



IN A WORLD

where we increasingly talk about the need to reform education, this project has shown that change begins precisely with children and teachers, within the school itself. The pilot project “**The Classroom I Want**”, organized by the Public Policy Innovation Group of the Public Policy Secretariat (PPS) and the Ministry of Education, with the support of German Development Cooperation (GIZ), RTS (Radio Television of Serbia), and socially responsible companies, has demonstrated how children—with the support of their teachers and schools—can be the drivers of creative and feasible solutions for improving their learning environments.

The project brought together **10 Belgrade schools** and covered the entire learning process—from ideation, planning, and fundraising to communication, campaign preparation, implementation, and presentation to the wider community. Students participated as active creators of their educational environment, rather than just passive users.

During a two-week campaign on the platform donacije.rs/ucionica/, students designed and presented their ideas of what their dream classrooms should look like. The campaigns were inspiring, sincere, and full of enthusiasm—and the support followed. The goal was to raise 2.1 million RSD through a crowdfunding model, but that amount was exceeded by more than 30%. A total of 2.75 million RSD was collected through 412 individual donations. Additionally, socially responsible companies provided support by donating €10,000.

However, money was not the project's greatest success. What cannot be measured is the self-confidence, the developed entrepreneurial skills, the discovery of crowdfunding as a viable fundraising tool, and the invaluable experience the children gained throughout the process.

A special focus was placed on empowering teachers through training in entrepreneurship and crowdfunding. They passed this knowledge on to the children, who, in the process of learning, developed critical thinking, independence, creativity, and the awareness that they can be active participants in the process of learning and creation.

THE PROJECT ALSO RESULTED

in two children's episodes produced by the RTS School Editorial Board:

https://www.youtube.com/watch?v=2QiFM6lgM_o

The project was rated as exceptionally successful. **All students (100%)** and **all teachers (100%)** expressed great satisfaction and a desire to participate again. Likewise, **all parents and donors (100%)** stated they would support such ideas and projects in the future. By the start of the new school year, the classrooms were fully equipped according to the children's original ideas.

A formal gathering for all participants and partners was held in June 2021 at the Klub Poslanika in Belgrade, where the results were presented, and certificates of appreciation were awarded. This pilot project concluded with the vision of expanding the initiative to schools across Serbia, giving even more children the opportunity to shape the classrooms they truly want.

This project proved that entrepreneurial skills can be developed from the youngest age, teaching children how to initiate and achieve their goals.