



About Gen-E 2021

- **What is Gen-E 2021?** [Gen-E](#) is the largest European Entrepreneurship Festival, combining two annual European entrepreneurship contests — Company of the Year Competition (CoYC) and Europe Enterprise Challenge (EEC). It's a celebration of entrepreneurship and of the achievements of Europe's students, who will showcase their cutting edge business ideas. The best student companies will be recognized by awards and special prizes.
- **What is behind the name Gen-E?** It's all of us—Boomers, Gen X, Millennials and Gen Z—Europeans who believe in the importance of Education, Entrepreneurship and Employment. The ones who choose action over stagnation and see every problem as an opportunity, who think and act new and render the future. A new Generation of Entrepreneurs, of heroes who change things and challenge the world for the better.
- This year, **Gen-E 2021 is virtually hosted in Lithuania** by [JA Europe](#)'s member JA Lithuania.
- **About JA Europe:** We are Europe's largest non-profit in Europe dedicated to creating pathways for employability, job creation and financial success. Its network operates across 40 countries and last year, its programmes reached almost 4 million young people with the support of over 100,000 business volunteers and 140,000 teachers and educators. JA's mission is to inspire young people to be confident in their future by preparing them for employment and empowering them to entrepreneurship. JA Europe and JA Lithuania are members of JA Worldwide, which for 100 years has delivered hands-on, experiential learning in entrepreneurship, work readiness and financial literacy.
- **About the Gen-E Virtual Expo on 29 June:** It's the opening of the European Entrepreneurship Festival Gen-E 2021, where as many as 800 young entrepreneurs from 180 student companies established in European schools and universities will be presenting their entrepreneurial experiences, new products and services. Join the Expo here: www.gen-e.eu
- **What is The JA Europe Teacher of the Year Award?** JA Europe is proud to announce the first ever "JA Europe Teacher of the Year Award". This year, teachers of the JA Company Programme will be recognized with a special prize. The award seeks to acknowledge the teachers' role to inspire and motivate young people, to help them discover their inner potential and lead them to believe in their power of acting and changing the future. The winner of the Teacher of the Year Award will be announced at the Gen-E Award Ceremony [on Thursday 15 July 2021](#). The expansion of entrepreneurship education across Europe is largely due to the initiative of headmasters and teachers who seize every opportunity to help prepare their students for the future of work. Students who participate in such education programmes develop their creativity, improve their self-confidence and grow their resourcefulness. Their performance and grades in other subjects improve. There are also benefits for participating schools: studies show teacher retention in those schools is high, at 90%! By organising this annual celebration, we want to recognise their outstanding work and to thank them for their vision and dedication.



- **What are the COYC and JA Company Programme?** The JA Europe Company of the Year Competition is the annual European competition of the best JA Company Programme teams. The JA Company Program empowers high school students (aged 15 to 19) to fill a need or solve a problem in their community and teaches them practical skills required to conceptualise, capitalise, and manage their own business venture. Throughout building their own company, students collaborate, make crucial business decisions, communicate with multiple stakeholders, and develop entrepreneurial knowledge and skills. Every year, more than 350,000 students across Europe take part in this programme, creating more 30,000 mini-companies.
- **What are the EEC and JA Start Up Programme?** The European Enterprise Challenge is the annual European competition of the best JA Start Up Programme teams. The Start Up Programme allows post-secondary students (aged 19 to 30) to experience running their own company, showing them how to use their talents to set up their own business. Students also develop attitudes and skills necessary for personal success and employability and gain essential understanding in self-employment, business creation, risk-taking and coping with adversity, all with experienced business volunteers. Every year, more than 17,000 students from 20 countries across Europe are taking part in this programme, creating 2,500+ start-ups per year.
- **What is The JA Europe Teacher of the Year Award?** JA Europe is proud to announce the first ever “JA Europe Teacher of the Year Award”. This year, teachers of the JA Company Programme will be recognized with a special prize. The award seeks to acknowledge the teachers’ role to inspire and motivate young people, to help them discover their inner potential and lead them to believe in their power of acting and changing the future. The winner of the Teacher of the Year Award will be announced at the Gen-E Award Ceremony [on Thursday 15 July 2021](#). The expansion of entrepreneurship education across Europe is largely due to the initiative of headmasters and teachers who seize every opportunity to help prepare their students for the future of work. Students who participate in such education programmes develop their creativity, improve their self-confidence and grow their resourcefulness. Their performance and grades in other subjects improve. There are also benefits for participating schools: studies show teacher retention in those schools is high, at 90%! By organising this annual celebration, we want to recognise their outstanding work and to thank them for their vision and dedication.

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Key hashtags

#Gen_E for all communications about the Entrepreneurship Festival
#CoYC21 about the Company of the Year 2021
#JAEEC21 about the Enterprise Challenge 2021
#RenderTheFuture when related to the pre festival campaign

Please tag us and our Lithuanian hosts!

JA Europe – [@JA_Europe](#) (Twitter), [@jaeurope](#) (Facebook), [@JA_Europe](#) (LinkedIn) & [@jaeurope](#) (Instagram)



JA Lithuania - [@Lietuvos Junior Achievement](#) (LinkedIn), [@JuniorAchievementLT](#) (Facebook) and [@jaunieji_antrepreneriai](#) (Instagram)

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