JA Europe and EIT RawMaterials teamed up to equip 1200 young people (15-19 years old) in Romania and Bulgaria with skills to get a job or start a business in the raw materials sector by giving them the opportunity to participate in Innovation Camps and the JA Company programme. Those activities offer young people the chance to be exposed to role models from the business community in the field.

The partnership aims to improve student’s creativity, entrepreneurial spirit, teamwork, as well as methods for idea creation. They also gain a better understanding of how technology, the innovative use of raw materials and responsible behaviour towards the environment can help solve real-world problems and contribute to the success of a business.

“Our vision at EIT RawMaterials is to make raw materials a major strength for Europe. One of the ways in which we are doing that is by educating young people and the wider society on the importance of raw materials and how they can contribute to a sustainable Europe.”

Ferdinand Bulmer, Education Marketing & Student Recruitment Manager, EIT Raw Materials.