products in order to negotiate a good "deal" for their own virtual company. For their virtual purchase, the German students received a total (also virtual) budget of € 80,000, which they could divide among the four Finnish companies. The Finnish companies with the appealing names OFECO, Terve, Green Lab and Belle Amber offered products from the areas of sustainable and healthy living (ergonomic office furniture, health and beauty drinks, cosmetics and lifestyle products). The ordering process was also perfectly simulated by order forms, as was invoicing.

International Marketing

On another project day, the German students presented two product ideas online to the Finnish students, which they had previously developed as part of their entrepreneurship project. An online exchange then took place with the Finnish students about the marketability of these products in Finland. All students used their knowledge of international marketing. The German students gained interesting insights into the culture and way of life in Finland during the exchange with the Finnish students.

The project took place in English only and was coordinated by the teachers Kaisu Luukka and Jaana Torseke from the Business College Helsinki and Dorothee Schuller from the Berufliches Schulzentrum Odenwaldkreis.

Dorothee Schuller

International Webinar in Business College Helsinki

The webinar week taught us the new normal and sustainable values.

Business College Helsinki's EBD International studies student group started preparing for an international seminar in January. Back then, we didn't know if it would happen at our school or online. In the beginning, we learned the purpose of the seminar, what kind of event it has been in previous years and that our guests would be from Munich, Germany. We then chose the teams we needed to have in order to make the event happen. These teams were management, program, German students, marketing and technical team. Little by little, it became clear that the whole event would be held online, and so it happened.

The webinar week started on Monday the 12th of April, when the German students and we got to know each other and our countries. On Wednesday, we had the big webinar day with the theme Creating Sustainable Value. During the day, we had three speakers: Liisa Kolehmainen from Oatly, Sami Lundgren from UPM and Salla Ahonen from Neste. The day went effortlessly and over 200 online participants gave us highly positive feedback. Friday was our last day. We spent the day together with the German students practicing some Finnish words and learning about Finnish culture and food.



We had three guest speakers: Liisa from Oatly, Sami from UPM and Salla from Neste.

We, as well as our German visitors, were happily surprised how interesting an online seminar week can be. We learned valuable skills for future, as there are many webinars to come, certainly. Our slogan became alive "We Share, We Learn, We Transform"!

Business College Helsinki EBD students

Gefördert durch



Erasmus+
Schulbildung



Erasmus+ Project Global Days/ I-cubed BBEL – our first virtual European classroom

As is well known, the worldwide COVID-19 pandemic demands "Stay home - save lives". It is in the nature of things that this and similar slogans are not entirely compatible with a European student exchange program such as the Global Days. The goals of such programs are to get to know other cultures, to recognize commonalities and also to tackle common challenges. This works best if you can also travel to the corresponding other countries and, if possible, even stay and live with a foreign family.

The founder of the Global Days, Niels Brock International Business College in Denmark, has taken up the pandemic challenge in March 2021, after the real (personal) Global Days repeatedly could not take place, and created the first joint virtual Global Days (17-18 March).

The concept was adapted somewhat, the number of days was shortened to two, the number of guest students was significantly increased and "Microsoft Teams" (used for school at home at Niels Brock) was chosen as the communication platform. The basic principle remained the same: students from the countries Denmark, Germany, Italy, Spain and Croatia were put together in mixed groups and were to work together on the following topic: "The EU - Cultural Differences - Past - Present - Future: Youngsters Focus on Climate". The task was further based on the umbrella theme of the project "Global Climate Issues - Local Solutions", i.e., identifying differences and similarities of the European countries with a focus on environmental policy.

The central points of the first day were the introductory lecture "The importance of Intercultural communication & cultural understanding" by the lecturer Louise Tranekjær, which was intended to prepare the students for working together in groups of different nations, as well as getting to know each other in the small groups on the basis of questionnaires they had prepared themselves. In addition to language and cultural differences, the students were also confronted with the challenges of communication platforms and the Internet in general; these include, for example, the difficulty of not being able to join the assigned group, audio/video that does not function

properly, or different writing/activity permissions and, of course, sometimes non-existent opportunities for personal exchange. Almost all groups mastered the challenges excellently, some switched to other media such as Instagram for better (also private) communication.

On the second day, the main content work followed with the compilation of a group presentation on the above topic. The guest students had the task to watch interesting videos about climate protection in Denmark, e.g. about CopenHill, while the Danish students finalised the presentations. Finally, the small groups were asked to present their presentations in larger groups and a winning group was chosen in each case.

The BBS Wirtschaft 1 would like to take this opportunity to thank the hosts from Denmark for taking the risk of going new ways and the effort they put in preparing this opportunity! We are looking forward to continuing the I³-BBEL series perhaps this year in San Sebastian - probably at least once more virtually instead of in person.

All in all, the first virtual Global Days proved to be a dearly welcomed change from "home schooling" for both the students and us, the teachers, besides being a great way to broaden horizons and make new acquaintances and friends....

Kalina Dasser & Dennis Wick

(BBS Wirtschaft I, Ludwigshafen, Germany)

Here are some quotes from the German students (instead of pictures):

"First of all, I would like to say that I had a great time these past two days and really enjoyed working with students from all over Europe. Even though the start into the first day was kind of confusing since nobody really knew what was going on in the unfamiliar platform Microsoft teams, after a few minutes everyone settled in and we managed to communicate. I think the lecture held by the professor on the first day was rather interesting and I've learned some new aspects of intercultural communication such as the understanding that culture is manifested in behaviour and that in every society there are people who do not meet the stereotype.

