



YEAR IN REVIEW

EXECUTIVE SUMMARY



ABOUT US

“We believe that we must do everything we can to help young people move successfully into the economy.”

– Jo Deblaere, Chairman, JA Europe, COO, Accenture



Mission

We inspire and prepare young people to succeed in a global economy.

Values

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 Europe is the European Regional Operating Centre for JA Worldwide®.



“Addressing youth unemployment depends on how many young people have access to entrepreneurship education and the quality of cooperation between the education and business communities.”

– Caroline Jenner, CEO, JA Europe



FOREWORD



*Jean-Claude Juncker,
President of the European
Commission*

Helping entrepreneurs to stimulate our economy

As President of the European Commission, I am determined to work to deliver jobs, growth and investment. The kind of growth that won't be built on a pile of debt for the next generation to pay off; but based on the "virtuous triangle" of investment, structural reform and fiscal responsibility.

I know that – in practice – it is often young, innovative enterprises that create jobs: the smaller businesses who are the backbone of our economy. And I want to support you.

Entrepreneurs in Europe already benefit from the EU single market—offering the freedom to travel or operate across borders. They also benefit from specific programmes like Erasmus for Young Entrepreneurs. But I want to do more.

The online world — the source of much of today's innovation and entrepreneurialism —still faces many barriers, from copyright rules to roaming charges: I want to bring down those barriers for a Digital Single Market. I want to see a Migration Policy that means Europe can meet shortages of skilled workers, and attract global talent. I want a Capital Markets Union that means entrepreneurs and businesses of all sizes can benefit from more diverse funding – like venture capital and private equity. And I am committed to delivering an Investment Plan worth €315 billion, focused on the infrastructure that European citizens and businesses need for their future.

I believe these will make Europe a better place to innovate, invest and grow a business: so Europe returns to strong and sustainable growth, as a continent that is competitive and creating jobs. But I also know that Europeans need the skills, awareness and spirit to succeed as entrepreneurs. I congratulate JA for continuing to provide them with it.



*Taavi Rõivas,
Prime Minister of Estonia*

JA programmes prepare for success

As an alumnus I know from first-hand experience the benefits of Junior Achievement (JA) entrepreneurship programmes. In the mid-nineties I participated in the programme with two classmates. It was valuable experience, which probably played its part, that after finishing Tallinn Secondary Science School I went on to study economic sciences in University of Tartu. Moreover, two of my former JA Company Programme business partners have also gone on to fruitful careers. One is now a successful lawyer in London, UK, and the other is the founder and CEO of a highly prosperous Estonian enterprise. Therefore I can attest, through personal experience that JA programmes grow enterprising youth. It is an organisation that truly inspires and prepares its students to succeed.

