

# EBBD NEWS

EBBD eV

June/2023

## EBBD conference in Hungary 23-24 March 2023

In March the EBBD family members had the pleasure to get together in the beautiful town of Eger. Our hosts Éva Rozmán and Éva Kálmán from Andrassy Catholic Business Academy provided us splendid meeting venue in the Archbishop's Palace. We were offered an interesting and eye-opening cultural program in Eger as well as in Budapest. Four alumni students from Hungary, the Netherlands, Germany and Finland presented us their ideas how to further develop EBBD studies. Éva Farkas from International Adult and Continuing Education Hall of Fame, Sándor File Chairman of Heves County Chamber of Commerce and Industry, Krisztián Herczeg from EmersonAutomation Solutions and Erzsébet Szlamka from Digital Well-being NGO introduced us to the topics related to the workshops.

This feedback from a participant tells it all "Fruitful collaboration, made new contacts, got new ideas and inspirations".



## Alumni at the EBBD Conference 2023

After graduating school with the EBBD diploma we got the chance to go to the EBBD Conference in Eger, Hungary. We participated in some parts of the conference but also had a team challenge which we presented in front of the participants of the conference. The task was to resume our EBBD experience as students but also how it affected our life after school.

We also highlighted some ideas that came into our minds during the task:

- concentrate even more on the language learning.
- virtual projects during studies could support the student community and motivate people to get more involved in the development of the EBBD program.
- EBBD program requires more PR and marketing, since the involvement at schools is not as big as we would like at the moment.

"This experience is networking for 100%. Such meetings help to expand consciousness and gain connections throughout Europe. I got a chance to meet not only with the alumni students, but also with teachers from different countries."

*Eva Ploshchadnaia, Business College Helsinki*

„It was really exciting to see a new country and meet other EBBD alumni from different countries. It was a great experience to work in a multicultural team and to get to know a little bit about their different cultures. Also the activities at the conference like wine tasting,

going on a walk through the city or seeing the underground passages and cellar of the archbishop were some highlights of the trip."

*Hannah Berg, Gustav-Stresemann-Wirtschaftsgymnasium, Germany*

"Travelling to Hungary to participate in the annual EBBD conference sounded very exciting. And it was! It was a pleasure to meet students and teachers from all over Europe in a context that motivates everyone to expand their network and learn from each other.."

*Dyon de Haas, alumnus Rijn IJssel college, The Netherlands*



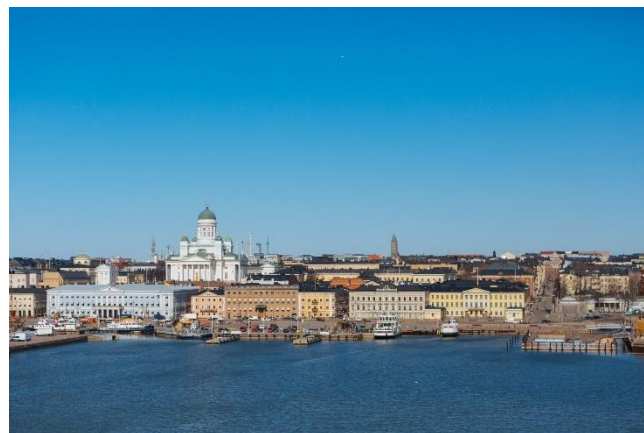
In conclusion we all agree that it was a great experience and we are really thankful that we got invited to the conference.

We will keep this trip in our memory as an excellent example of successful intercultural living and working together in Europe and we all are proud to be part of the EBBD community.

## Save the date 17-18 April 2024: EBBD 7<sup>th</sup> Annual Conference

**Conference will be held in the capital of Finland in the city of Helsinki.**

A preliminary program will be sent to your email and posted on [ebbd.eu](http://ebbd.eu). We hope to see you all! Tervetuloa Suomeen!



