

# Introducing JA Europe

# An Introduction to JA

# This Is JA



As one of the world's largest youth-serving NGOs, JA Worldwide **prepares young people for employment and entrepreneurship.**

For 100 years, JA has delivered hands on, experiential learning in **financial literacy, work readiness, and entrepreneurship.** We create pathways for employability, job creation, and financial success.

Each year, our network of **over 450,000 volunteers** serves **more than 12 million students in over 118 countries.**

“JA is a wonderful model, which through providing a project-based, highly engaging, and relevant education, is helping students find their passions, grow their purpose, and realise their dreams.”

Richard Branson,  
Founder, Virgin Group



# 2019 in Numbers



12,000,000+

student  
experiences



162,000,000+  
contact hours



3,600+  
staff



88,000+  
schools



313,000+  
educators & teachers



463,000+  
volunteers

# JA's Competitive Advantage

**Global Reach  
Across 118  
Countries**

**Impact 12 million  
young people per  
annum**

**Educational  
Alignment and  
Capabilities**

**Commitment to  
Educational  
Equity**

**Ranked #7 Best  
NGO in the World**

**Leader in  
Entrepreneurship;  
Employability and  
Financial Literacy**

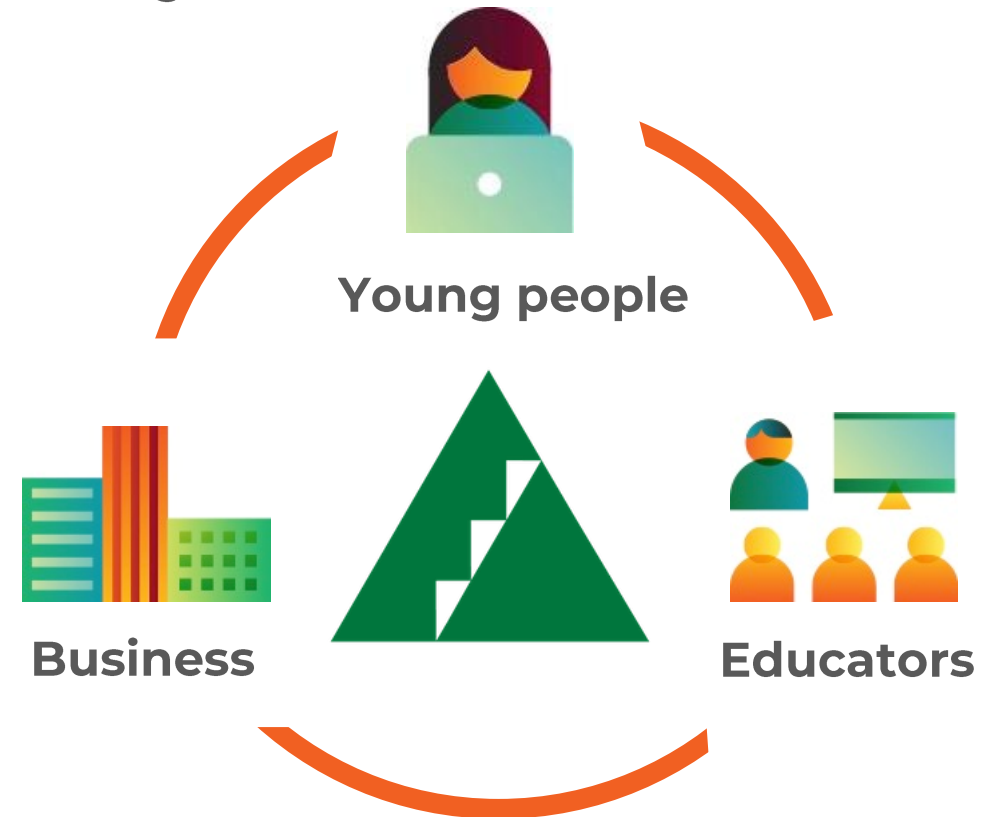
# JA's Experiential Upskilling Model

JA brings real-world work experience to the training. That's why all our programs are experiential.

