

JA Works

We **inspire** and prepare **young people** to succeed in a global economy. We teach students how to start businesses that create **jobs**. Teach **entrepreneurial** values that strengthen workplaces. Teach skills to generate wealth, and manage it.

We believe in the **boundless potential** of young people. We share their **passion for excellence**, respect their **talents** and **creativity**, celebrate their **honesty** and **integrity**, harness their desire for **collaboration**, and create opportunities for **hands-on** learning.

JA Core Content

Skills for Employability

- High youth unemployment puts the financial future of an entire generation at risk. JA answers with cutting-edge skill-building opportunities that enable young people to find meaningful, productive careers.

JA alumni are 25% less likely to be unemployed, and they earn an average income 50% higher than non-alumni.

Entrepreneurship

- Job growth is stagnant. JA answers with programs that spark the entrepreneurial spirit and teach the practical, day-to-day skills required to run a viable, long-term business.

JA alumni are 50% more likely to open their own businesses than non-alumni.

Financial Literacy

- Financial independence, home ownership, and retirement are increasingly out of reach. JA answers with real world training in budgeting, spending, investing, and responsible use of credit.

JA alumni are 75% less likely to spend more than they earn.

JA Global Footprint

10,230,680 Youth Served in 2013

United States*
4,403,547

Europe*
3,248,843

Asia Pacific
806,967

Middle East &
North Africa
358,042

Americas
1,193,285

Africa
219,996

* 2014 -- US: 4,552,096 up 3.4%;
Europe: 3,212,389, down 1.1%

JA Classes
393,158

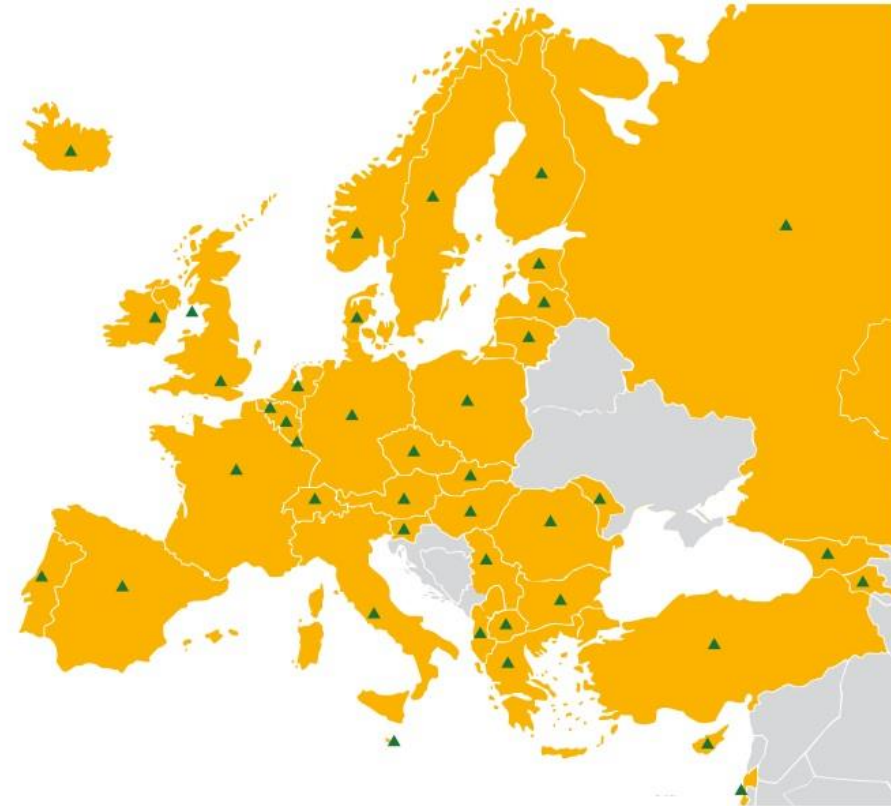
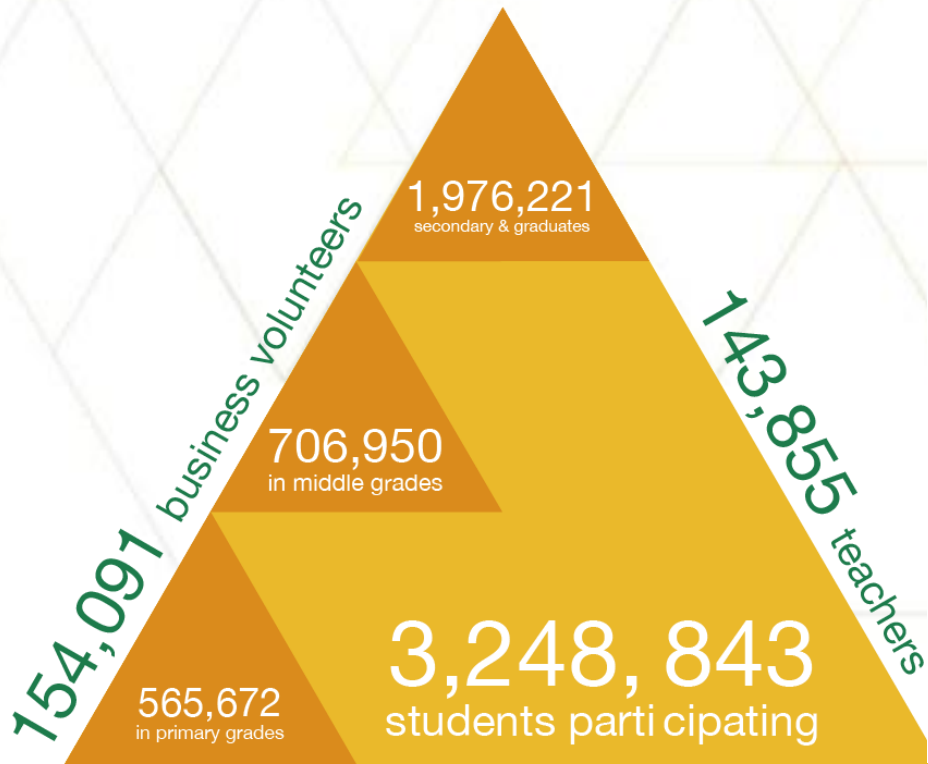
Volunteers
435,523