## Board meeting in Brussels

In May board members EBBD e.V. visited Brussels and in June we had some more online sessions with experts from the European Union. Experts we met and who took time to listen and hear about EBBD and inspire us with their expertise and thoughts: **Ulrike Pisiotis**, Policy officer from the Commission's Directorate General for Education, Youth, Sport and Culture, co-author of the GreenComp. She introduced us how to integrate sustainability in EBBD and linked us to the Community of Practice in sustainability. **Brenda Maher**, project officer for Jean Monnet, Unit DG for Education and Culture. She definitely gave us 'food for thought' on possibilities in the Jean Monnet actions for networks. **Joep Bresser** policy advisor at Neth-er, on the following topics VET (EVETA, Copenhagen, Centres of Vocational Excellence), skills comparison (EQF), quality care recognition, Life Long Learning. Joep linked us to the experts, walked us through the current developments in the EU and supported us by visualizing with us the next steps for EBBD.

**Koen Nomden**, teamleader for "Transparency and Recognition of Skills and

Qualifications", within the Unit on Skills and Qualifications of the European Commission Directorate General Employment, Social Affairs and Inclusion. Inspired us to think about using Europass and specifically European Digital Credentials to embed EBBD in. With **Mohammed Chahim**, Member of the European Parliament for the Progressive Alliance of Socialists and Democrats we found common grounds in ambitions for VET on a European level.

It was a pleasure working together in Brussels as a team and we are grateful for everyone who took the time to meet and support us. We are inspired and need time to think and brainstorm further on which priorities to set and which next steps to take. Knowing that there are many opportunities for further developing EBBD, the net and the qualification we will start the summer with 😊





## EUROPEAN DIGITAL PLAYGROUND in progress!

The 5<sup>th</sup> transnational project meeting in Gorges, France on the 10<sup>th</sup> and 11<sup>th</sup> of May 2023



This Erasmus+ KA2 project found its origin in the need of six EBBD colleges to find different ways to have their students work together in an international environment. For this the EDP project was set up: to develop a framework - and subsequently a handbook - to make it possible for students from different countries and nationalities to cooperate in a business simulation project.

In order to reach that goal, partners' best practices were observed and analyzed in various transnational meetings and from that a framework was developed to be tested during a physical LTT (Learning, Teaching, Training) meeting in San Sebastian in October 2023. For that meeting 6 students from each of the respective countries will be selected and they will be working in international teams.

The partners are finalizing the framework developed in order to help the schools to implement a business game into their business and entrepreneurial studies.

The host Charles-Peguy school presented one of their practices, an entrepreneurship competition. The best practices presented in each meeting allow the schools to discuss, exchange opinions on it and find improvements or ideas for the framework and the next LTT meeting.

Helsinki Business College from Finland coordinates this inventive project. The partners are—Rijn IJssel and Summa College from the Netherlands, Nazaret Fundazioa college from Spain, Charles Peguy from France and Skive College from Denmark.

All participants are accredited as EBBD colleges (European Business Behaviour and Democracy). This means that they must fulfill the excellence requirements of EBBD and their students can get the Certificate of Excellence.

Check new project video:

<https://youtu.be/L7arNotJauQ>



## From Rags to Riches? Not without marketing! And not without teamwork!

In the beginning of April, grade 12 EBBD – students from BSZ 1 Leipzig finished their cross-cultural project with focus on market analysis in co-operation with fellow students from our French partner school “Lycée Ampère” in Lyon.

Under the project title “Launching a French Product Successfully Into the German Market” the students examined and reviewed collaboratively how, when and under what conditions such a product launch would be possible.

The bi-national project started in January, with different phases of classroom learning as well as online group work. Thus, blended learning ensured a self-determined, time- and practice-oriented elaboration, facilitating topic- as well as cultural-related experiences.

The projects' finalisation took place in Lyon where the students met to summarize their findings and to introduce their ideas to an



experts' jury. The students worked hard to swap ideas and form a prosperous marketing concept. All participating students agreed that working in a cross-cultural group gave them the opportunity to get to know different perspectives and opinions. They supported and inspired each other to achieve best results. A key takeaway for all participants was the importance of communicating efficiently in a foreign language and that teamwork is THE solution to be successful.