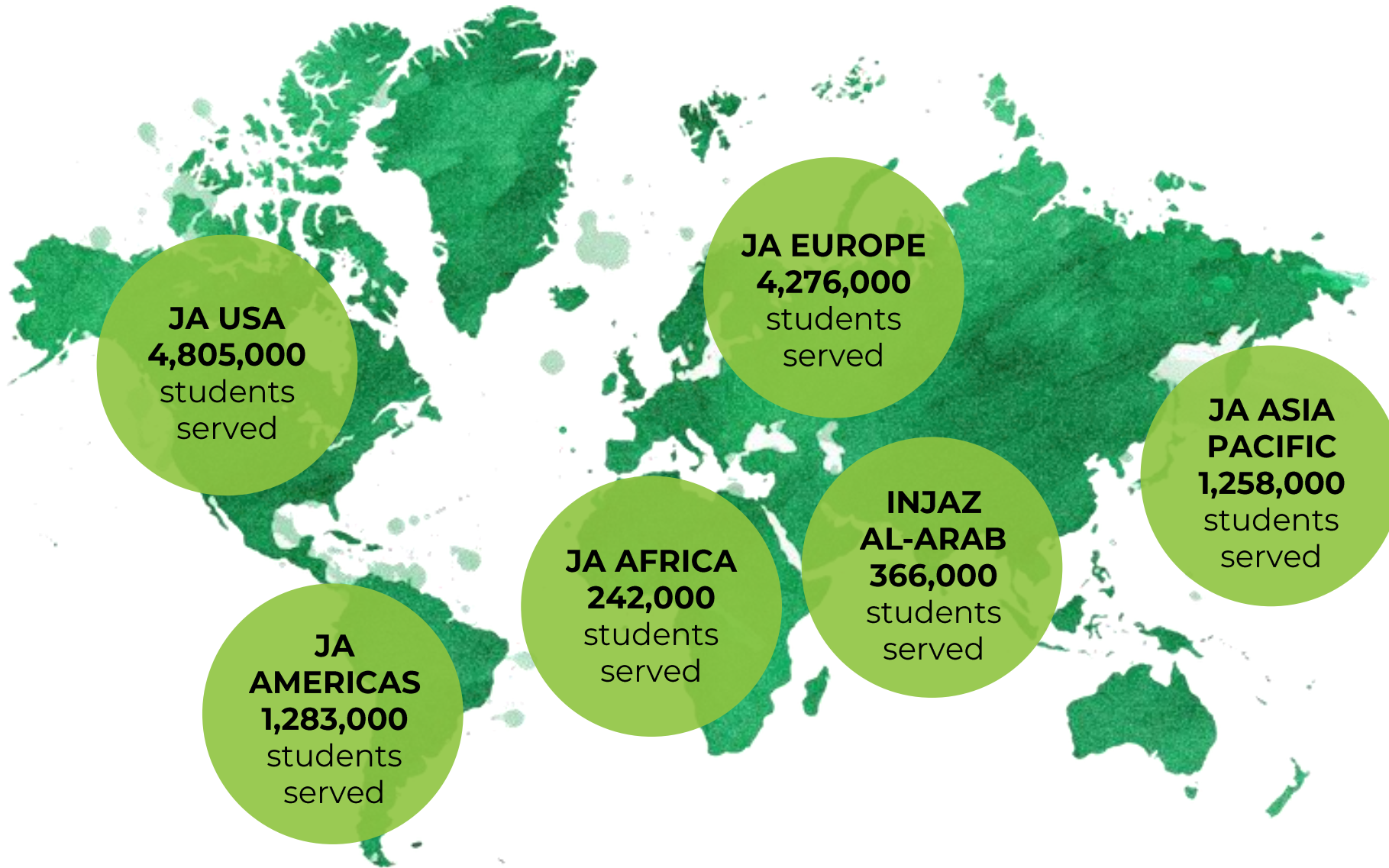
JA serves as **the nexus between the private sector, public sector, and young people**. We serve as a bridge for companies, organizations, and individuals who wish to be involved in the youth economic-development movement.

Our partners enable us to effectively execute our mission and, in turn, **JA enables our partners to collaborate in addressing socio-economic priorities, such as youth unemployment and enterprise creation.**

Whether through financial contributions, board participation, classroom volunteering, or virtual mentoring, **JA offers a collective ability to execute youth-empowerment programs and create a lasting, positive impact on the lives of young people.**







“Getting this kind of experience and respect—the people who build things, who create jobs—is very important for our country in particular and for every country in the world. The JA experience continues to shape young people for the future, and now all over the world.”

Donna Shalala,  
Former Secretary,  
Health & Human  
Services, US  
Government



# JA Pillars

# Skills Learned: Work-Readiness Pillar

JA's readiness programs mix technical training with critical soft-skills that prepare young people for the labour market. Whether job shadowing skilled mentors, testing their skills through digital experiences, or developing business solutions during technical and business challenges, JA students are prepared for the future of work. A special emphasis on NEETs to re-engage them to become productive citizens.



**Problem-solving  
and learnability**



**Communication,  
interpersonal,  
and social skills**



**Hard work,  
dependability,  
and teamwork**



**Integrity  
and ethics**



**Self-motivation  
and self-control**



**Positive attitude  
and positive  
Self-concept**



**Self-efficacy**

# Skills Learned: Financial-Literacy Pillar

JA's hands-on, role-playing financial-literacy programs expose young people to smart saving and investing, thoughtful spending and credit, the role of taxes, the value of employment and community involvement, and the opportunities of global trade.