Contact Hours
161,266,679

Sponsorship
\$280M Raised Globally

JA-YE Europe

The JA-YE Europe network inspires and prepares young people to succeed in a global economy.



Why Support JA

- Excellent form of personal development for staff;
- Enhanced presentation and communication skills for business volunteers;
- Increased employee engagement and staff retention;
- Establish a profile of corporate responsibility in the local community;
- Helping develop work readiness among young people;
- Access to training and the opportunity to immediately start putting your newly acquired skills into practice;
- Providing role models, encouraging "at risk" young people to stay in education.



For every \$ 1 invested in Junior Achievement,
\$45
is returned to society.

Impact future generations today.

Junior Achievement has a tangible, positive effect on Canada. The Boston Consulting Group calculates that Junior Achievement creates an annual return of \$45 for every one dollar spent, in terms of societal prosperity by helping youth stay in school, create new companies, define personal success and ensure better financial decisions.

To learn more about Junior Achievement's impact or to invest in Canada's youth, please call **1 800 265-0699** or go to www.jacan.org.

Are you an Achiever? Share your story at facebook.com/JA.


Work Readiness | Entrepreneurship | Financial Literacy

«La mini-impresa di studenti è uno strumento pedagogico basato sulle esperienze pratiche acquisite gestendo un progetto completo di impresa, che comporta interazioni con l'ambiente esterno, vale a dire il mondo economico o la comunità locale».

