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USAID Sustainable Local Development Project

Supporting Inter-Municipal Cooperation (IMC) as a vehicle for sustainable local development

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**NAME OF PROJECT GRANT: ELEARNING COURSE ON LOCAL
ECONOMIC DEVELOPMENT – SECTORAL APPROACH TO
INDUSTRIAL RECOVERY AND JOB CREATION**

**NAME OF THE ORGANISATION: STANDING CONFERENCE OF
TOWNS AND MUNICIPALITIES**

REPORTING PERIOD: 1ST OF MARCH TO 31ST OF MAY 2016.

NAME OF PROJECT MANAGER: NEDELJKO CURIC



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**PROJECT GRANT
ELEARNING COURSE ON LOCAL ECONOMIC DEVELOPMENT –
SECTORAL APPROACH TO INDUSTRIAL RECOVERY AND JOB
CREATION**

**IMPLEMENTED BY
STANDING CONFERENCE OF TOWNS AND MUNICIPALITIES**

FINAL REPORT

**Prepared by:
Nedeljko Curic, project manager**



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INTRODUCTION

The purpose of the Project eLearning course on Local Economic Development – Sectoral Approach to Industrial Recovery and Job Creation was to develop comprehensive eLearning materials for sector specific approach to local economic development. In the process of the curricula preparation, SCTM utilized existing USAID SLD's materials from Business Retention and Extension (BRE) and Foreign Direct Investment trainings and coaching.

Project was supported by USAID Sustainable Local Development Project and implemented by Standing Conference of Towns and Municipalities from March to May 2016.

All local development offices in Serbia will have opportunity to participate in the training course. However, this particular grant was aimed to support just development of the training curricula, not a training delivery itself. Materials was designed in the way to strengthen capacities of the LED offices to apply sectoral approach to local economic development and to concentrate its institutional and financial support on business sectors where local competitive advantage is proven. The decision of the local government on which specific sectors to target should flow from analyses and information, statistical and other data on cost and quality of the available labour force, supply chains, key business infrastructure for each particular sector etc.

Project was implemented through three groups of activities.

First group of activities was related to background research and information gathering. This activity included establishment of project team and development of curricula – detailed course structure and syllabus.

Second group of activities was related to content development. This group of activities included selection of the content and preparation of materials - various ppt, word and pdf documents as appropriate to the course format.

Third group of activities was related to technical development and visual design, and included converting developed materials into appropriate electronic form, uploading materials on SCTM eLearning platform and ensuring necessary visual criteria.



RESULTS AND OUTPUTS

In line with projected results, following has been accomplished during the implementation of the project

FIRST RESULT

Establishment of project team, development of curriculum - detailed course structure and syllabus for LED course

- Background research and information gathering was the first activity implemented during the March 2016 by long term SCTM staff and SLD representatives.
- Project team was established at the beginning of March 2016, consisting of short term experts, long term SCTM staff and SLD representatives. On preparatory meeting project team was familiarised with materials from SLDP's BRE and FDI trainings. During March experts developed curriculum with detailed course structure and syllabus of eLearning course in line with standardised SCTM templates for eLearning course.

SECOND RESULT

Content Development - Preparation of tutorials and eLearning course content (PPT, word document, pdf). Design interactive session and quizzes, success stories, forums

- During April and May 2016, expert team developed training materials - word documents, power point presentation for each lesson as quizzes and tasks in forums. Training materials were developed for 7 eLearning course topics: Comparative / competitive advantage of local economic sectors; Measures to support the economy sector approach; Investment marketing; Information on investors and response to a request; Forms of investment, with emphasis on PPP; Making the investment program and realisation of investment; Aftercare program.
- Also the testing of the content of eLearning Course on LED sectorial approach was conducted.
- SLDP team provided needed support to the grantee for the implementation of these activities.

THIRD RESULT

Uploading training materials on eLearning SCTM platform

- The course materials was translated into appropriate electronic format and uploaded on the SCTM eLearning platform assuring necessary visual criteria of the eLearning content.



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NEXT STEPS

The follow up activities will be implementation of the course from other sources.

ANNEXES

I Annex developed course materials