**Money and risk  
management**



**Higher-order  
thinking**



**Adaptability**



**Negotiation**



**Resilience**



**Intuitive  
decision-making**



**Self-efficacy**

# Skills Learned: Entrepreneurship Pillar

Through JA's real-world entrepreneurship programs, students create real companies with real products, working as a team on product development, small-business finance, product marketing, and equity valuation as they launch their entrepreneurial careers.



**Goal orientation  
and initiative**



**Leadership and  
responsibility**



**Creativity**



**Teamwork**



**Perseverance**



**Resourcefulness**



**Self-efficacy**



**JA Europe**

# JA Europe in numbers

Our programmes reach this year 2019-2020



**3,864,575**

Young people



**140,519**

Teachers and educators



**95,848**

Business volunteers



**40**

Countries



# JA Europe Network Today



- Albania
- Armenia
- Austria
- Belgium FL (Vlajo)
- Belgium FR (LJE)
- Bulgaria
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Isle of Man
- Israel
- Italy
- Latvia
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK

## 41 Member Organisations across Europe

# JA Europe European Partners

## Institutional Partners



## Gold Partners



The full list of partners is available [here](#).

# JA Europe Board of Directors



**Adam Warby**  
Chairman

Avanade  
CEO Emeritus



**Michel De Wolf**  
Secretary of the Board  
/ Vice-chair

DGST Reviseurs  
d'entreprises  
CPA, Managing Partner



**Johan H Andresen**  
Member

FERD  
Owner and Chairman



**Helena Jansson**  
Member

FedEx Express  
Senior Vice President,  
Finance – International



**Maximilian Koch**  
Member

JA Alumni Europe  
President



**Christophe  
Leclercq**  
Member

EurActiv.com  
Founder, Euractiv media &  
Fondation Euractiv



**Nikolaas  
Baeckelmans**  
Member

ExxonMobil  
Vice President / European  
Union Affairs



**Thomas A. Bata**  
Member

Bata  
Global Chief Marketing  
Officer



**Jeff Bullwinkel**  
Member

Microsoft Europe Associate  
General Counsel and  
Regional Director of  
Corporate, Legal & External  
Affairs



**Stefan Limpens**  
Ex-Officio / Treasurer

Deloitte Accountancy  
Associate



**Laurence Morvan**  
Member

Accenture  
Chief of Staff to CEO  
Europe & CSR Officer



**Frits Scholte**  
Member

ManpowerGroup  
Chief Sales Officer, Global  
Head of Sales



**Grant S. Carson**  
Member

Citi  
Managing Director Regional  
Head – Global Subsidiaries  
Banking Group EMEA



**Irene Cervellera  
Micheli**  
Member

Angel Investor for start-ups



**Peter Daly**  
Member

AT&T  
Vice President, Customer  
Advocacy



**Anna di Silverio**  
Member

Avanade  
President Europe



**Martin Spurling**  
Member

HSBC Group  
Group General Manager &  
Chief Remediation Officer  
Latin America



**Shane M. Spyak**  
Member

Staff Vice President –  
EMEA Sales  
Delta Air Lines, Inc.



**Nuria García  
Schwab**  
Member

SVP Deputy Head EMEA  
MetLife



**Leonique van  
Houwelingen**  
Member

BNY Mellon  
CEO of BNY Mellon's  
European bank



**Henk Huisman**  
Member

NN Group  
Head of Public and  
Government Affairs



**Julie Linn Teigland**  
Member

EY EMEA Area Managing  
Partner and EY Global  
Leader – Women. Fast  
forward



**Argiris Tzikopoulos**  
Member / Chair of the  
Board of Executives

CEO of JA Greece



**Salvatore Nigro**  
Ex-Officio

JA Europe  
CEO

# Alignment With UN SDG's

The JA network helps companies to address Sustainable Development Goals (SDGs) in their interactions with the community. By implementing JA programmes every partner is actively contributing to the achievement of the following SDGs:



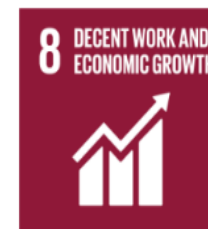
Empowering students from socio-economically fragile regions



Skills for the 21st century, content development, teacher's training, evaluation and impact assessment



Girls make up half, or more, of the finalists at JA Company of the Year competitions



JA students launch micro-startups that grow into sustainable small or medium-sized enterprises



Enabling young people to overcome the income gap and build a self-sufficiency



Inspiring solutions to the big societal challenges of today, especially the environmental problems of cities



Inspiring awareness of climate-related risks and opportunities for innovation



Building local partnerships with businesses, schools, governmental entities to maximize SDGs

# Snapshot of JA's Impact



84% of alumni said that JA connected what they learned in school to the real world. **88% of JA alumni also report that they are satisfied with their careers, compared to 48.7% of the general public.**



In Spain, **math test scores improved 20% as a result of participation in JA programs**, while absence from school dropped between 30% and 80%, depending on the JA program.