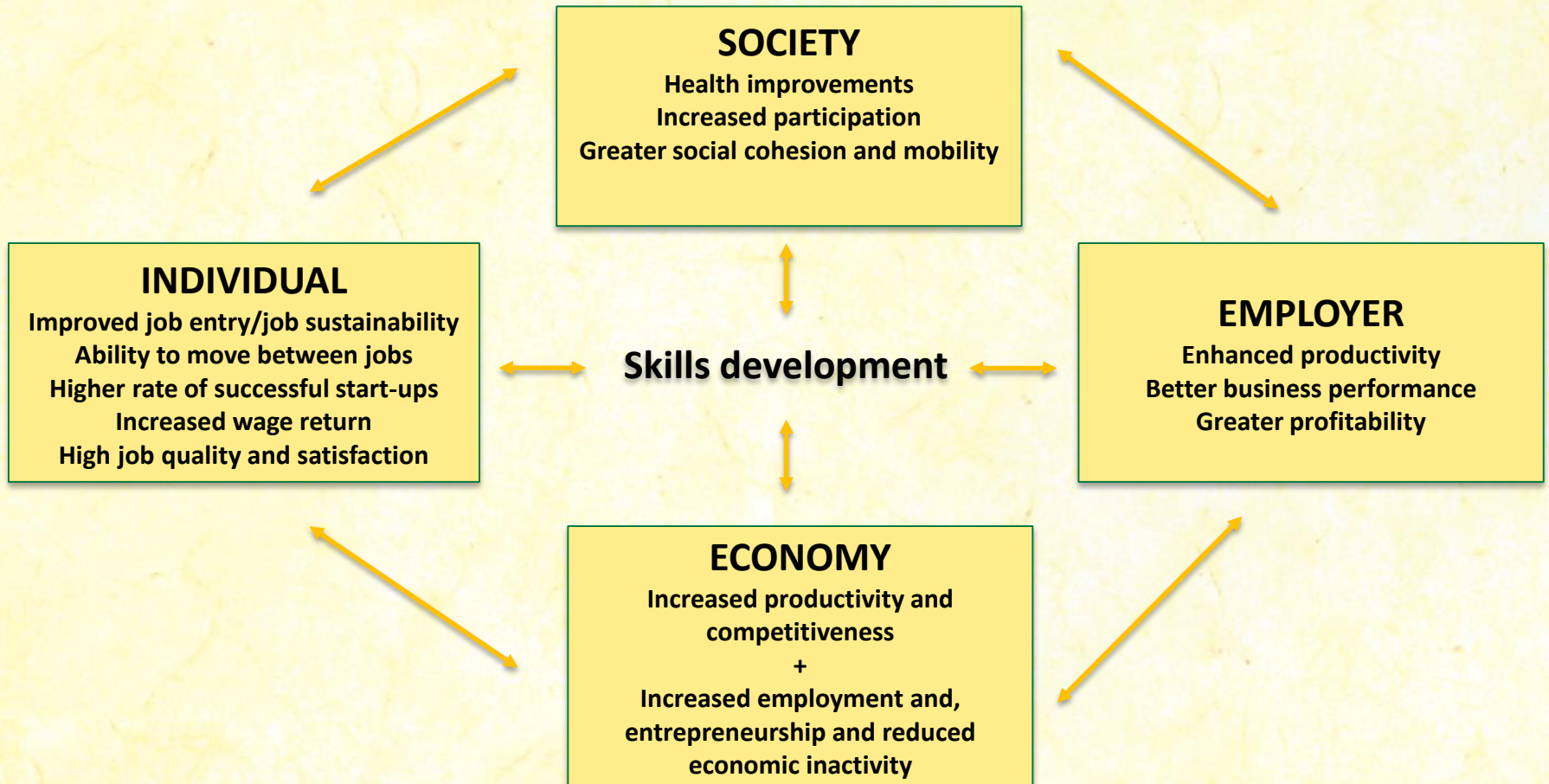
Gli studenti sviluppano un'attività economica reale gestendo la propria società, anche se in un ambiente protetto e a fini pedagogici.

