JA Europe MARKETPLACE 2017

Best practice from Sweden

JA SWEDEN - It´s my Future & It´s my Business

In 2017 JA Sweden has revised It´s my Business and also created an e-learning called It´s my Future that works as add on or a perfect introduction to It´s my Business. It´s my Future makes students reflect over their on entrepreneurial skills. In the e-learning students also meet young entrepreneurs that works as good role-models.

See their short video HERE.
In 2006 JA Bulgaria was the first organization in Bulgaria to introduce Financial Literacy Education. In the last 10 years they achieved significant success in all areas: personal finance management, corporate finance management and career orientation in the financial sector. They used recognized JA programs and developed their own content built upon extensive research with couple national representative studies. Launching the latest project JA Bulgaria is aiming at reaching every high school student in Bulgaria.

See their short video [HERE](#).
Our good practice is about our publicity strategy that has raised awareness of JA Greece the last years and the communication between the JA staff and the teachers that implements our programs. We give them constant support in whatever they need (questions, materials, training’s) during the school year. See the short video HERE.
Best practice from Germany

JA GERMANY - Less work, better service..

The management tool by JA Germany. Ideas on how to simplify the organization and support of your student companies.

We are currently re-organizing the information and materials in our online tool that helps our participants organize their student company. Mainly, we decided to follow the approach that teachers and participants receive only those information that are relevant in their actual business phase and that the online portal is the one-stop-shop for any questions that occurs. Our target is the online tool to be the leading source of information and to provide a better overview over the tasks and responsibilities in a student-company.

See the short video HERE.
JA Estonia wrote a project to Estonian Ministry of Foreign Affairs and received funds for helping JA Georgia to re-establish their entrepreneurship education that had faded away during the Abkhasian war. We have supported JA Georgia in joining JA Europe, trained our teachers together, shared our learning materials, have offered their students and teachers opportunities to participate in JA Europe Marketplaces taking place in Estonia and JA Europe COYCs. It has been a good motivation for Georgian teachers and students to start dealing with entrepreneurship education again. For the staff of JA Estonia it has been a marvelous opportunity to get experiences in training our programs also in other countries. It has improved our training skills and enabled to test our programs even more. Watch the short video HERE.
JA Romania empowers both students and teachers to engage in financial, entrepreneurial and life skills JA programmes using digital tools. Engagement is insured at every touch point by using an agile digital interaction ecosystem with four key components: (1) advanced recruiting/selection/acquiring techniques for both professors and learners, (2) the central digital experience hub - the UMS, (3) community engaging blended learning challenges and the (4) new JA Inspire LMS.

Users matching a certain demographic, sociographic and exographic profile are targeted with messages tailored to their unique online behaviour. This requires addressing and testing certain hypothesis during the campaign and using advanced analytics for registering the performance. As an example, for the fall teacher enrolment campaign there have been tested 43 ads to 4 non-overlapping audiences. This helped us to drive the cost per result to as low as 7 eurocents and to 33 eurocents for the overall campaign.

Having all users’ information in one place is invaluable both for managing and getting new professors and students. The UMS generates and manages school papers and programmes for each user: school agreements, enrolled programmes, the current status of implementation and tests for pupils are all tracked.
This centralised system provides information for designing one of a kind blended learning community engaging experiences such as Money for your school (TM). Pupils and their peers, alumni, teachers, and members of the local community are all challenged to support their school for winning a prize up to EUR 10,000 for their school by completing certain financial education trainings. This motivational system that targets both community needs (upgrading the school equipment) and personal needs (improving individual financial knowledge and understanding) succeeds in driving up to 60K people for each edition. More than 100 schools are engaged and 4 of them are awarded.

Training many people is one thing, but tracking individual performance for an educational programme during a school year is where the JA Inspire Learning Management System comes into place. We are enrolled in the Global Pilot and testing this blended learning system, where all JA Core programmes are mirrored. See the short video HERE.
Best practice from Bulgaria

JA BULGARIA – The GREENT Project

In the new era, we’ll be far more sensitive to the needs of nature and society at large (...) We’ll design and craft products the way bees produce honey – without harming the flower.

The big picture is that production and consumption will no longer be defining characteristics of the next civilization – cultural richness, efficiency, cooperation, expression, ecological design, and biological restoration will be.

-- www.davewann.com

The GREENT Project has created an innovative toolkit with educational content for teachers interested in delivering the topic of green entrepreneurship to their students. The toolkit can be freely used by any JA member nation across the world and can be promoted as a program from the JA portfolio. This responds to the increasing interest of both teachers and students in environmental issues, sustainability and how business can be turned into a force for positive change contributing to addressing some of the world's most pressing environmental and social challenges.

Some of the fully completed parts of the project toolkit are: blended learning methodology for green entrepreneurship, green entrepreneurship syllabus, and a teacher’s manual with 36 lesson plans containing ideas for activities that the teachers can use in or out of the classroom. The course also gives young people in high school the opportunity to develop their own sustainable business ideas in 7 easy steps that take them through the process of entrepreneurial discovery and business modeling for a sustainable business.

See the short video HERE.
Best practice from Denmark

JA DENMARK – The Entrepreneurial Teaching Materials
Find the Entrepreneurship teaching materials with Orca Press and measure the development of your students' entrepreneurial competences using OctoSkills. Both apps are developed by the Danish Foundation for Entrepreneurship. See more in their video HERE.

For more information visit our AC website