When compared to non-alumni, JA alumni are **40% more likely to become a manager** and 20% less likely to be unemployed.



# Citi Foundation & JA Europe

The Citi Foundation – JA Europe partnership, **#Pathways2Progress**, is focused on preparing today's young people to be the most employable generation yet. By partnering with JA Europe, the Citi Foundation supports 75,000 young people across 22 European countries to participate in JA's flagship entrepreneurship education programme, the JA Company Programme.

Throughout the year, these young people will be supported by more than 250 Citi volunteers who will coach and mentor them to take their business ideas from concept to reality. Citi mentors support student companies through their entrepreneurial journey in the JA Company Programme from creating business concepts to marketing and selling their products.

Each year, the “**Citi Foundation Client Focus Award**” recognises student enterprises that are client-led, and excel at creating value by listening to their clients. The award is presented at the JA Europe Company of the Year Competition.



Link to the recording available [here](#).

## Locations:

Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Luxembourg, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, Turkey and UK.

Citi Foundation



“The JA Europe Company Programme is highly effective at starting young people on their entrepreneurial journeys, and for providing the important skills needed to have successful futures. This is all critical if we are to achieve UN Sustainable Development Goal 8 – decent work and economic growth, and whilst not everyone that reaches the European final will become an entrepreneur, they leave the programme with a much broader career potential.”

**Rachael Barber,**  
**Head of Community**  
**Development EMEA, Citi**





# NN Group and JA Europe

For the 6th consecutive year, JA Europe and NN Group have partnered through the [Social Innovation Relay](#) to empower young people to tackle societal challenges by using innovation and entrepreneurship. Every year, we involve more than 10 000 students and 200 NN Group volunteers from across 10 countries.

A competition marks the final part of the Social Innovation Relay, an innovative programme designed to impact essential skills of secondary school students that underscores the important link between businesses and the society. Participating in the SIR allows young people to think like social entrepreneurs, gives them access to the latest technology and shows them that starting their own business can be a viable career choice.

Prior to the event, the participating teams were paired with NN mentors who connected with the best 20 teams in each country to help them develop concept papers that could be translated into feasible business ideas. The involvement of NN volunteers is a key component of the SIR programme, as they share knowledge and experience with students or give feedback and recommendations to improve the projects.

In addition, the programme offers the opportunity for students to make connections between theory and practice to solve social challenges. Through a combination of online and offline activities, the participants are able to develop entrepreneurial skills and become more responsible and aware of social issues in various sectors: education, health, social inclusion, living standards or sustainability.

## Locations:

Bulgaria, Czech Republic, Greece, Hungary, Japan, Poland, Romania, Singapore, Slovakia and Spain.



"The Social Innovation Relay is a great way of challenging young people to think of innovative ways to tackle societal problems. It is amazing to see such a high level of understanding of the different issues societies face. The technical, scalable and original way students of this young age think about solutions is applaudable. I congratulate all teams on their placement in the global final, and especially the top three for their outstanding achievement. I am sure a great future lies ahead of all of you"

**Emily De Laat,**  
**Programme Manager Future**  
**Matters Netherlands, NN Group**



# Arconic Foundation and JA Europe



**ARCONIC  
FOUNDATION**

Building on the success of the first two years of 'Inventing the Future' project, JA Europe and the Arconic Foundation are extending their collaboration for the period 2019-2021.

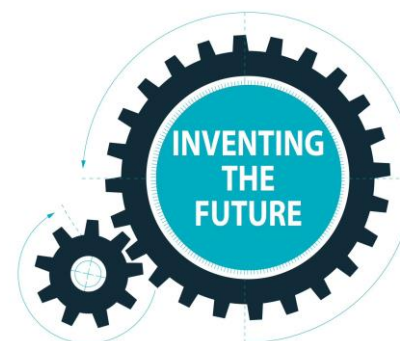
Through a blend of STEM (Science, Technology, Engineering and Mathematics) skills and entrepreneurship education, the objective is to bring a more intensive entrepreneurial learning experience to secondary and VET school students in four countries, with a special focus on the challenges and innovations of the manufacturing industry. The collaboration aims to support the importance of future workforce upskilling and reskilling in the manufacturing industry to boost competitiveness and job creation.

1,200 young people will participate in the JA Company programme (a year-long entrepreneurship education experience) and will have the possibility to certify the business, economic and financial knowledge, competences and skills developed during the year, by taking the Entrepreneurial Skills Pass™.