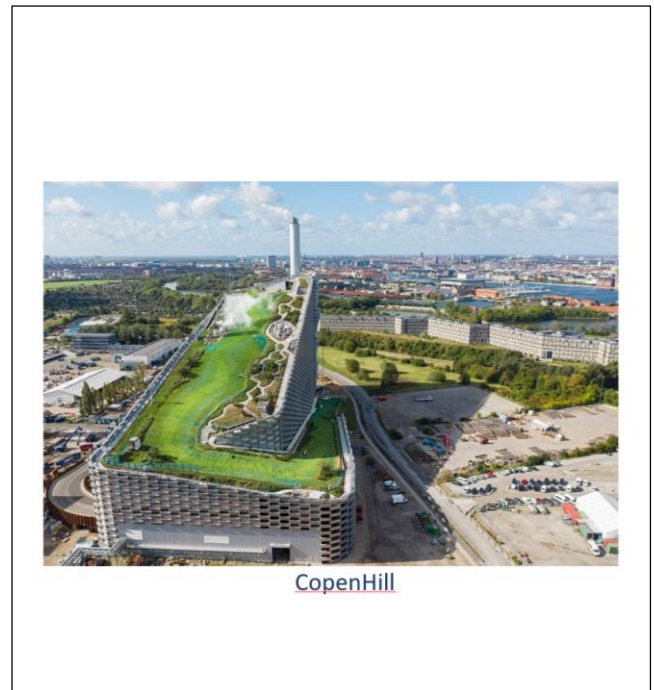
Sample Interview

1. What type of school do you go to and when are you going to graduate?
2. How many languages do you speak and how many of them did you learn in school?
3. Are you worried about not getting a job that you like in your future?
4. What do you do in your free time?
5. Do you have a part time job?
6. What's your favourite German/Danish/Croatian/Spanish dish?
7. What do you do on a daily to help the environment?
8. Are young people in your country interested in politics?
9. At what age are you able to vote?
10. How would you describe a good and fun working environment?
11. What do you like the most about your country?
12. Name a stereotype about your country and state whether it is true or not.

After the lecture we were divided in small groups that were composed of pupils from different countries. The size of the group was really convenient since we could speak with each other freely and get to know and understand the cultural differences between our countries. The tasks which were due the first day were feasible and fitting (interview). ... Lastly, I would like to say that I'm very thankful that our teachers always had a BigBlue Button meeting running parallel to the program throughout the two days. It was rather helpful since you could just join the meeting and ask some questions if there was any confusion about the tasks or schedule. All in all, it was a great experience even though it was all online only.”
(Yara)

“... I would say that we had the chance to really learn something about other countries, because I personally didn't have much knowledge about Denmark, but now after talking to the Danish students I for sure know more about their country. I am really glad I had the possibility to take part in Global Days and would for sure do it again.”
(Ümmü)

“In my group we have had very good conversations about our cultural differences, and everyone from every nation had been participating. Even though we all live in Europe there are many cultural differences from nation to nation but also a lot of similarities. We mainly talked about cultural aspects which affect our everyday life, such as school, religion, party culture or covid-19. ... Throughout the day I noticed that the Danish students knew a lot of Germany, Spain or Italy. But personally, I didn't know anything about Denmark apart from some football players. But that changed and these two days were so much fun and I learned a lot. We also added us all on Instagram, I hope we will stay in contact.” (Luca)

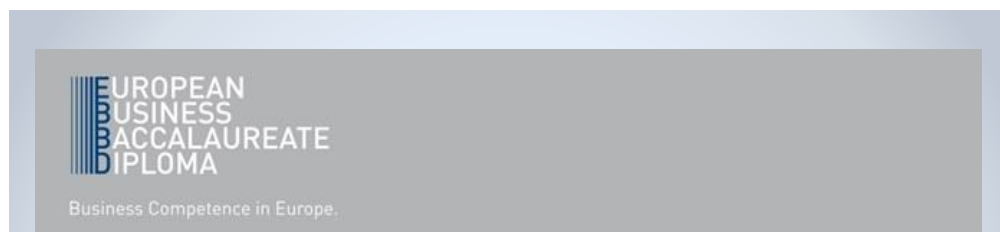




Summer in Finland.

Dear partners and members of our association, we wish you all wonderful, sunny and relaxing summer holidays!

Your EBBD eV Board



Disclaimer

EBBD eV maintains its newsletters to enhance public access to information about its action, initiatives and messages in general. Our goal is to keep this information timely and accurate. If errors are brought to our attention, we will try to correct them. However EBBD eV accepts no responsibility or liability whatsoever with regard to the information in its newsletters.

This information is

- of a general nature only and is not intended to address the specific circumstances of any particular individual or entity
- not necessarily comprehensive, complete, accurate or up-to-date
- not professional or legal advice

The information provided in the newsletters may contain third-party information and links to third parties or third-party websites. Such third-party information does not represent the opinion of EBBD eV and links to third-party websites are provided for convenience only. EBBD eV does not express any opinion on, and cannot be held liable for the content of such third-party information or websites. EBBD eV will immediately remove links to other websites if such sites are shown to be illegal in nature.

Do you want to contribute?

You are a (newly) accredited EBBD college and you wish to

- present your EBBD activities
- share good practice
- discuss ideas for further development of EBBD

Send us your article for the next issue of this newsletter upcoming in December/2021.

Editorial deadline

Date: November 30, 2021