OUR NETWORK



Albania
Junior Achievement Albania
www.junior-albania.org

Armenia
Junior Achievement of Armenia
www.jaarmeria.org

Austria
JUNIOR Enterprise Austria
www.junior.cc

Belgium LJE
Les Jeunes Entreprises
www.lesjeunesentreprises.be

Belgium VLAJO
VLAJO
www.vlajo.org

Bulgaria
Junior Achievement Bulgaria
www.jabulgaria.org

Cyprus
JA Cyprus
www.jacyprus.org.cy

Czech Republic
Junior Achievement Czech Republic
www.jacr.cz

Denmark
Danish Foundation for
Entrepreneurship – Young Enterprise
www.ye.dk

Estonia
Junior Achievement Estonia
www.ja.ee

Finland
JA-YE Finland
www.ja-ye.fi

France
Entreprendre pour Apprendre
www.entreprendre-pour-apprendre.fr

Georgia
Junior Achievement Georgia

Germany
Junior Germany
www.juniorprojekt.de

Greece
Greek Youth Entrepreneurship
Association – JA Greece
www.sen.org.gr

Hungary
Junior Achievement Hungary
www.ejam.hu

Ireland
Junior Achievement Ireland
www.juniorachievement.ie

Isle of Man
Junior Achievement Isle of Man
www.jaiom.im

Israel
Young Entrepreneurs Israel
www.yazamim.org.il

Italy
Junior Achievement Italy
www.junioritalia.org

Latvia
JA Latvia
www.jal.lv

Lithuania
Junior Achievement Lithuania
www.lja.lt

Luxembourg
JA-YE Luxembourg
www.jonk-entrepreneuren.lu

Macedonia
Junior Achievement Macedonia
www.jamacedonia.org.mk

Malta
Junior Achievement - Young
Enterprise Malta
www.youngenterprise.org.mt

Moldova
Junior Achievement Moldova
www.jamoldova.org.md

Netherlands
Jong Ondernemen
www.jongondernemen.nl

Norway
JA-YE Norway
www.ue.no

Poland
Junior Achievement Foundation
Poland
www.junior.org.pl

Portugal
Junior Achievement Portugal
www.japortugal.org

Romania
Junior Achievement Romania
www.jaromania.org

Russia
Junior Achievement Russia
www.ja-russia.ru

Serbia
Junior Achievement in Serbia
www.ja-serbia.org

Slovakia
Junior Achievement Slovakia
www.jasr.sk

Slovenia
Junior Achievement Slovenia
www.jaslovenija.si

Spain
Junior Achievement Spain
www.fundacionjaes.org

Sweden
Young Enterprise Sweden
www.ungforetagsamhet.se

Switzerland
Young Enterprise Switzerland
www.young-enterprise.ch

Turkey
Junior Achievement Turkey
www.genbasari.org

United Kingdom
Young Enterprise United Kingdom
www.young-enterprise.org.uk

OUR REACH



39
COUNTRIES



146,831
TEACHERS



72,842
SCHOOLS



165,630
VOLUNTEERS



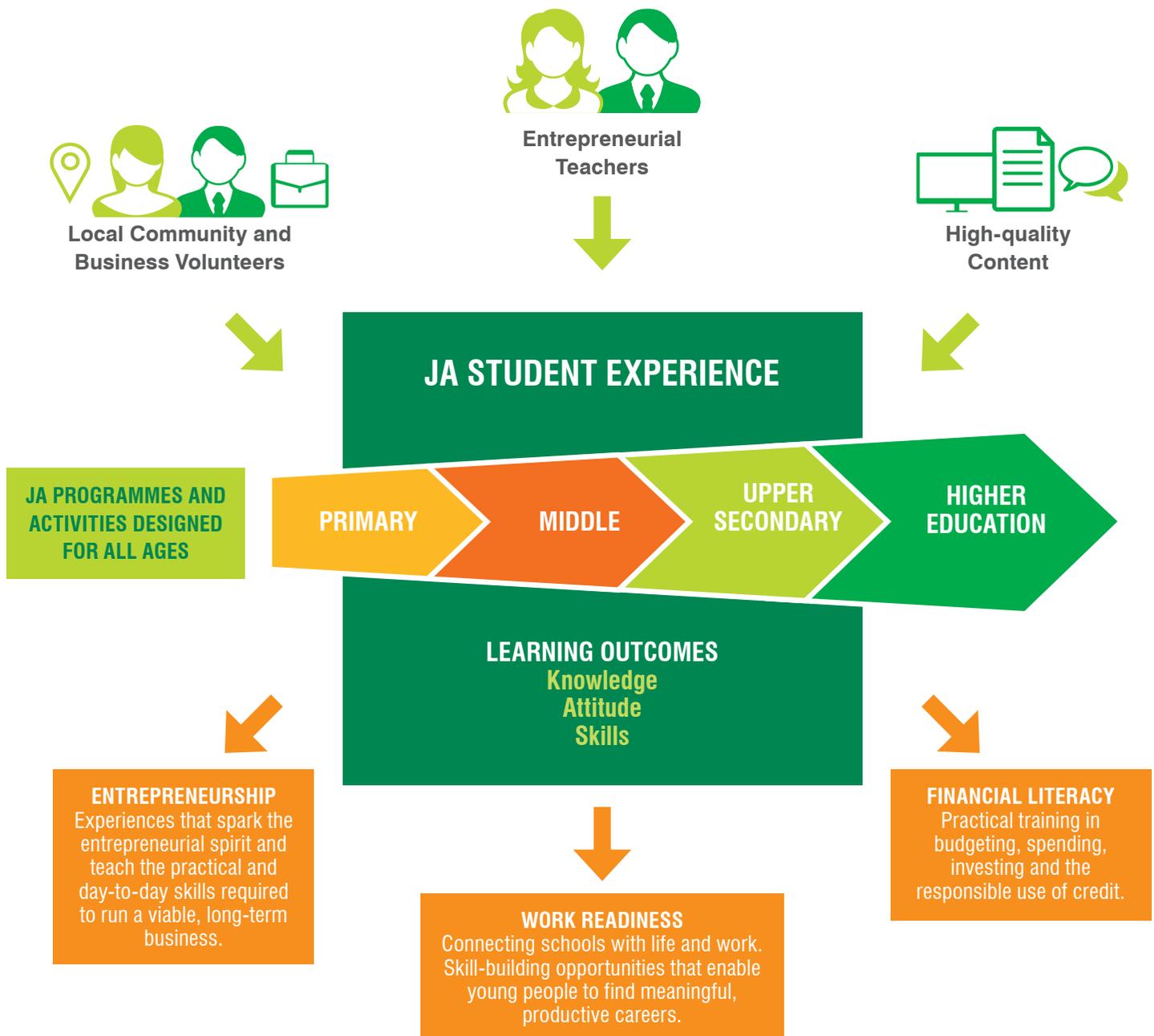
3,212,289
STUDENTS PARTICIPATING



STUDENT EXPERIENCE

Our programmes and activities welcome students of all ages, from primary school to higher education. The synergy of entrepreneurial teachers, motivated business volunteers and high-quality content are key success factors to the JA student experience.