Students will close the year with an online competition on the newly developed JA Marketplace, where they will compete online for the Arconic Foundation 'Innovative Recycling and Reuse Award'.

## Locations:

France, Germany, Hungary, UK.



"It is truly inspiring to engage with young students and observe their passion, skills and teamwork to tackle major societal challenges. We look forward to continuing our Arconic Foundation partnership with JA Europe and further engaging with young Europeans on the future of manufacturing".

**Jasper Van Zon, Senior  
Director, Communications  
Europe and Asia in Arconic**

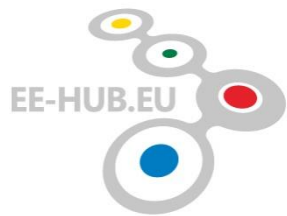
Press Release available [here](#).



# Unique European Initiatives



Supported by the European Commission the ESP certifies that JA students and alumni have the skills, knowledge and experience they need to start a business or get a job. So far 40 countries are offering the ESP. [www.entrepreneurialskillspass.eu](http://www.entrepreneurialskillspass.eu)



JA Europe is leading a Europe-wide network of experts in entrepreneurship education from research, NGOs, business, education, government and EU policy makers. So far 7 countries have launched EE-HUB activities at national level. [www.ee-hub.eu](http://www.ee-hub.eu)



JA Europe recognizes and rewards Europe's most entrepreneurial educational institution with The Entrepreneurial School Awards. In addition, it supports this platform of good practice for teachers where they can find more than 120 tools and methods to apply in the classroom. <http://entrepreneurialschool.eu/news/entrepreneurial-school-award-2559/>

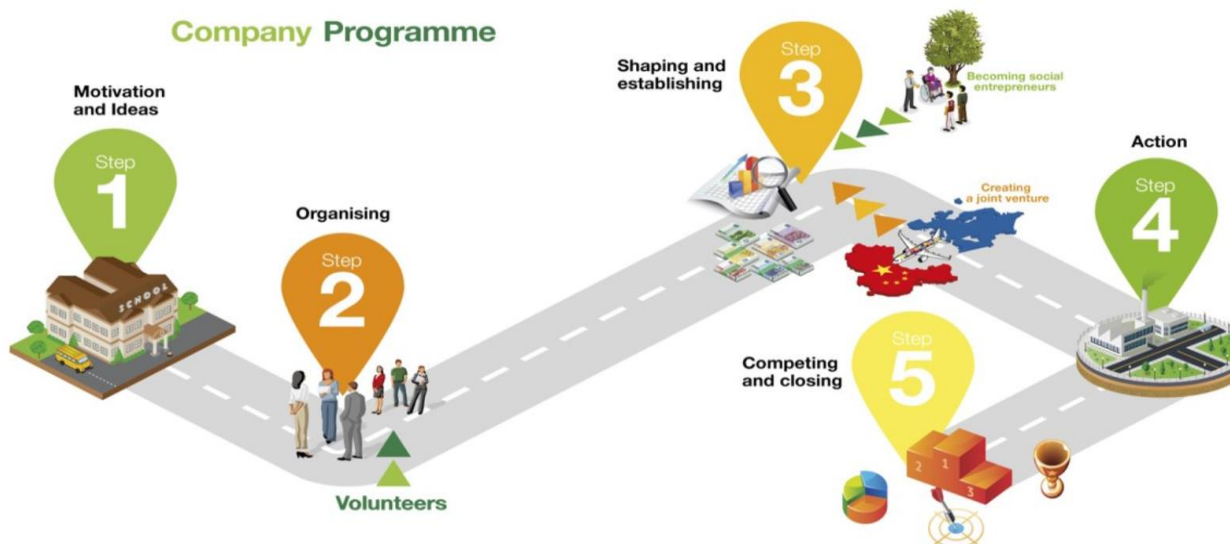
# JA Programmes & Activities

# JA Company Programme

Launched in 1919, the JA Company Programme offers students aged 15-19 the opportunity to learn how to move a business idea from concept to reality.

By challenging the students to solve a problem in their community through a business venture, the Company Programme unleashes their entrepreneurial spirit. Students experience running their own company (for one academic year), they discover first-hand how a company functions and gain an insight into how their talents could be used to set up a business.

By bringing business volunteers in the classroom to share their experience and mentor, students get a better overview of career opportunities, what skills are needed to succeed and they start to consider entrepreneurship as a potential career opportunity.



## Next step:

Entrepreneurial Skills Pass (ESP) certifies that JA students have the skills, knowledge and experience they need to start a business or get a job.



