



Lorax from Turkey wins BNY Mellon Future FirstSM Award at JA Europe Company of the Year Competition 2021

This year's JA Europe Company of the Year Competition featured a brand new BNY Mellon Future FirstSM Award, which went to the Turkish team Lorax – a company producing biodegradable water bottles as an alternative to plastic. Coming into contact with soil, the bottles dissolve and bloom thanks to the seeds placed between the different layers of packaging.

Vilnius, 15 July 2021 - The student team from Turkey founded a mini-company in the school year 2020-2021 and won [BNY Mellon's Future FirstSM Award](#) by creating a unique business solution to a pressing environmental challenge through the JA Company Programme. Its biodegradable, blooming water bottles constitute an alternative to plastic ones, which damage the ecosystem. When in contact with soil, the bottles dissolve in a few days, completely decomposing in three months. With its product, [Lorax The Company](#) demonstrated their commitment to building a sustainable company that delivers positive impact for all its stakeholders and showcases responsible business practices.

The award is part of JA Europe's partnership with BNY Mellon, which aims to encourage sustainable and responsible business practices, leveraging the use of technology and innovation in entrepreneurial education. Students aged 15-18 from all over Europe who participate in the [Company of the Year Competition](#) are given the opportunity to develop their ideas and enhance their digital skills.

Speaking on behalf of BNY Mellon, Leonique van Houwelingen, Chief Executive Officer of BNY Mellon's European bank said that:

"I am thrilled to see so many mini-companies involved in Gen-E putting the future first by focusing on sustainability. My advice to students is to keep focusing on building companies that deliver positive impacts for their community, the environment and stakeholders. Companies need to be financially, environmentally and socially sustainable to power success today and help safeguard the future."

"BNY Mellon and JA Europe have a joint ambition to invest into the future by empowering JA students to use their business idea to solve the most pressing environmental, social and governance (ESG) challenges", said Salvatore Nigro, CEO of JA Europe. *"Sustainability must be seen in the broadest sense by today's youth, and we want to encourage them to create companies that showcase responsible business practices and deliver positive impact for all their stakeholders",* he added.

#####

About Gen-E

[Gen-E](#) is Europe's largest Entrepreneurship Festival and a celebration of youth entrepreneurship and of the achievements of Europe's students, who showcase their cutting edge business ideas and are recognised with prestigious awards and special prizes. Gen-E is 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 challenge as an opportunity. A new Generation of Entrepreneurs, of heroes who change things and challenge the world for the better. Gen-E is organised by JA Europe, and this year hosted virtually by JA Lithuania.

About JA Europe

[JA Europe](#) is the largest non-profit in Europe dedicated to preparing young people for employment and entrepreneurship. JA Europe is a member of [JA Worldwide®](#) which for 100 years has delivered hands on, experiential learning in entrepreneurship, work readiness and financial literacy. JA creates



pathways for employability, job creation and financial success. Last school year, the JA network in Europe reached almost 4 million young people across 40 countries with the support of nearly 100,000 business volunteers and over 140,000 teachers/educators.

About BNY Mellon

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment and wealth management and investment services in 35 countries. As of June 30, 2021, BNY Mellon had \$45.0 trillion in assets under custody and/or administration, and \$2.3 trillion in assets under management. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). Additional information is available on www.bnymellon.com. Follow us on Twitter @BNYMellon or visit our newsroom at www.bnymellon.com/newsroom for the latest company news.

JA Europe press contact:

Minna Melleri: minna@jaeurope.org