



Supported by

Our mission is to **inspire, motivate and empower youth** to recognize their **personal values and talents** through **Sport, Education and Culture.**

# Excellence Academy Bosnia and Herzegovina

(Est. 2015)

NEWSLETTER 2018

March, 2019

## Paving the road for brighter future... The Academy Founder Foreword

Dear Friends,

It is my sincerest honor and privilege that I can celebrate together with You our second, yearly Newsletter 2018 "Paving the road for future".

I am much grateful to You for Your support and trust since YOG 2012 & 2014 (Innsbruck, Nanjing), Young Ambassador+/Young Change-Maker+ initiative in 2016 and IOC President Special invitation for PyeongChang Olympics which enabled me to use **Sport as a vehicle to rise awareness of importance of well-being, right Education and Cultural understanding.**

Here, we share briefly what we have accomplished together.

On behalf of YCMs, Bosnian youth, please, receive our sincerest gratitude, best wishes and **Happy New Year! Thank You !**

Yours sincerely,

  
Edin Branković, M.Sc.



*"Let's join forces to make the World a better place through sport."*  
(IOC President, Mr. Thomas Bach, IOC Youth Summit, Tokyo, 2018)

### Achievements

**We**

- Organized Youth Events, Workshops, Lectures (p. 2)  
150+ youth directly engaged
- Followed Alumni (p. 2,3)  
1 Alumni Conference
- Presented World Wide (p. 4)  
3 continents
- Established a Brand (p. 3,4)  
7.000+ social media engagements



# To Remain "Ins-powered"

*Can You tell us, what did You see in 2015 and what do You see now in 2018?*

We started with the design in 2015. In 2016, we had 11, in 2017, 19 and now we have 42 projects. We clearly gain more interest and attraction within IOC, Olympic movement and Olympic family. At the start we were very much in anonymous bubble - as start up. Since Buenos Aires «Olympism in Action Forum» we have gained more momentum and visibility, YCMs have been praised for their contribution. The best proof is that IOC President nominated 7 YCMs to be members of Drafting Committee. Josefina (24) from Chile was co-chair to IOC Member John Coates.

*Before YOG Nanjing 2014 You got an idea of new word «ins-power»...*

I have always had a love for communications, literature, power of words, speech and slogan. It is important to carefully choose the way we translate idea into paper, video etc. I was thinking how to transfer purpose and heart of YOG as «life changing factory» - whoever goes through YOG should not have the same experience before and after it. It should be inspiring and empowering at the same time. I designed sort of this value chain where I see different level of engagement of young people and I am strong advocate to go as far as possible with it. I came up with this idea of combining inspiration and empowerment. This is what YOG should be about - inspiring young people and empowering the best talents of each individual. Because this inspiration should go beyond just practising sport and performing.

*Where do You see future of YCM+ and what learning other organizations may take with?*

I think that IOC can lead the way in the world of sport and to spread this «virus» more. We still need to develop, know how to measure impact, train skills etc. I think we have gained more momentum with support of IOC President. We see this movement more and more. World Economic Forum leads young leaders for many years. It is also important for academics, politics, business etc.



PHILIPPE FURRER -  
Head of YOG Engagement  
Learn & Share and  
KATE SOLE -  
YOG  
Engagement  
PRM

**Philippe  
Furrer**  
Head of YOG  
Engagement  
Learn & Share

16 years in IOC, Head of YOG Engagement Learn & Share, Mr. Furrer leaves legacy of 42 YCMs+ projects. We use this occasion to thank Mr. Furrer and to make a short interview.

They understand that they need to invest in training, building, inspiring young future leaders and brand responsible business.

*What is our legacy and what we should remember for future?*

We have to acknowledge and congratulate ourselves to what has been done. Stay in sport and give back what We have earned. I am sure YCM+ will be future leaders. This will be seen as eye opening experience.

Click to read more: [www.excellenceacademy.ba](http://www.excellenceacademy.ba)



Excellence Academy Bosnia and Herzegovina for "Olympism in Action" Forum and YOG 2018

## Sport & Culture for UNESCO heritage

In April, 2018 Academy organized conference "Achievements of Youth as Precondition for Development of Bosnian society". Conference was held in Museum-Art House of Sevdah, which is museum of traditional Bosnian song that is in the process of nomination for UNESCO non-material heritage. Conference brought Alumni and other motivated and successful young people - total 20 - together with mentors from well-known Bosnian companies and NGOs.