# Impact of the JA Company Programme



## Students:

- Have higher school motivation, go to school happier and more often (even when they are sick), and improve their overall performance.
- EE has a positive impact on learning in other subjects and supports development of all key competences for lifelong learning (no difference between mandatory or voluntary participation).
- Higher exposure (>100 hours) is correlated with better results.



## Teachers

- Closer, more respectful relationship with the students
- High-quality teacher training is still needed, especially for newcomers.
- Government and business sector
- Cooperation between education system and labour market needs to be strengthened (win-win solutions)
- Need of making entrepreneurship education a priority at the national level



## Parents

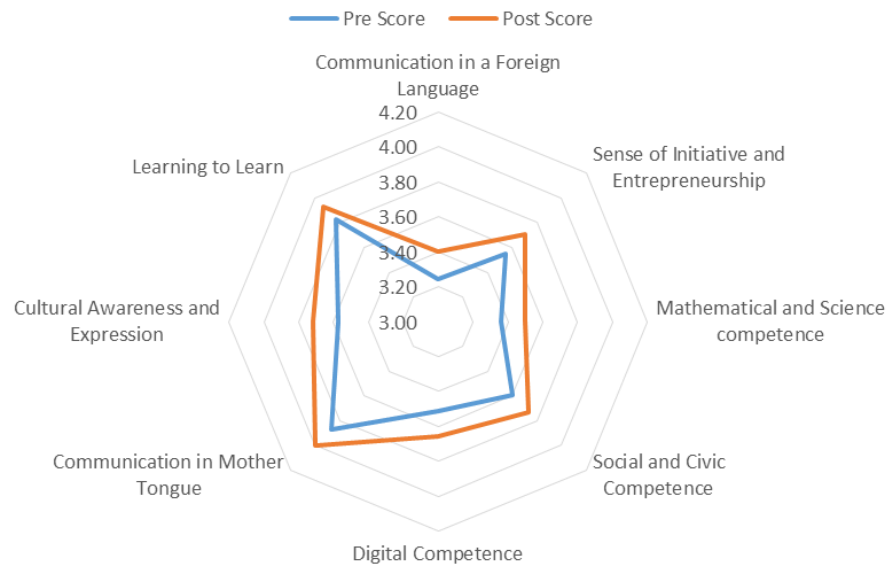
- Happy about the opportunity their children have to gain transversal skills and learn in a more practical and non-theoretical way but need to be properly informed and involved.



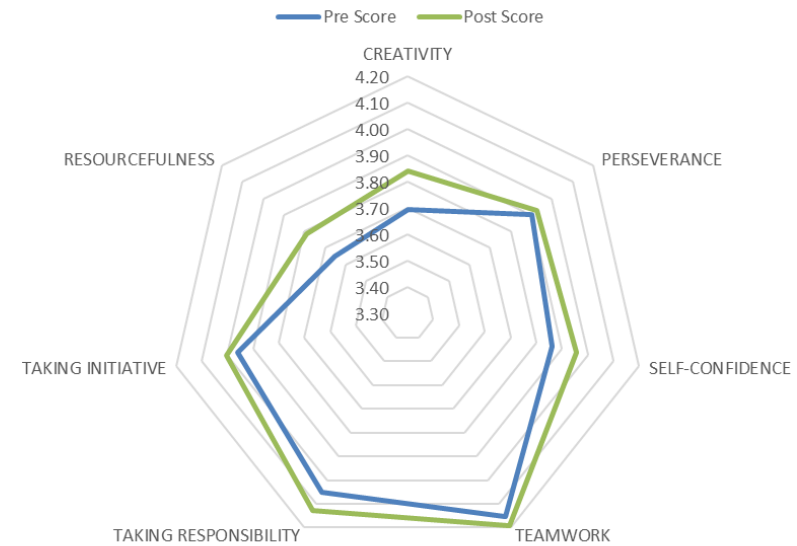
# JA Company Programme

## Impact on skills and competences

### HORIZONTAL AND TRANSVERSAL SKILLS



### ENTREPRENEURIAL COMPETENCES



The programme also has a positive impact on learning in other subjects and supports development of all key competences for lifelong learning.

# JA Europe Company of the Year Competition

**355,000 young entrepreneurs** (aged 15 to 19) are competing across 40 European Countries to win the [Company of the Year Competition](#).

A high-level panel of judges coming from different international companies will evaluate the 200+ finalists.