Veicolando l'apprendimento di competenze imprenditoriali la mini-impresa di studenti è **la più efficace strategia educativa di lungo periodo per la crescita e l'occupabilità dei giovani.**

Fonte: Mini-impresse nell'insegnamento secondario (Commissione Europea, Direzione Generale Impresa e Industria, Settembre 2005)



THE BENEFIT OF THE SKILLS



Country Overview: Italy

JA Italia

Funded in 2002

58,500 students enrolled in 2012-13

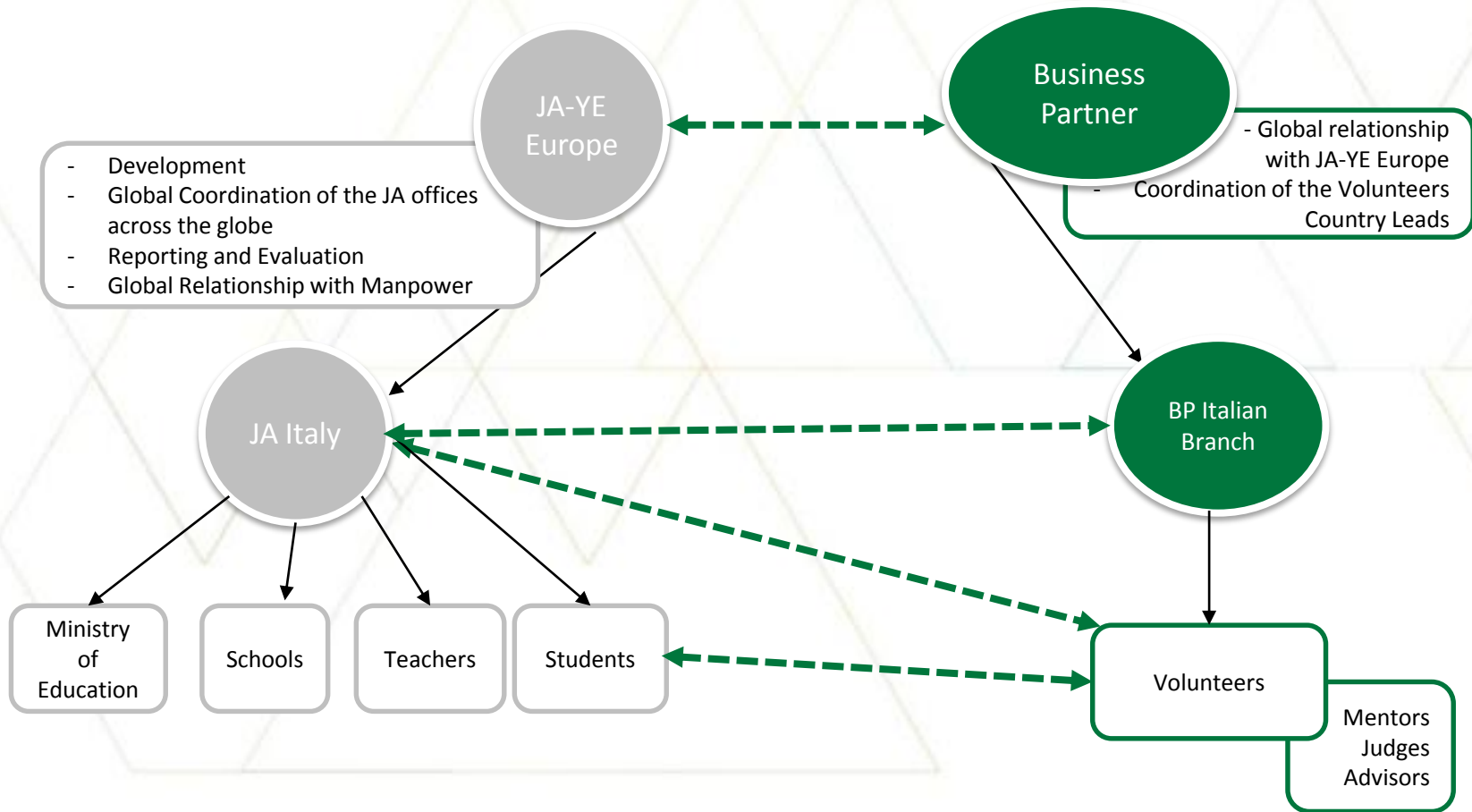
520 Business volunteers

15 different programmes in Primary, Lower Secondary, Secondary and Tertiary education

- Watch a video about [JA Italia](#)
- Find out more reading the [Manifesto for Entrepreneurship Education](#)
- www.jaitalia.org



Our working model



NOTE: this model is replicated in all the countries we decide to work with.

