YEAR IN REVIEW

EXECUTIVE SUMMARY
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
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.

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 REACH

39 COUNTRIES

72,842 SCHOOLS

146,831 TEACHERS

165,630 VOLUNTEERS

3,212,289 STUDENTS PARTICIPATING
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.
“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
“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
“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
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JA Europe
Ex-Officio
OUR PARTNERS

INSTITUTIONAL PARTNER

GOLD PARTNERS

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Citi Foundation  ExxonMobil  FedEx  Ferd

HP  Hyundai  Intel  JPMorgan

MetLife Foundation  Microsoft  SAP  Telefonica

UBS

PARTNERS

Accenture  Alcatel-Lucent  AmCham EU  Bank of Tokyo-Mitsubishi UFJ

Clifford Chance  Egon Zehnder International  G2m

GE  Hill+Knowlton Strategies  HSBC

Manpower  MasterCard  NYSE Euronext

Siemens  Smurfit Kappa  Sonae

TMF Group  Total  VIRKE  VISA