

# Otvoreno društvo za razmjenu ideja ODRAZI

## Open Society for Idea Exchange ODRAZI

Otvoreno društvo za razmjenu ideja, skraćeno ODRAZI, je neprofitna, nevladina organizacija osnovana sa ciljem educiranja šire javnosti o postojećim, definiranim ljudskim pravima, a posebno ljudskog prava na slobodan pristup informacijama i edukaciji. Primjetili smo da, iako je računalna pismenost postala osnovni alat za dobivanje, tj. zadržavanje posla a samim tim i za preživljavanje, ljudsko pravo na slobodan pristup informacijama i edukaciji nije prošireno i na informatičko područje. Kroz novi vid edukacije i dinamičan transfer znanja, našim projektom „ITdesk.info“ omogućili smo inkluzivnu i besplatnu računalnu edukaciju budući da se upravo ona nametnula kao temeljna potreba današnjeg poslovanja.

Open Society for Idea Exchange is a nonprofit, nongovernmental organization founded with the aim of educating the public about existing, defined human rights, especially human rights to free access to information and education. We noticed that, although computer literacy has become an essential tool for getting or keeping a job and thus to survive, the human right of free access to information and education was not expanded to the IT field. Through a new way of education and dynamic knowledge transfer, with our project “ITdesk.info“ we provided free and inclusive computer education, which has imposed as a basic skill of today's business.

Our educational materials are intended for those who wish to acquire or establish basic skills and knowledge for computer use.

Among others, the middle-aged and elderly people, who did not receive a formal IT training and now they need it in order to keep a job or to find another one, then young people who mostly use computers well, but need a review of materials in order to pass ECDL exams, write an application, seminar or create a professional presentation, and finally marginalized groups: people with learning difficulties, persons with disabilities, unemployed. We can say that the target groups are all persons that, because of financial or other reason, have difficulty accessing IT education.

The European Union also highlighted the investment in human capital as one of the main preconditions for the creation of a modern knowledge-based economy (European Union, 2000). In addition to positive effects on market competition

Kako svojim poslovanjem i zalaganjem za dobrobit Srbije doprinosite unapređenju poslovnog okruženja?

VISA info review  
**pitanje question**

How do You contribute to the improvement of the business environment with Your business operations and advocacy of the welfare of Serbia?





Naši edukacijski materijali su namjenjeni svima koji žele steći ili utvrditi osnovne vještine i znanja rada na računalu. Pri tome, mislimo na ljude srednje i starije dobi, koji nisu primili nikaku formalnu informatičku naobrazbu a danas im je to potrebno da bi zadržali posao koji imaju ili pronašli drugi, zatim mladi koji se pretežno dobro služe računalima no potreban im je pregled gradiva za ECDL ispite kako bi ih položili, te napisali molbu, seminar ili izradili profesionalnu prezentaciju, te naposljetku i marginalizirane grupe: osobe sa poteškoćama u učenju, osobe sa invaliditetom, nezaposleni. Možemo reći da su ciljana skupina sve osobe koje iz financijskog ili bilo kojeg drugog razloga imaju otežan pristup informatičkoj edukaciji.

Upravo ulaganje u ljudski kapital je i Europska unija istaknula kao jedan od glavnih preduvjeta stvaranju suvremenoga gospodarstva utemeljenoga na znanju (European Union, 2000). Uz pozitivne učinke na tržišnu konkurentnost i razvoj privrede, inkluzivno ulaganje u ljudski kapital pruža dodatnu priliku nezaposlenim, siromašnim ili na drugi način socijalno isključenim osobama (European Union, 2003). U svjetlu posljednjih zaključaka Europskog vijeća, u kojima je naglašeno da se „može očekivati da stanje zaposlenosti u Europi dođe do daljnjeg pogoršanja“ (European Union, 2009) i da je potrebno poduzeti mjere kako bi se spriječilo da visoka razina nezaposlenosti postane trajna, smatramo da smo našim edukacijskim projektom pridonijeli unaprijeđenju poslovnog okruženja upravo putem edukacije o danas neizostavnim poslovnim vještinama. Naime, našim projektom korisnicima/cama u Republici Srbiji pridonosimo u ravnopravnom sudjelovanju u tržišnoj utakmici radne snage, kako u Srbiji tako i u svim zemljama Europske unije.

and economic development, inclusive investment in human capital provides an additional opportunity to the unemployed, poor or otherwise socially excluded people (European Union, 2003). In light of the recent conclusions of the European Council, in which it is emphasized that “can be expected that the employment situation in Europe will further deteriorate“ (European Union, 2009) and that it is necessary to take measures to prevent high levels of unemployment to become permanent, we consider that our educational project improves the business environment through education about nowadays indispensable business skills. Specifically, with our project we are enabling users in the Republic of Serbia to be more competitive on labor market, both in Serbia and in all countries of the European Union.



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