EwB Partnership

- Joint venture company
- Import – export
- Coordinate product/service development/ outsourcing
- Exchange visit with an entrepreneurial content

32 countries

30 000 students

2 790 teachers

943 business volunteers, advisors and mentors

1 799 mini-companies

856 joint-ventures





In partnership with European Commission

The Entrepreneurial Skills Pass (ESP)
is a **unique and new qualification** that
proves students (16-18 years old) have had
a **real entrepreneurship experience** and have the necessary
knowledge, skills and competences to start a business
or be **successfully employed**.

e s p
entrepreneurial skills pass

Entrepreneurial Skills Pass CERTIFICATE

Name and Surname _____

Has successfully completed the Entrepreneurial Skills Pass:

- A practical entrepreneurial experience (1 school year)
- An assessment of entrepreneurial competences (pre-mid-post)
- An examination of business, economic and financial knowledge (1 hour - online test)

The Entrepreneurial Skills Pass is an international certification, coordinated by members of the Junior Achievement - Young Enterprise (JA-YE Europe) network across Europe. Successful candidates have gained the necessary knowledge, skills and competences to start a business or to be successfully employed.

DD/MM/YYYY

Stefan Crets
Stefan Crets
Executive Director
CSR Europe

Arnaldo Alruzzini
Arnaldo Alruzzini
Secretary General
EUROCHAMBRES

Caroline Jenner
Caroline Jenner
Chief Executive Officer
JA-YE Europe

Project co-funded by
Lifelong Learning Programme

Date of Birth: 00/00/2000 Student Code: ABCDEFGH

1-YEAR
in
SCHOOL

BUSINESS EXPERIENCE

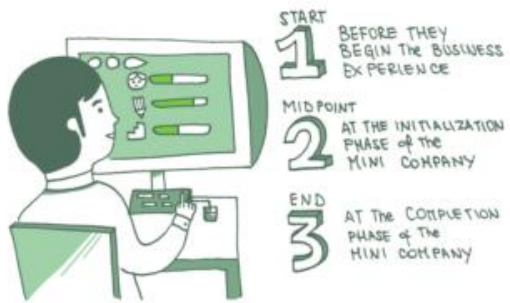
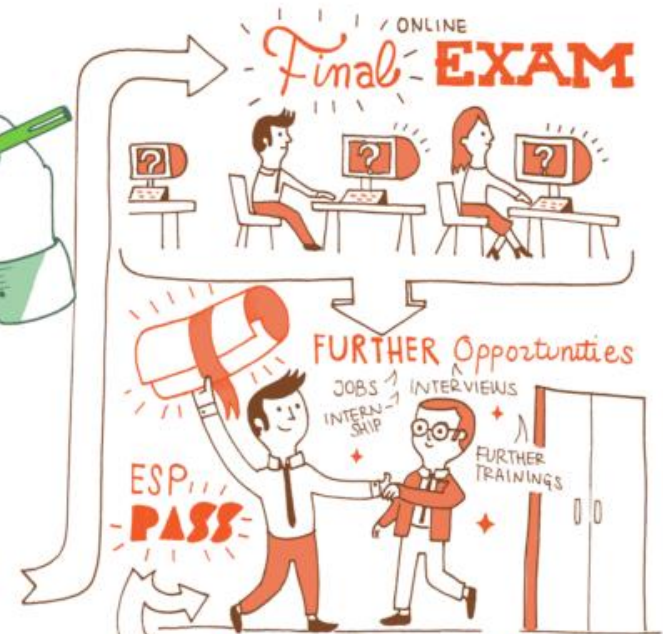