The knowledge, skills and attitudes acquired along the JA learning path impact three main areas: entrepreneurship, work readiness, and financial literacy.



OUR ALUMNI



“As a female entrepreneur, I believe that support and information are one of the most important gifts someone can receive when they start on the business journey. JA offered both, putting me on an amazing and international path where I learned life-long lessons and to fully live my dreams.”

– *Claudia Suhov, JA alumna from Romania*

Claudia Suhov, JA alumna from Romania, is a successful female entrepreneur who currently runs two companies. She started her entrepreneurial journey within the JA Start Up Programme in 2011, as the co-founder of Next Steve. In 2014 Claudia was included in the Forbes Romania “30 under 30”.

JA ALUMNI...

... have higher employment rates and more often hold management positions

... have higher income

... show a higher rate of start-up or venture creation

... are less deterred by the prospect of failure

... launch companies which create more jobs, generate more profit and involve more innovative sectors

ENTREPRENEURSHIP EDUCATION ECOSYSTEM

“Every young person should have a practical entrepreneurial experience before leaving compulsory education.”

– *European Commission*

Teachers

Featuring more than 125 tools and methods in multiple languages to support educators as they apply entrepreneurial learning in the classroom.



Stakeholders

A multi-stakeholder initiative bringing together experts from government, business, research and education to recommend policies that will promote greater uptake of entrepreneurship education.



Research

Field trials in 5 countries analysing the multiple impacts of entrepreneurship education.



“Without the JA experience I would be working for someone else instead of following my dream and working on my own business.”

– *JA Alumnus from Spain*



IN PARTNERSHIP WITH BUSINESS

“Investing in entrepreneurship education is one of the highest return on investments Europe can make.”

– European Commission

Skills

Together providing students with skills for life, growing creativity, confidence, initiative, teamwork, resourcefulness, perseverance and responsibility.

Volunteering

Business volunteers impact students by bringing the real world into the classroom, mentoring them while they run a real business and acting as experts-partners-facilitators-judges in different activities.

Opportunities

JA programmes equip young people with the relevant skills to get a job or start a business.

Business and education have the power to collaborate in different ways and the Entrepreneurial Skills Pass (ESP) is a perfect example. ESP certifies young people have the skills to start a business or get a job. Today, schools in 18 countries are participating and over 50 private sector partners are supporting. European networks and the EU are acting to make this a truly international qualification.



OUR LEADERSHIP

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Sonja Bata
Bata Shoe Organisation

Chairman



Jo Deblaere
Accenture
COO

Secretary/Vice-chair



Michel De Wolf
DGST Reviseurs d'entreprises
CPA, Managing Partner

Treasurer/Ex-Officio



Mark Torfs
Deloitte
Senior Advisor

Board Members



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Pamela Hartigan
Skoll Centre for Social
Entrepreneurship
Director



Guenther Juenger
Intel GmbH
Director Corporate
Affairs Group



Christophe Leclercq
EurActiv.com
Publisher



Trudy Norris-Grey
Microsoft
MD for Public Sector in
Central and Eastern Europe



Lars Petter Ørving
Manpower AS
Managing Director EMEA
North & East Region



Stephan Reimelt
GE
President & CEO, GE Europe
& CEO GE Germany



Jennifer Roach
SAP
Head of EMEA
Communications



Martin Spurling
HSBC Turkey
CEO HSBC Turkey



Thomas Tindemans
Hill + Knowlton Strategies
CEO



Dorothee van Vredenburg
NN Group
CCO, Management Board



Gabriele Zedlmayer
Hewlett Packard Company
VP and Chief Progress
Officer Corporate Affairs



Michael Mercieca
Young Enterprise UK
Chair of the Board
of Executives



Caroline Jenner
JA Europe
Ex-Officio

OUR PARTNERS

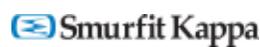
INSTITUTIONAL PARTNER



GOLD PARTNERS



PARTNERS





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