



IROMAG

Incomings Edition



by IROUNMO

U OVOM BROJU

FIFTH INTERNATIONAL STAFF WEEK

FIRST DAY OF THE INTERNATIONAL STAFF WEEK

DAY TWO – DANCE, LANGUAGES, AND MARKETING PROMOTION

DAY THREE – SUNRISE CONFERENCE AT UNMO

DAY FOUR – VISIT TO THE UNIVERSITY OF SARAJEVO

DAY FIVE – A CREATIVE CONCLUSION TO THE WEEK

From June 9 to 13, 2025, Džemal Bijedić University of Mostar hosted the Fifth International Staff Week, a well-established event that brings together academic and administrative representatives from higher education institutions across Europe and beyond. The International Relations Office of Džemal Bijedić the University of Mostar partnered with the International Relations Office of the University of Sarajevo to organize the event, aiming to promote the Erasmus+ ICM program and to raise awareness of the importance of internationalizing higher education.

This year's edition of the International Staff Week brought together 33 participants from 16 partner universities across EU countries and Turkey. Guests and hosts exchanged experiences, developed new ideas, and built foundations for future joint projects through interactive workshops, thematic discussions, presentations, and networking activities. The week once again demonstrated the vital role of international cooperation in enhancing the quality of education and connecting university communities throughout Europe.

FIRST DAY OF THE INTERNATIONAL STAFF WEEK

By IROUNMO

The International Staff Week program began on Monday, June 9, 2025, when organizers registered participants and welcomed them with an informal walk through the university campus.

Prof. Dr. Sanja Merzic led a quick Bosnian language course. She used humor and an approachable style to introduce participants to the Bosnian alphabet and teach them useful phrases for everyday communication. The course helped break the ice and foster a warm, friendly atmosphere among participants.

After the language session, organizers continued the program with an interactive workshop on making natural lip balms and face creams. They designed this creative and relaxing activity to promote the University's Pharmacy Study Program and to offer a space for networking and informal connection. Participants worked in small groups, which boosted communication, and strengthened their sense of community.

Organizers ended the day with a presentation of the Erasmus+ CBHE project ESN-AIR (Engaging Students for a Sustainable Approach to Internationalization Practices in the Adriatic-Ionian Region), led by the Polytechnic University of Ancona, with Dzemal Bijedic University of Mostar participating as a full partner. The local coordinator introduced the project's goals, shared key achievements, and outlined upcoming activities to increase student engagement in internationalization. The session sparked a discussion about the challenges and opportunities of regional university collaboration and emphasized the importance of students taking an active role in international initiatives.

Participants experienced a first day full of openness, collaboration, and creativity—setting the tone for a dynamic and engaging week ahead.



DAY TWO – DANCE, LANGUAGES, AND MARKETING PROMOTION

By IROUNMO

The program began with the arrival of guests from Sarajevo, including representatives of the International Relations Office, professors, and administrative staff from various faculties.

Prof. Dr. Rijad Novakovic, Vice-Rector for International Relations, opened the introductory part of the program. After his welcome, representatives of Dzemal Bijedic University of Mostar delivered a brief but informative presentation to share key information about the university's structure, study programs, and progress in the field of internationalization with the guests and international partners.

The core of the day featured a workshop 'Meet and Greet', which aimed to bring all participants closer together through culture, play, and interaction. Organizers kicked off the session with a Bosnian folklore class, where participants learned the basic steps of the traditional Bosnian kolo. Laughter, music, and dance helped create a warm atmosphere in which participants quickly overcame barriers.

Students from the Faculty of Information Technologies designed and led the next creative workshop. Through engaging tasks and games, participants introduced themselves in their native languages, explored the cultural traits of different countries, and discovered the similarities that connect them. The workshop powerfully emphasized the importance of intercultural competence in international academic environments.

Prof. Dr. Veldin Ovcina, a marketing professor at the Faculty of Economics, delivered the final official session of the day. His lecture focused on the practical aspects of promoting the Erasmus+ ICM program using modern marketing strategies and tools, especially digital platforms and creative methods that increase the program's visibility and appeal to students and staff.

After a content-rich and dynamic day, participants visited the Old Town of Mostar, where they enjoyed the beauty of the Neretva River and continued their interactions in a more informal setting. The second day brought a blend of tradition, innovation, and inspiration—precisely the vision the International Staff Week aims to achieve.





DAY THREE – SUNRISE CONFERENCE AT UNMO

By IROUNMO

On Wednesday, June 11, 2025, participants dedicated the day to one of the most important topics in contemporary European higher education—the development and significance of European University Alliances. The Third Day of the Fifth International Staff Week featured the SUNRISE conference, which organizers held to promote the SUNRISE alliance (Strengthening Universities' Networks and Regions for Inclusive and Sustainable Education).

The conference gave attendees the opportunity to exchange experiences, challenges, and best practices regarding the growing role European University Alliances play in shaping the modern higher education system.

Presenters and speakers focused especially on three key areas: how the alliances contribute to modernizing education, strengthening institutional capacities, and their significance within the European integration process of Western Balkan countries.

The day's highlight featured an inspiring panel discussion titled “The Impact of European University Alliances on Higher Education and Society.” The panel brought together various participants: the SUNRISE alliance coordinator, a SUNRISE consortium member, the director of the Erasmus+ office in Bosnia and Herzegovina, representatives of the EUPeace and ACROSS alliances, a professor of European law, and the local SUNRISE coordinator. Panelists shared their perspectives on how alliances improve higher education, empower universities' societal roles, and enable active participation in broader European developments.