SELF-ASSESSMENT

- CREATIVITY ✓
- SELF CONFIDENCE ✓
- TEAM WORK ✓
- RESOURCEFULNESS
- PERSEVERANCE
- TAKING RESPONSABILITY
- TAKING INITIATIVE



entrepreneurial skills pass



What ESP requires

LEARNING OUTCOMES

Company Programme *Experience*

- **Company structure and roles:** *I know how companies are structured*
- **Idea generation and business opportunity:** *I know how to evaluate an idea and how to turn it into a business opportunity*
- **Customer/User Focus:** *I understand why customer/user focus is so important for an entrepreneur*
- **Marketing Strategies:** *I can explain the concept of marketing and I know there are various marketing tactics techniques and resources*
- **Business Plan:** *I am able to create a business plan*
- **Design and Production:** *I am able to coordinate the production of a product or the implementation of a service*
- **Sales strategies:** *I am able to identify effective sales strategies*
- **Financial literacy:** *I understand the financial aspects of entrepreneurship and how a business generates profit.*
- **Presentation technics and communication skills:** *I know how to present my idea to possible stakeholders*

Self-Assessment *Competence*

- **Creativity:** *I have ideas and I am creative*
- **Self-confidence:** *I feel confident about myself*
- **Taking initiative:** *I am able to take initiative*
- **Teamwork:** *I can work in a team*
- **Resourcefulness:** *I have the resources to deal with the influence of external factors and I can take an action accordingly*
- **Perseverance:** *Despite difficulties, I am able to persevere towards the achievement of my goals*
- **Taking responsibility:** *I am conscious of my actions and take responsibility for them*

ESP Exam *Knowledge / Skills*

- **General understanding of organizations** (*entrepreneurship; Vision, mission and ethics; structure; leadership, competence in a team; value of ICT, personal development*)
- **Main steps and legal requirements** (*Business life cycle, starting up, operating, liquidation, IPR*)
- **From the idea generation to the market** (*idea generation, business opportunity, kinds of innovation, market research, selling strategies, marketing strategies, internationalization, business plan*).
- **Financial Resources & Budgeting** (*funding opportunities, costing and pricing, budget and financial analyses, key terminology*)

Offering young people a PASS to further opportunities

Further Training

The link between succeeding at school and obtaining a successful career is strong. Companies endorsing ESP are available to provide students further professional training (e.g. about how to apply for a job), to organise career insight workshops (e.g. about career choices), and to offer financial assistance to support the access to tertiary education, broadening students horizons and future potential.

Professional Training

Career insight

Scholarships

Work Experience

Internships, apprenticeships and jobs all involve employers offering young people a chance to learn about working life. The objective is to give ESP students an on-the-job opportunity enabling them to experience a particular career, to build confidence, to strengthen their skills, to create a network of contacts, and to gain recognition for their effort.

