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Educating and inspiring the next generation through enterprise and entrepreneurship: JA-YE will reach 5 million students by 2010



The Need

- Less than 5% of Europe's young people have access to education about business and entrepreneurship before age 18; yet studies have shown that exposure to such education at a young age doubles the potential for entrepreneurship later on
- The EU has one of the world's lowest rates of entrepreneurship—between 5-6%.
- Europe's education systems are struggling to meet the demands of the workplace;
- Young people entering the workforce may have strong technical and academic backgrounds, but companies complain that they lack important business skills such as problem-solving, team-work and creative thinking

Description

Junior Achievement-Young Enterprise Europe (JA-YE Europe) represents the largest network in Europe in the field of enterprise and entrepreneurship education. In 2007, in 40 countries, JA-YE organizations reached 2.7 million students in primary, secondary and post-secondary school.

Programme	JA-YE provides "Learning-by-doing" enterprise and economic education programmes for all age groups, from primary through to secondary school and early university
Target group	JA-YE programmes are designed for young people ages 6-25 and are implemented through a partnership between local businesses and schools
Coverage	40 European Countries

JA-YE Europe's source of strength lies in the large numbers of young people participating in JA-YE programmes at the local level. Over the last five years, JA-YE programmes on the ground have reached more than 5 million young people. Studies have shown that within 10 years, 29% of JA-YE secondary school graduates will have successfully started their own business and thousands more will find their employability has significantly increased. The JA-YE Company Programme is recognised by the European Commission Enterprise Directorate General as a 'Best Practice in Entrepreneurship Education'.

One of the most powerful elements of the JA-YE approach is the engagement of business people in everything we do—as classroom volunteers, experts, judges, coaches and mentors. JA-YE Europe's member companies come from a variety of sectors and do business across the continent. They are CSR leaders and passionate believers in the importance of "giving-back" as role models in the community and as investors in education. The combination of their strength and connections with JA-YE's presence and impact 'on the ground' creates more and more powerful learning opportunities for students as well as teachers every year.





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The Strategic Advantage for the partners:

<ul style="list-style-type: none"> ▪ Reach out to young people while they are still in school ▪ Apply corporate expertise and competence 'outside the box' and for the benefit of the community ▪ Raise awareness of CSR priorities 	<ul style="list-style-type: none"> ▪ Support projects which are sustainable and which will grow ▪ Engage employees in a way which is personally and professionally rewarding ▪ Join a vast network of institutional and community contacts in multiple markets
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Added value:

- **Competent curriculum development expertise** in place to adapt and localize the programmes for use in classrooms and communities across the continent. The programmes are easily multiplied, there is content for every age-group, and they are sustainable because they are supported locally
- **High quality materials with relevant content which are updated at least every 3 years.** Materials are currently available in all the appropriate languages



- **Cost effective business model:** the average cost per student per year across Europe is approximately 30-40€ at this time; the average takes into account low and high cost countries as well as long versus short programmes
- **Built-in systems for engaging both business people and educators in the classrooms:** 88007 volunteer business advisers and 69676 teachers were the backbone of our efforts in 2007. We strive, as far as possible, to involve business people directly in the teaching process as volunteers. This is one of our key measures of programme quality and is a huge part of what our member organisations are doing on the ground every day. At the same time, we train teachers to take advantage of this outside expertise and to use "learning-by-doing" methods in their classrooms
- **Scale and scope:** our goal is to reach at least 5 million students by 2010. Each country takes a nation-wide approach. Programme impact comes from the close working relationships we establish with education authorities (access to schools) and the private sector (access to business volunteers).
- **Sustainability:** JA-YE organisations are supported by multiple founders from both private and public sectors. This assures long-term sustainability as well as a dynamic and innovative approach to the programmes
- **Reputation:** JA-YE is well respected among NGOs and educators for the calibre and scalability of its programmes. Its events for students and various publications and research projects are a testament to the impact these programmes have on young people



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Sign-up for a JA-YE Orientation in your area

Location preference: _____

Language preference: _____

Contact information: _____

Option A)

Focus: developing young people's entrepreneurship skills and teaching them how to manage a business

- Mini-Companies for students aged 16-25
- Business Volunteer serves as Mentor, Coach, Facilitator
- Interest and expertise in business areas such as management, marketing, IT, production, finance are an advantage
- 3-10 visits to the school (1 visit = 50 min classroom session)

Local JA-YE Organization provides materials, training and orientation to all volunteers as well as support.



"The JA-YE Company Programme was an excellent opportunity to try out running a business. Going through the aspects of company formation, accounts, business planning, sales and marketing was a great experience. If it wasn't for JA-YE I would never have started my own business so early", said Anders Riedel, founder of 2proceed, Denmark.

Option B)

Focus: developing young people's understanding of the world around them and how it works. Life aspirations; skills development; enterprise activities. Emphasis on creativity, learning-by-doing, economic/financial literacy.

- Primary School Programmes for students aged 6-15
- Business Volunteer serves as classroom visitor/presenter
- No specific expertise in business is required
- 2-6 visits to the school (1 visit = 50 min classroom session)

Local JA-YE Organization provides materials, training and orientation to all volunteers as well as support



"I love being an adviser - you get asked a million weird and wonderful questions. It's a bit daunting when you see all their little faces looking expectantly at you but it gave me a real buzz when I did a review at the end of the sessions and they remembered what I'd spoken to them about! Each time we recapped the session it demonstrated what they'd learnt and that they had gained new knowledge", said Niloufer Patel - HR Administrator, Cadbury Schweppes plc.



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JA-YE Partners:

- American Express
- The Bata Shoe Foundation
- Citi Foundation
- Clifford Chance
- Danfoss
- Egon Zehnder International
- Ernst & Young Global
- Euractiv.com
- Eurogentec
- European Commission
- Ferd Holdings
- General Electric
- Hewlett Packard Europe
- Interel
- Microsoft
- Nokia
- Oracle
- ST Microelectronics



Francesco Vanni d'Archirafi, Chairman JA-YE Europe and Chairman Citibank Europe and Deborah Mur, Citi France with the winners of the JA-YE Company of the Year Competition "Know It"

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