**30,000+**  
**Mini companies**

YOU MAKE THE WORLD CHANGE

**31<sup>ST</sup> JA EUROPE**

COMPANY  
OF THE YEAR  
COMPETITION



VIRTUAL COMPETITION

22 - 24 JULY 2020

Hosted by JA Portugal



## 2020 CoYC Speakers



**Prof. Marcelo Rebelo de Sousa**  
President of Portuguese Republic



**António Guterres**  
Secretary General of the United Nations



**Mariya Gabriel**  
European Commissioner for Innovation, Research, Culture, Education & Youth



**Paolo Gentiloni**  
European Commissioner for Economy



**Isabel Benjumea**  
Member of the European Parliament



**Carlos Moedas**  
Member of the Advisory Board of UNESCO "Futures of Education"



**Martin Kern**  
Director European Institute of Technology (EIT)



**Adam Warby**  
CEO Emeritus, Avast and Chairman JA Europe



**Luis Aguiar**  
President, Board of Directors JA Portugal



**Rui Teixeira**  
General Operations Manager, ManpowerGroup Portugal



**Leslie Rubio**  
Citi Country Officer, Portugal



**António Vidigal**  
CEO of EDP Innovation



**Johan H. Andresen**  
Owner & Chairman, FERD



**Salvatore Nigro**  
CEO of JA Europe



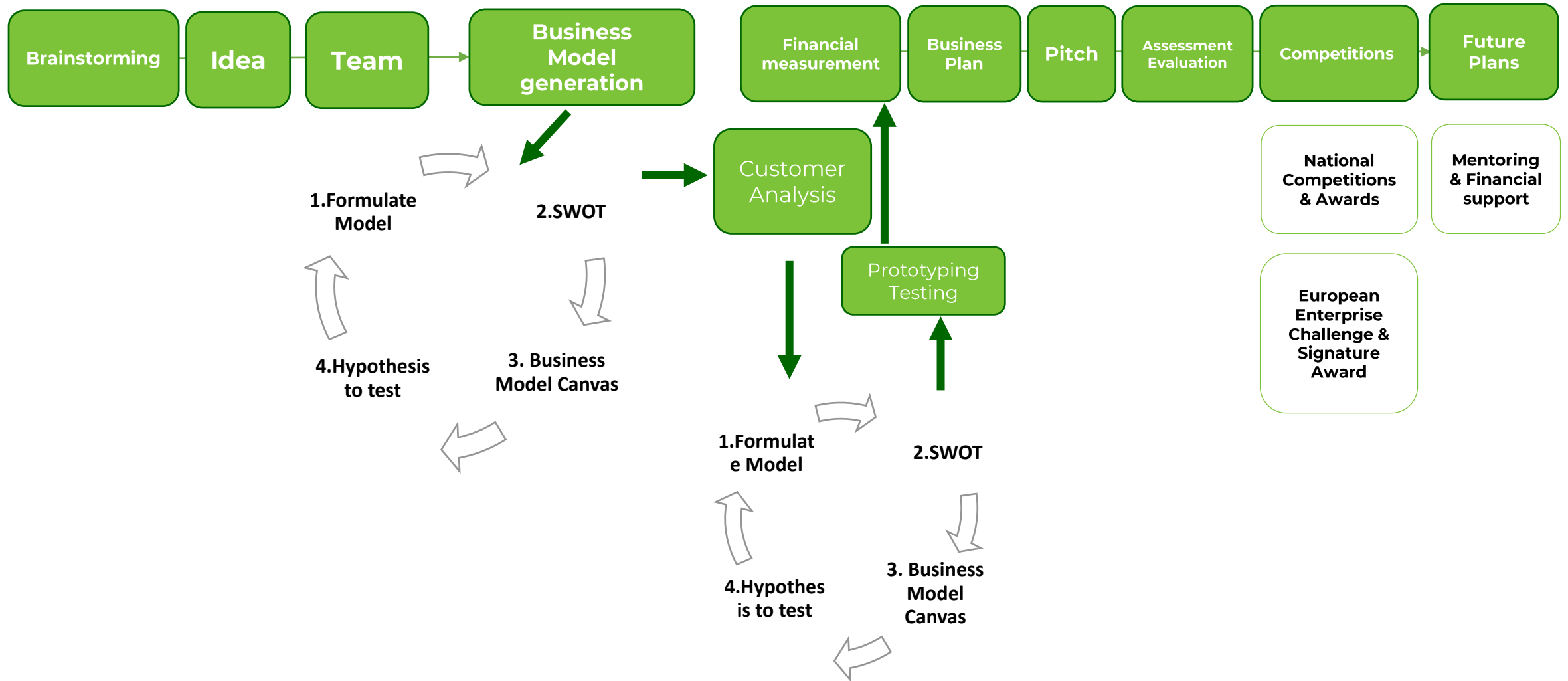
**Matúš Pravda**  
JA Alumni Europe

# JA Start-Up Programme



- **Target:** post-secondary students (19 to 30);
- Real opportunity of moving a business idea from concept to reality in 1 academic year;
- **20 countries** across Europe are implementing the programme;
- **17,000 university students** taking part every year at national and international level;
- **Over 400 universities and colleges** are participating in the programme this year;
- The programme is embedded in universities and uses innovation camps, mentoring, industry partnerships, award schemes and micro-grants.

