



ManpowerGroup's 'Ready for Work' award presented at JA Europe Company of the Year Competition 2021

As part of the [Gen-E European Entrepreneurship Festival 2021](#), ManpowerGroup, the leading global workforce solutions company and main HR partner of JA Europe, unveiled the latest winner of the 'Ready for Work' award during JA Europe's Company of the Year Competition 2021; hosted virtually by JA Lithuania.

[Shear Joy UF](#), a Swedish company operated by high school students as part of a course in entrepreneurship, is this year's recipient of the ManpowerGroup ['Ready for Work' award](#). Shear Joy's business model aims to reduce the amount of excess sheep wool produced in Sweden by creating a resale and wholesale market for use in gardening and plantation. This young company has already a large customer base throughout the area of Skaraborg in Sweden, and has formed partnerships with several resellers interested in their sustainability efforts.

The "Ready for Work" award is presented annually to a student team that best demonstrates skills such as ability, drive and learnability – the potential to grow and adapt to remain employable during our working life – and is one of the eight signature awards offered to the Company of the Year Competition (CoYC) finalists.

"If in 5 years we will have 65% of Gen-Z doing jobs that do not exist yet, it is our responsibility to support these young Europeans get ready for work", said Salvatore Nigro, CEO of JA Europe. *"We are extremely grateful to have our main HR partner ManpowerGroup help us in our mission to build a successful future for the next generation."*

This year's jury was comprised of ManpowerGroup Europe's Head of Learnability and Development Laura D'Amico and Michel Debruyne, Managing Consultant at ManpowerGroup's Talent Solutions division.

"What impressed us the most was not just the solid foundation they've established for their young business, but their hunger, drive and determination," D'Amico said. *"This may have been a school project, but they've demonstrated the ability and talent to turn their project into a long-term, viable and successful business. We can't wait to watch them get better in what they do, gain new skills and experience along the way and push their business to new horizons."*

As the winners of the 2021 'Ready for Work' Award, Shear Joy UF will receive a one-year mentorship programme delivered via ManpowerGroup Talents Solutions Expert and complemented with RightCoach™, ManpowerGroup's on-demand, virtual coaching program that delivers high-impact custom coaching sessions. The team will be paired with ManpowerGroup's coaches who will guide them in order to nourish their entrepreneurial mindset, better understand their behaviour and motivation, and fast track their learning skills.

"This is our moment and our social responsibility to deliver on our purpose, help young people build the skills needed to become employable, resilient and adaptable for the future"



of work and reshape a brighter, better future for workers,” said Riccardo Barberis, President of ManpowerGroup Northern Europe. “By investing in upskilling, training and mentoring for young people and helping them unleash their potential, we are building the next generation of future leaders.”

The CoYC 2021 Awards Ceremony marks the fifth of a seven-year-long partnership between Junior Achievement Europe and ManpowerGroup, spanning over 26 countries in Europe. Each year, the ‘Ready for Work’ Award recognises entrepreneurship and different aspects of work-readiness displayed by students during the competition. The award is part of JA Europe’s flagship [Company of the Year Competition](#), which gathers students aged 15-18 from all over Europe who have qualified at the national level after their participation in the year-long JA Company Programme. In 2020-2021, 330,000 students from across the continent participated in the programme, creating almost 30,000 mini-companies.

Read more about ManpowerGroup’s partnership with JA Europe [here](#).

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About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis and Talent Solutions – creates substantially more value for candidates and clients across more than 75 countries and territories and has done so for over 70 years. We are recognized consistently for our diversity - as a best place to work for Women, Inclusion, Equality and Disability and in 2021 ManpowerGroup was named one of the World's Most Ethical Companies for the 12th year - all confirming our position as the brand of choice for in-demand talent.

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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