## SPORT, EDUCATION & YOUTH

*Excellence Academy is grateful to follow success of its Alumni and to work with motivated youth from all over Bosnia and Herzegovina.*

As professional athlete and YCM role founder of Excellence Academy Edin Branković has been training with junior and younger senior short track speed skating team. One of juniors participated on EYOF 2019 in Olympic Sarajevo.

Studying now on prestigious MA Tarik (Alumni 2016) shares with us what volleyball means to him: *"When I turn back, I can see that sport has played a great role in shaping me as a person. Through it, I have learned to be persistent even when it doesn't go well, that success doesn't fall from sky and not to give up. Above all, to go beyond an average."*

As assistant University professor Ilma (Alumni 2016) advises reading and sport as important aspects to develop non-formal academic skills: *"The last book I read and which I liked is 'Honor' by Elif Shafak. Also, I try to maintain my fitness through 'zumba training'."*

Milan (Alumni 2016) worked for Reiffesien Bank, Microsoft, and now he is in INTESA Bank, president of NGO Nautilus that plays big role for kids that grow up without parents. He shared with us: *"Firstly, I'd like youth to set vision and goals before themselves about WHAT they want to achieve on personal and business plan. Once they know it and they start to listen it by heart, and in the meantime they follow the plane – success is guaranteed."*

We are grateful for their **contribution** for success of Academy: Asmir & Maida Cetin, Andrej Galić, Emina Džafić, Ahmedina Smajlović, Eldin Hajdarević, Edin Alispahić, Maja Ivić, Muamera Tursunović, Azra Fazlić, Zerina Hubjer, Derviš Hadžimuhamedović, Marko Džoić, Samra Selimbegović, Selma Polić, Vladimir Čolaković, Haris Ćorić, Davud Zukić, Vedran Drljević, Tarik Moćević, Faruk Džanko. **THANK YOU I**

Part of Bosnian Short Track Team



EUROPEAN  
YOUTH  
OLYMPIC  
FESTIVAL



TARIK HADŽOVIĆ (22),  
RWTH Aachen, Germany



ILMA DEDIĆ (26),  
University of  
Zenica



MILAN TODOROVIĆ (23),  
Programmer



# Together, We Raise Voice "Stop Two schools under one roof!"

We are grateful that Association of high school students (ASUBiH) with President Valerija Blagojević and PRM Zerina Hubjer answered the call of the Conference in 2018. Both of them and their colleagues are excellent students and they work for ASUBiH. Zerina shared with us the way youth strive to resist segregation that is imposed on Bosnian and Herzegovinian youth: "We went on demonstrations against new founding two schools under one roof... Afterwards, we have begun with project 'Friends without borders' in 10 cities of our country. And it helps us to resist segregation..."



In 2018 ASUBiH built Youth Zones in three cities of Bosnia and Herzegovina - Stolac, Trebinje and Posušje.



Valerija Blagojević,  
ASU President



Zerina Hubjer,  
PR & Comm



## YCMs Around the Globe and the Future

In December 2018, 38 YCMs+ met together in Tokyo after IOC and Panasonic invitation. They shared experiences, learned and prepared for future together.

"The YCM+ is not just a programme it is a movement. The raw belief of these inspiring young people in the power of sport to make a difference is infectious and their energy, ambition and fearlessness were palatable over the three days in Tokyo. They are the leaders of now, not just the future. They are true ambassadors of Olympism in action delivering real, positive change in their communities every day."

Ms. Kate Sole, YOG Engagement PRM

**IMPRESSIONS:** "I sincerely do hope that Academy will continue to gather Bosnian youth. To teach them unity, friendship, discovering their talents and values, mutual respect and trust whereas eventually life will be happier and better for them and for all of us who do love this country. You are all young but grown men."

Mrs. Azra Čolić, Head of BBI VIP Business Club.  
Youth advisor on the Alumni Conference 2018



Photos: IOC/Panasonic, klix.ba, stipendije.ba, asubih.ba, excellenceacademy.ba

The Newsletter is available on Bosnian and English languages. © In case of difference in translation the version on Bosnian language has prevalence.



"It is tremendously important that students gain theoretical knowledge that will be useful for them later in their lives. At the same time, it is equally important that they hear our life stories."

Rusmir Hrvić, CEO at AS GROUP (Lecturer on the Academy 2016)

## Acknowledgment & Gratitude to



The Recipients of the Newsletter are Academy's domestic friends and friends from around the world.

Follow us: [www.excellenceacademy.ba](http://www.excellenceacademy.ba)

Write, Support & Work with us: [info@excellenceacademy.ba](mailto:info@excellenceacademy.ba)