



Wilma Care from Denmark wins Citi Foundation 'Client Focus Award' at JA Europe CoYC 2021

This year's Gen-E Entrepreneurship Festival wrapped up today with a prestigious Awards Ceremony to celebrate Europe's best mini-companies from 39 countries. Citi Foundation's 'Client Focus Award' recognising the student enterprise that better understood the world of its clients was amongst the 13 awards.

Vilnius, 15 July 2021 - Danish mini-company [Wilma Care](#) picked up this year's [Citi Foundation 'Client Focus Award'](#) with their innovative platform for nursing homes, which aims at connecting the resident's relatives and the staff as well as at bringing the nursing homes into the digital age. The award-winning company from Denmark creates the future of elder care by optimising the communication and coordination between all involved parts, using their full potential.

Upon winning the award, the students from Denmark said: *"The purpose of Wilma Care is to strengthen the dialogue between nursing homes and the families of the residents. When the COVID-19 crisis struck, we were told that we had to close our business, but we decided to prioritize our clients and we used those months to further develop the platform. Our strategy is to overcome existing barriers and come into as many nursing homes as possible, thus filling the existing gap in the market while bringing nursing homes into the digital age."*



The ['Client Focus Award'](#) is one of the eight signature awards offered to the Company of the Year Competition (CoYC) finalists, and a key component of Citi Foundation's Pathways to Progress initiative's collaboration with Junior Achievement Europe. Together, both organisations aim at helping more young people achieve their goals and be better equipped to face the challenges of the future. In 2020, a [short movie](#) about the JA Company Programme and the Entrepreneurial Skills Pass (ESP) was produced with the support of the Citi Foundation, with the objective to raise awareness around the positive impact of entrepreneurship education. The movie, featuring testimonials from students, teachers and Citi volunteers, was first streamed as part of the journey to the virtual [CoYC 2020](#).

Speaking on behalf of Citi, Head of Community Development, EMEA, Rachael Barber said: *"As we emerge from a global pandemic, European youth have shown determination to solve societal and environmental challenges with innovative ideas and services. The JA Europe Company of the Year competition provides the ideal outlet for these ideas in a learning environment."*

Supporting young people on this journey of discovery and development has never been more important, and we are encouraged by this year's entrants. Congratulations to Wilma Care, who demonstrated the perfect blend of client focus, understanding and entrepreneurial spirit."



"JA Europe is grateful to the Citi Foundation for its long-term commitment to support JA Company Programme students and focus their attention on the needs of the client", said **Salvatore Nigro, CEO of JA Europe**. "In today's context of disruption, the Citi Foundation's Client Focus Award demonstrates to the Gen-E the power of businesses' anticipation and innovation to meet the constantly evolving needs of customers".

Read more about Citi Foundation's partnership with JA Europe [here](#).

About Citi Foundation

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. They invest in efforts that increase financial inclusion, catalyse job opportunities for youth, and reimagine approaches to building economically vibrant cities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfil their mission and drive thought leadership and innovation. For more information, please visit: www.citigroup.com; <http://blog.citigroup.com>; and www.youtube.com/citi

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 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.

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