



N E W S

JobLab



JOB LAB REACHES 4,500 YOUNG PEOPLE ACROSS FOUR UNITED GROUP MARKETS

Job Lab, United Group's future talent mentoring scheme, has now reached more than 4,500 young people across four markets, together with several hundred teachers, educators and business professionals. The employability and skills development programme began in Bosnia and Herzegovina in 2021.

It runs in four of the group's telecoms businesses: Telemach in Bosnia and Herzegovina, where it started, followed by Telemach Slovenia, Telemach Croatia and, since February this year, Vivacom in Bulgaria. Each has developed its own version of the programme with local partners.

BOSNIA AND HERZEGOVINA

Job Lab was launched by Telemach in Bosnia and Herzegovina as a response to one of the country's most pressing challenges: helping young people see viable educational and career opportunities and build their futures locally.

Six editions on, more than 3,000 students from 178 secondary schools across 81 cities and municipalities have taken part, alongside 700 teachers and school counsellors. The programme combines practical workshops with career guidance, entrepreneurship, digital skills and exposure to the labour market. Students from smaller communities are also connected with universities, businesses, entrepreneurs and professionals who can offer a first-hand perspective on potential career paths.

Independent research conducted in 2025 found that among participants:

73%

Were motivated to explore higher education and career opportunities

54%

Started developing business ideas or entering competitions

63%

Said Job Lab helped them find employment, internships or volunteering opportunities

97%

Engaged in volunteer work within three months

77%

Were motivated to explore opportunities to build their careers in Bosnia and Herzegovina





Nafija Kurtić, who participated in Job Lab in 2022, went on to complete a STAR internship and now works as Job Lab Programme Coordinator at the Munja Social Innovation Incubator, the programme's implementation partner. Other alumni have gone on to launch youth projects, receive scholarships, work with organisations such as UN Women and KULT, and enter fields they first discovered through the programme.



Nera Haljevac, Director of the Telemach Foundation, said: "Job Lab programme once again confirms its role as a platform that gives young people in Bosnia and Herzegovina space to learn, explore and develop key career skills of the future. Through workshops, study visits and the Job Lab Summit, we want to give them a realistic insight into today's labor market, while also helping them recognize and develop their own potential." She added: "It is especially important to us to give young people direct contact with people whose experience can inspire and support them in making important educational and career decisions in a labor market that is constantly and rapidly changing." Study visits, the annual summit and an alumni network keep participants involved after the workshops finish.

BOSNIA AND HERZEGOVINA



SLOVENIA

Job Lab launched in Slovenia in the 2022/23 school year, developed around the country's technology and education base. More than 1,100 secondary school and university students have participated to date, working with experts from Telemach, United Cloud and Ljubljana Technology Park. Students from technical schools have received advanced digital training. The wider programme has covered how the labour market works, how to prepare a CV, how to approach an interview and how to work in a team.

The programme is also being absorbed into the education system. At the School Centre for Post, Economics and Telecommunications in Ljubljana it has been integrated into the matriculation programme. In Celje it forms part of project days, and in Novo Mesto part of students' practical training.

Greta Šter, Head of Corporate Communications and PR at Telemach Slovenia, said: "Job Lab does not offer young people theory alone, but above all hands-on experience that is essential for entering the labour market with confidence. We are pleased to be able to provide them with opportunities to develop the knowledge and skills they will need in the future. We will continue the project as we believe that engaging with young people is key to developing the technology professionals of the future."



CROATIA

Telemach Croatia introduced Job Lab in 2025 together with the Croatian Chamber of Economy, Dobar Dan Association and srednja.hr. The programme was developed around the fact that only one in three high school students feels prepared for a first job.



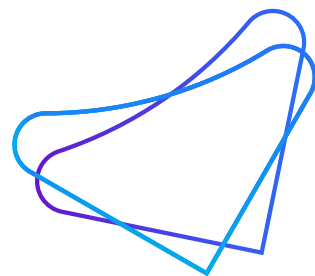
Nearly 500 vocational school students have taken part, developing communication and presentation skills, confidence, emotional resilience and practical knowledge for entering the workplace. Workshops have been fully subscribed in each cycle, with further schools joining every intake. The programme extends to additional vocational schools in the new school year.



Igor Duić, Director of Corporate Communications at Telemach Croatia, said: “Investing in young people means investing not only in their future, but in the future of society as a whole. Through Job Lab, we want every student to gain the confidence to recognise their potential and take their first career steps with greater certainty, because people and their skills are the true drivers of positive change.”



BULGARIA



In Bulgaria, Vivacom launched Job Lab in February 2026, building on the experience developed in the other United Group markets. The first edition brought together 120 students from Sofia, Varna, Veliko Tarnovo and Blagoevgrad, including young people from a transitional social housing facility in Sofia.

The Bulgarian programme focused on skills increasingly important in a changing labour market: critical thinking, problem-solving, adaptability, teamwork, communication, digital literacy and the responsible use of AI. The 18 most active participants were invited to Vivacom's headquarters for a deeper experience, including AI training, job interview simulations and conversations with Vivacom's leadership.

For **Elitsa Georgieva**, Director Corporate Communications at Vivacom, the programme demonstrates the role businesses can play in preparing the next generation: "Job Lab shows the impact businesses can create when they actively help young people prepare for the future. By combining soft skills, digital literacy, responsible AI use and practical learning, we help high school students build confidence, adaptability and belief in their own potential."



LOOKING AHEAD



Job Lab continues in all four markets in the 2026/27 school year. Bosnia and Herzegovina adds financial literacy, expanded alumni activity and the next Job Lab Summit. Croatia, Slovenia and Bulgaria each take the programme into further schools.



Iva Gajić, Group Director Corporate Communications, said: “United Group’s companies are deeply embedded in the communities they serve, and Job Lab is a great example – it works because it is built locally. Our teams in Bosnia and Herzegovina, Slovenia, Croatia and Bulgaria have put more than 4,500 young people in front of experts who are doing the jobs they are weighing up.”

