

DYNAMIC WORKSHOP

VISION AND STRATEGY:
DEFINITION OF GOALS & OBJECTIVES

Define your vision: list your Goals

G1

APPK: Be an internationally recognised organisation for providing career development and employment opportunities for individuals in Kosovo and in the region

AVETAE: Create a dedicated team for internationalisation > working full time and with partners

G2

APPK: Create sustainability of activities by diversifying sources of funding

G3

G4

...

Define your strategy: list your Objectives for goal no.1 (G1)

**OBJ
1.1**

APPK: Being involved in different projects/consortia (how many?)

AVETAE: Nomination of full-time people (how many?) focusing on international cooperation --> bringing innovation and change

**OBJ
1.2**

APPK: Being associated of EU umbrella organisations (how many?)

AVETAE: Train the team of people nominated for the internationalisation process (most needed skills: projet design, language courses)

**OBJ
1.3**

Define your strategy: list your Objectives for goal no.2 (G2)

**OBJ
2.1**

**APPK:
Develop staff
capacity to
work in
different
projects**

**OBJ
2.2**

**OBJ
2.3**

...

INTERACTIVE LAB:

MAPPING OF STAKEHOLDERS

STEP 1: IDENTIFICATION BY CATEGORY

GOVERNAMENTAL
STAKEHOLDERS
(e.g. ministries, municipalities)

APPK: Employment Agency of Germany (DE), municipalities (DE) > to be further developed (e.g. with Ministries and local governments) / diversified in other countries (e.g. UK, Italy)

AVETAE: Ministry of Education (already strict relation), Municipalities (weaker relation),

ECONOMIC
SECTOR
(e.g. enterprises, service providers)

APPK: health sector public entities and private companies + other service sectors to be further developed (e.g. IT), also in the framework of the dual system

AVETAE: MoU with big international companies

RESEARCH AND
ACADEMIC SECTOR
(e.g. universities, academies)

APPK: collaboration with local universities already there. No particular focus/business priority

ORGANISED CIVIL
SOCIETY
(e.g. NGOs, civil associations)

APPK: EVTA association + other international networks

SECTORAL
ORGANISATIONS

DONORS/INVESTORS
(public&private)

MEDIA

AVETAE: Donors --> simplify bureaucracy + allow for more independence

STEP 2: LINKING
STAKEHOLDERS TO YOUR
STRATEGIC GOALS

GOVERNAMENTAL
STAKEHOLDERS

➔
Goal:

PRIVATE SECTOR

➔
Goal:

RESEARCH/ACADEMIC
INSTITUTIONS

➔
Goal:

ORGANISED CIVIL
SOCIETY

➔
Goal:

SECTORAL
ORGANISATIONS

➔
Goal:

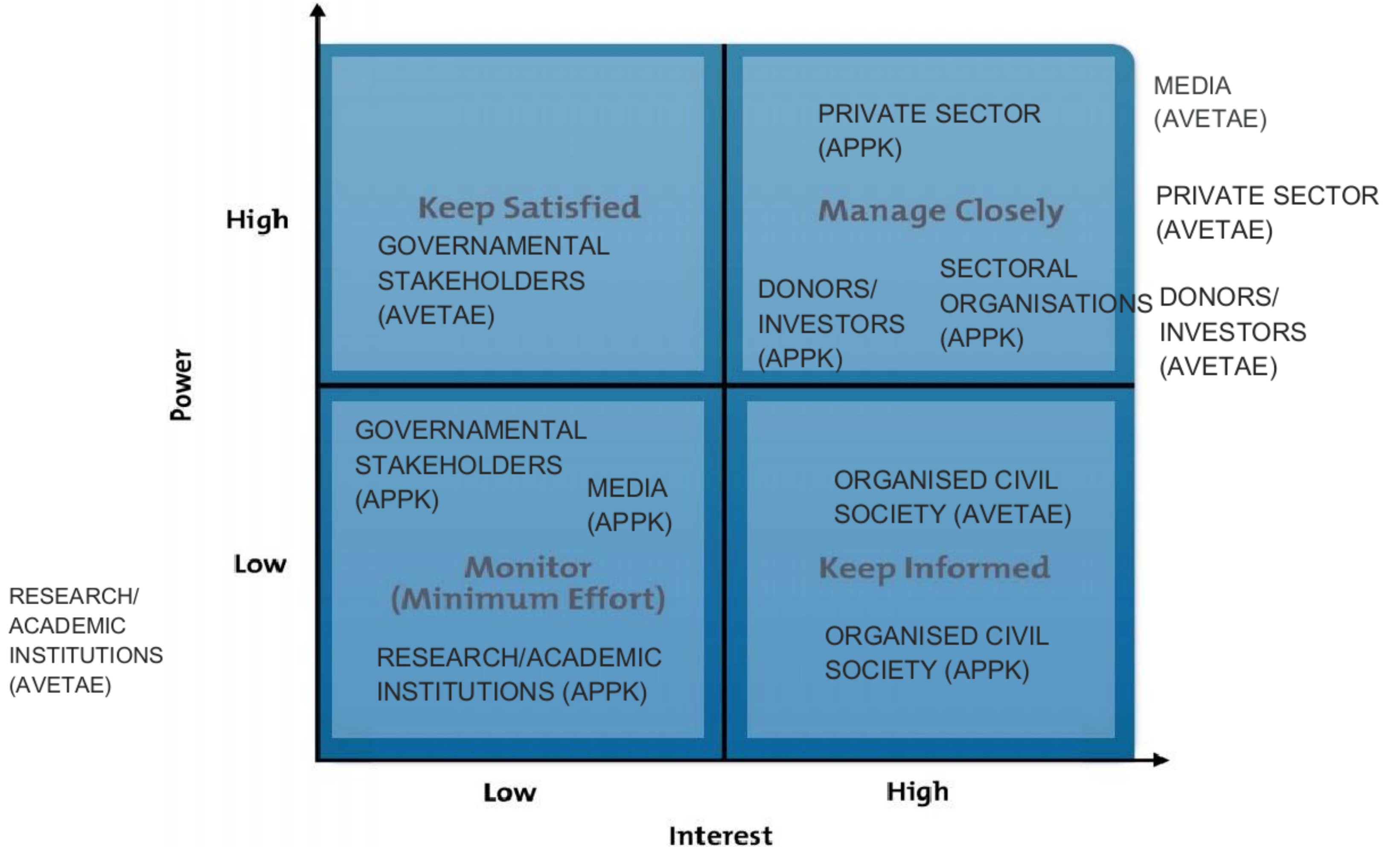
DONORS/
INVESTORS

➔
Goal:

MEDIA

➔
Goal:

STEP 3: CATEGORIZATION BY RELEVANCE



REFLECTIONS

What could be successful ways of involving these stakeholders and establishing connections?
What opportunities and strengths could you exploit in the process?

What could be the challenges linked to the involvement of these stakeholders?

APPK: Visa to send workforce abroad

AVETAE: burocratic procedures

APPK: buidling reliability to work with companies

AVETAE: solidifying positive image of Kosovo