Internships

Apprenticeships

Jobs

Start-Up

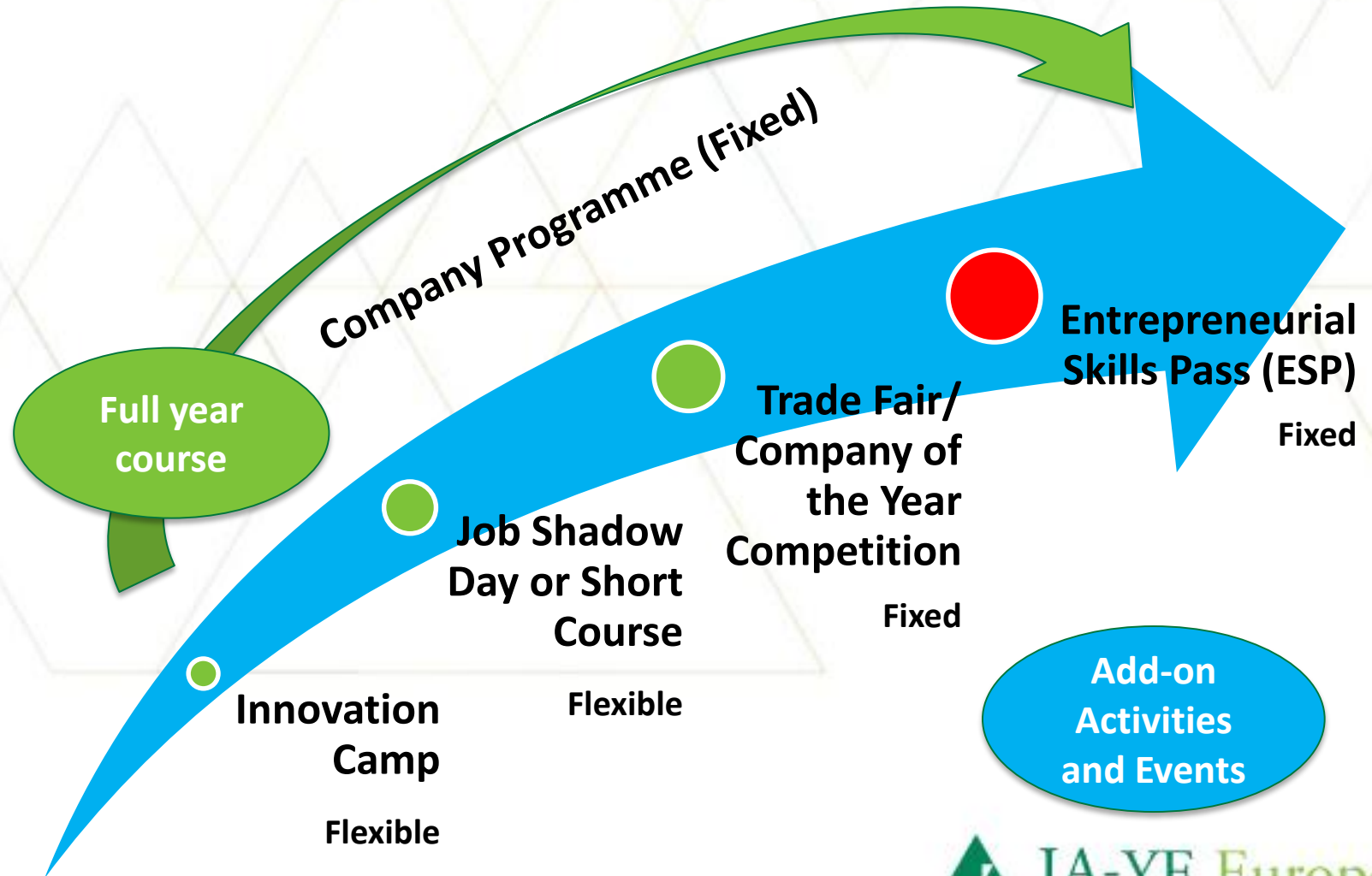
For students who want to start their company, it is important to evaluate the potential of their idea, to get financial support and to access further business assistance. Companies endorsing ESP can provide coaching and guidance designed to help students running their own company; financial support to start-up; and give access to business incubators and accelerators.

Mentoring

Financial Support

Access to incubators

360° Package of activities



Skills Based Volunteering



Classroom Volunteers

- “short” programmes 5-6 weeks, roughly 1 visit per week for 1 hour



Coach or Mentor, possibly “e-Mentor”

- “Long” programmes from Sept to June with regularly scheduled visits and possibly



Leader

- Job Shadow or Leaders-for-a-Day actions (one day)



Advisor

- One-day event such as Innovation Camps



Member of the jury

- Senior People at national or international competitions or innovation camps (generally 1 or 2 days)

✓ **Motivated** about helping young people to succeed

✓ **Enthusiastic** about a partnership between Manpower and JA

✓ **Able** to share **personal and professional experiences** with students

✓ **Leadership** skills

✓ **Flexible**

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