# JA Start-Up Programme - model



# JA Europe Enterprise Challenge

The JA Europe [Enterprise Challenge](#) brings together the best European Start-Ups that won the national competitions in the participating countries.

During the event, a jury composed of business representatives and experts in entrepreneurship evaluates the start-ups, their value proposition (financial, social or cultural) and their potential to grow.

**2,500+** **Start-ups**  
**every year**



## Award presenters



Kyriakos Mitsotakis  
Prime Minister of  
Greece



Margaritis Schinas  
Vice President of the  
European Commission

# Skills-based Volunteering

Employees will be students' role models by participating as mentors, advisors, jury members or classroom presenters (some examples in the following slides).

## Benefits for the company and its employees:

- **Improve** communication to non-business-related audiences;
- **Increase** positive presence of the company in the community;
- **Better** the reputation of the company among its stakeholders;
- **Decrease** HR training costs of the company;
- **Enhance** presentation and teamwork skills;
- **Foster** the communication between different departments or countries;
- **Better** teaching/training skills;
- **Enhance** project management skills;
- **Increase** empathy and compassion.





# Jury Member (virtual and/or F2F)

This activity offers the chance to join a **high level jury panel** made of public authorities, business representatives and well-known experts at regional, national and international level. The role of the jury is to evaluate products and services that students' companies will present during the event and select the winner of the competition.

A jury member engagement includes listening to students' presentations and assessment, interacting with them via Q&A after each presentation and deliberating with the other jury members on the best idea according to the criteria.

## Microsoft Jury Members



Sylvie Laffarge  
Director of Philanthropies Europe Microsoft



Kate Margaret Barnes  
Strategic Partnerships Manager Philanthropies Europe Microsoft

## avanade Jury Members



Heba Ramzy  
Global Citizenship Senior  
Director, Avanade



Lise af Ekenstam  
Executive - Europe  
Marketing and Tech for  
Social Good, Avanade



Juan Bossicard  
Corporate Citizenship  
Manager, Avanade

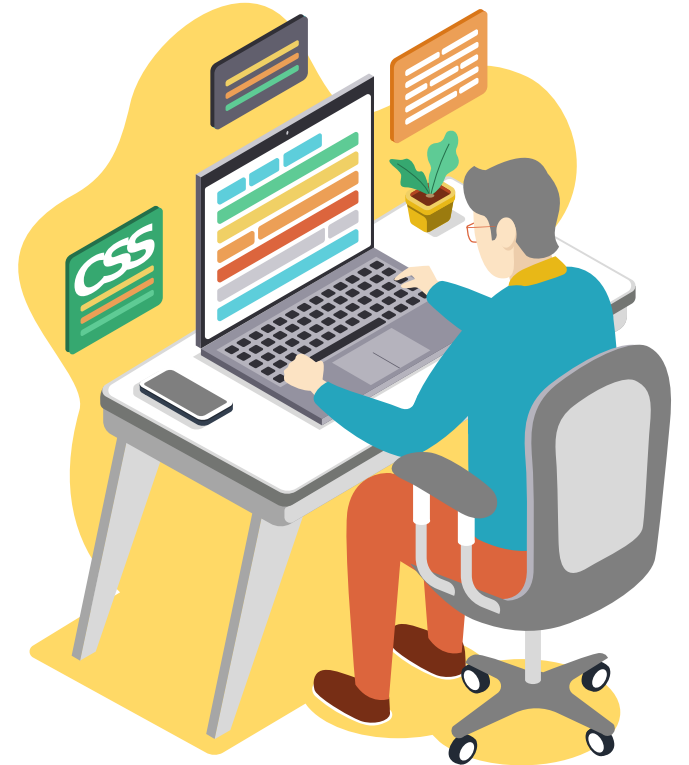


Toby Goldblatt  
Executive VP for Data &  
AI, Avanade

# Mentoring (virtual and/or F2F)

**Mentoring** is the possibility to share knowledge, skills and life experiences to guide JA students towards the next step in their education path and professional life. Nowadays, thousands of students would like to receive unique information to be better prepared for their future career.

You can be part of a journey of shared discovery, encouraging young people to develop their fullest potential.



# Masterclasses & Seminars (virtual and/or F2F)

Who would refuse the opportunity of learning from an expert?

This activity would like to offer to thousands of students participating to JA Programmes in Europe and beyond the chance to listen and learn directly from the best in the field.

The masterclasses, seminars and other in-class activities delivered by the partner will take place online or F2F and will allow students to engage directly with business volunteers through Q&A sessions and other activities.





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**[www.jaeurope.org](http://www.jaeurope.org)**