Also on Wednesday, Prof. Werner Pitsch from Saarland University delivered a lecture titled “Deviance in Sport or Deviance Related to Sport: Implications of a Commonplace.”

Through SUNRISE and similar initiatives, the University continues to build bridges of knowledge and community with European partners, actively shaping the educational future of the region.



DAY FOUR – VISIT TO THE UNIVERSITY OF SARAJEVO

By IROUNMO

On the fourth day of the International Staff Week, participants visited the University of Sarajevo and took part in an interactive workshop ‘When Erasmus Goes Wrong.’

The workshop addressed important topics related to international mobility, focusing on challenges that can arise at every stage—starting from application and candidate selection, through administrative processes, to returning from mobility and integrating the gained experience.

Participants discussed three carefully designed scenarios with humorous yet meaningful titles: “Mobility for the Oscar Award,” “Oops, I Did It Again,” and “Welcome Back Home.” Each scenario presented a different practical challenge—ranging from highly successful cases to administrative complications and situations where expectations and reality did not align.

Through lively discussions and experience sharing, participants gained valuable insights, recommendations, and advice on handling unforeseen situations and maximizing their outcomes—whether as mobility coordinators, administrative staff, teachers, or students.

The workshop reminded everyone that mobility, although sometimes challenging, remains one of the most valuable experiences in international cooperation.



DAY FIVE – A CREATIVE CONCLUSION TO THE WEEK

By IROUNMO

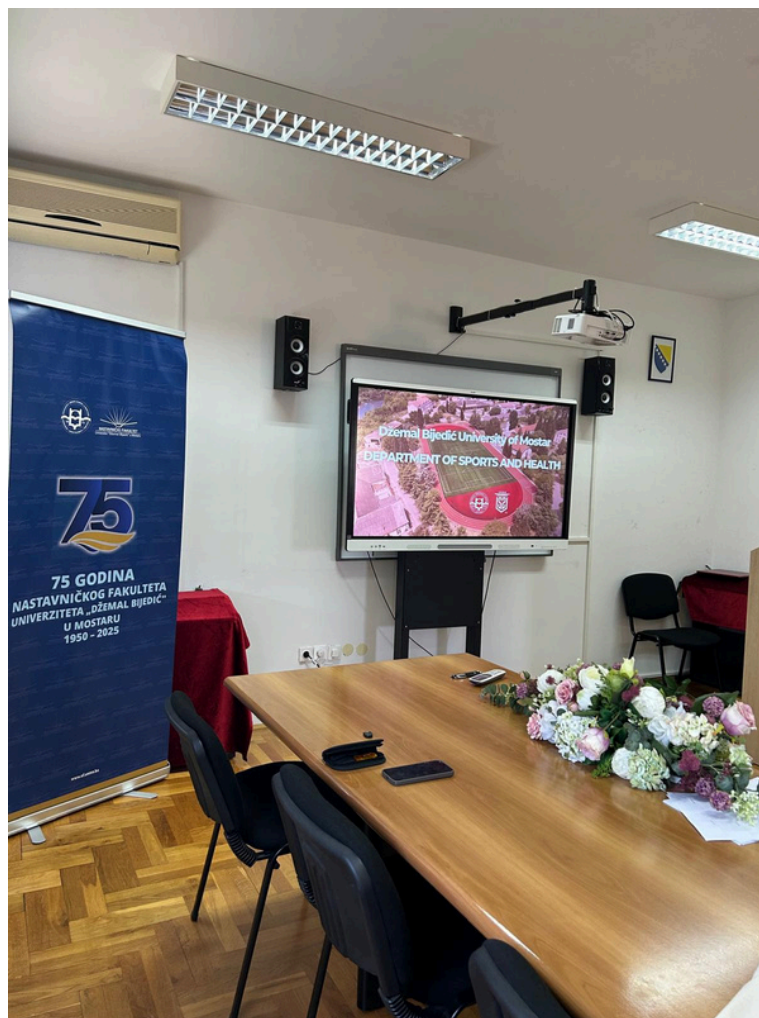
Participants filled the last day of this year's International Staff Week with rich, educational, and inspiring activities—exactly the kind of conclusion such a week deserves.

Sorina Chiper from Alexandru Ioan Cuza University in Iași, Romania, led the day's opening workshop, "Nation Branding." She offered a range of interesting perspectives on how countries communicate their identity and values, and on the tools and strategies they use to build a positive image on the international stage. Participants discussed symbols, campaigns, and cultural narratives that countries create to attract tourists, investors, and partners in education and science.

After the workshop, participants energized the atmosphere by competing in the quiz, "How Well Do We Know the Erasmus Programme and the European Union?" Through questions and competitive spirit, they demonstrated their knowledge and learned new facts about the history and development of the Erasmus+ program.

The Faculty of Teacher Education and its Department of Sport and Health concluded the day with a presentation about their work, followed by a guided tour of the sports hall. They crowned the activity with a relaxing yoga session.

The hosts delivered an emotional and symbolic closing to the week by presenting certificates to all participants. This year, the Faculty of Education, the Agro - Mediterranean Faculty, the Faculty of Economics, and the Faculty of Mechanical Engineering welcomed their international colleagues with dedication and hospitality. Together with the International Relations Office, they ensured the successful implementation of all planned activities.



IROMAG



/iro.unmo



@iro.unmo



/iro.unmo

IROMAG TEAM
MIRSADA BEHRAM
LEJLA ŠKALJIĆ
AMILA VRTIĆ
HUSEIN MARIĆ