## International Seminar - Well-being at Work 2023

On Monday 6<sup>th</sup> of March 2023, **Business College Helsinki** welcomed 80 students and teachers from various EU countries for a two-week seminar. To get to know each other the students gave presentations about their

countries to familiarize the rest of us with cities, architecture and traditions of the Netherlands, Spain, France, Austria and Germany. The hosting Finnish students shared specific traits, and very importantly, some fun facts about Finland. The day ended with a Finnish language lesson, teaching everyone the basic, useful words for the stay in Finland.

On Wednesday, 8<sup>th</sup> of March, the college auditorium was packed as the International Seminar about Well-being at Work was held.



Anni Vuohijoki, who is a professional weightlifter, medical doctor and an entrepreneur, told us how to let go of fear and be shamelessly good at what you do. It was a truly inspiring and motivational talk. Then it was Tiina Hoffman from Firstbeat who talked about the importance of keeping track of your body's data and about ways of relieving anxiety by having an everyday schedule and good quality sleep. Mare Oravainen gave a speech about unique recovery technologies implemented in Cryotech Finland. Last but not least, Anni Havas presented the app Cuckoo, which helps the users to stay active and take short breaks during workdays. In the end, everyone got a chance to try out the app by doing a dance workout. The whole seminar was also streamed online.

The rest of the week was dedicated to various outdoor and indoor activities like city orienteering and sightseeing. We even played beach volleyball which felt like being on a vacation right by the sea even though we didn't have to fly anywhere to experience it! On Friday the guests together with our teachers took a ferry to Tallin to discover its Old Town and enjoy the historic atmosphere.

The second week was full of excursions: trip to Suomenlinna Fortress, chocolate factory Fazer Experience Centre and company visits to Suunto, Neurosonic and Cryotech.

"The most fun part of the visit was when we traveled to Suomenlinna island. The view was amazing and all the old buildings were really fun to explore" Lucas Haan, a Dutch student.

The students of Business College worked together to prepare and host the visit of international guests, and thanks to the joint efforts, we managed to create a welcoming environment in which we all gathered beneficial knowledge on the topic of well-being and made a lot of new friends from all over the world!



Dutch guests encountered Finnish trees.



Beach volley and other games to get to know each other.

## EBBD Joint Study Trip in Strasbourg

In June, EBBD students from the "Gustav-Stresemann-Business School" in Mainz (Germany) and from "De Roi Pannen" in Tilburg (Netherlands) spent three days together in Strasbourg.

In preparation for the meeting, students from both schools worked together on a task to get to know each other better and make initial contacts online. In Strasbourg, the students were accommodated in small self-catering cottages at the campsite. Here, the students showcased their cooking skills, which brought forth not only pasta and pizza but also exotic dishes.

On the first day, a boat trip in the blazing midday sun provided not only an insight into the city's history but also sunburn and some sweaty t-shirts. The subsequent jump into the pool at the campsite brought the much-needed relief.

On the second day, in addition to a small city tour, a visit to the European Parliament was on the agenda. In addition to a guided tour of the parliamentary building, students from both classes had the opportunity to attend a plenary session of the Parliament live. They also had a meeting with Member of the European Parliament Carsten Lucke (S&D), who shared about the everyday life of a representative and answered many questions from the students.

In addition to the official program, the students had plenty of time to play beach volleyball and enjoy the perfect summer weather by the pool. To conclude the trip, the two classes organized a German-Dutch football tournament in a soccer hall.

Many thanks to the teachers and students from Tilburg and Mainz for three exciting days - we look forward to further collaboration!

Together they visited a plenary session in the European Parliament and had the chance to talk to MEP Carsten Lucke.

In their spare time, the students cooked together, played volleyball and organized a football tournament.



EBBD Class Meets Dutch Partner School in Strasbourg.

## New certificates to students

The country representatives will send to member colleges new templates for student certificates. One is for the students who are graduating according to the old portfolio and the other one is for students graduating according to the new portfolio.

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



### Disclaimer

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**EUROPEAN  
BUSINESS  
BACCALAUREATE  
DIPLOMA**

Business Competence in Europe.

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 Dec/2023.

**Editorial  
deadline**

**Date: November  
30, 2023**