



JA EUROPE
ENTERPRISE
challenge
2 0 1 9

CHALLENGE YOURSELF

24-26 JUNE – OSLO, NORWAY
#JAEEC19



JA Europe

100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide



JA Norway

100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide

FINAL REPORT

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Thank you all for participating!

JA Norway

JA Europe Enterprise Challenge 2019 in Oslo, Norway

JA Norway hosted the annual JA Europe Enterprise Challenge in Oslo, Norway from the 24th-25th June 2019. The event had around 200 participants: 81 students and around 20 lecturers and representatives from higher education institutions from across Europe.

A total of 15 student start-ups participated in the event from 14 European countries. The overall energy and quality of the start-ups this year was impressive and we were surprised to see a broad range of products and services from different sectors: the fishing industry, the textile industry, the world of medicine and also food and wine sectors. The diversity of business ideas competing was remarkable. There was a noticeable focus on sustainability across the board. This is positive to see and demonstrates how the Start-up programme is mirroring real world industry developments. The sustainability focus was also a perfect match for this year's event with Oslo being the Green Capital of Europe for 2019. The programme for the event was also set up to highlight the budding start-up environment in Oslo and to highlight how important innovation and entrepreneurship is to Norway and Europe in general.

For us in JA Norway it was important to focus beyond the competitive parts of the event and ensure that students and all participants took home invaluable lessons and experiences that will help their future development. The theme "Challenge Yourself" was carefully selected in order to encourage students to use this opportunity to grow personally, to grow their networks and to enjoy the experience of being selected from 17, 000 students in Europe to attend the EEC 2019. We therefore included elements such as the networking dinner on day 1, the hub crawl on day 2 and the charisma crash course for lecturers and staff. We hope that this challenge was achieved by all participants – not only the competition winners. We congratulate the winners of this year's competition and all the participants and hope that they will use this experience to further develop themselves and their start-ups.

Welcoming our European colleagues and students/lecturers from across the continent was an honour and truly inspiring as we in JA Norway set our sights on doubling the reach of our own start-up programme by 2021. Thank you for an excellent EEC 2019.



Programme

Monday 24th June at BI Norwegian Business School

- 09:00 - 11:00 Registration
- 11:00 -13:00 Students Rehearsals pitch
- 11:00 - 13:00 JA Alumni Leadership Award interviews
- 11:00 - 13:00 Main Jury meeting and Signature Award meeting
- 11:00 -12:00 StartUp Programme staff meeting
- 13:00 - 14:00 Lunch
- 14:00 - 14:30 Official Opening of EEC 2019
- 14:30 - 16:00 Students stage Presentations
- 16:30 - 18:00 Students interviews with main jury
- 16:30 - 18:00 Students Speed date with signature award jury
- 16:30 - 18:00 Innovation Game by The Forge, for teachers & staff
- 20:00 Networking dinner at roof terrace BI Norwegian Business School

Tuesday 25th June at Oslo Science Park

- 09:00 - 10:00 Charisma Tactics Crash Course, for teachers & staff
- 09:00 - 10:00 Jury meetings
- 10:00 - 12:30 Students stand session
- 12:30 - 16:00 Hub-crawling, meet Oslo start-up ecosystem
- 14:00 - 16:00 JA CEO meeting
- 13:30 - 15:30 Jury meetings
- 18:30 - 20:00 Welcoming session at Oslo City Hall
- 20:00 Award dinner at Villa Smedbraaten



Partners/Sponsors

Institutional partners



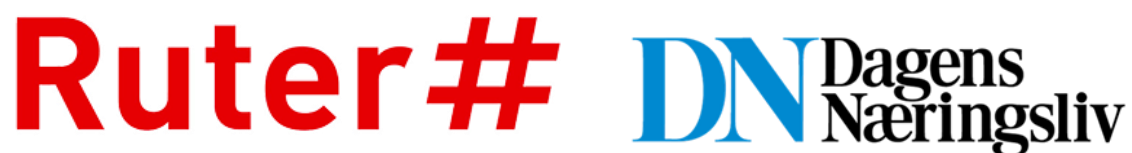
European partner



National partners



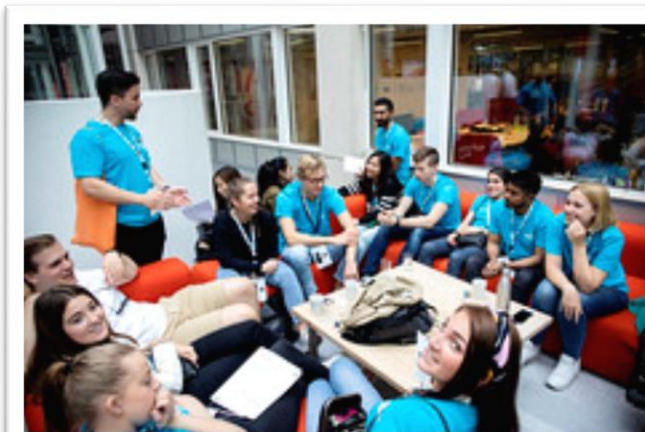
Event partners



Day 1



Day 2



EEC 2019 in Numbers

Total number of participants: 223



60 students
15 buddies
20 teachers
25 JA staff (excluding JA Norway)
7 board members and chairs
28 guests from organisations delegations
17 CEOs
7 main jury
16 signature jury
14 JA Norway staff + volunteers from BI



Special guests



Iselin Nybø, Minister of Research and Higher Education



*Maalfrid Brath, JA Norway Chair and
Regional Managing Director Nordic & Baltics ManpowerGroup*



*Johan H Andresen, Member of JA Europe board, owner of
Ferd and Chairman of Ferd Board of Directors*

Student company descriptions

The Start Up Company

Business idea



MicroChange is a ballastwater treatment system, with inbuilt filtration for the purpose of collecting microplastics and marine biomass from ballast water tanks on board ships.



Jaxi introduces a revolutionary service to replace single use plastics in the supermarket industry: The EcoVise Container. Simple. Creative. Innovative. Jaxi is the change.



Caléméon offers a complete control of thermic, electric and water consumption inside homes, thanks to different modules placed in the house's rooms.



youZe.lu is the first platform that reaches out to the youth of Luxembourg. They cover national and international news about various topics and give an in-depth look inside the local culture with interviews and podcasts featuring athletes, artists etc.



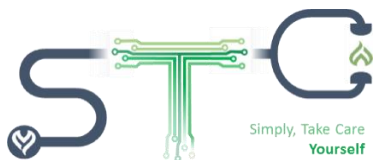
I Feel Gourde's drinking bottle provides access to public water fountains through geo-tracking. Their goal is to be an environmentally friendly company with a sustainable economic model, hence their catchphrase: "Feel different, feel better, feel gourde".



IZI-fit makes adjustable babysuits for babies up to 1 year old, so that parents only have to buy one instead of three. In an attempt to reduce the waste of good babysuits that are being thrown away because they are too small after a month of wearing.



A small cooperative (social enterprise) handcrafting and selling pure, organic, unadulterated Argan oil used to rejuvenate dry skin, brittle nails and wiry hair. Social change in Morocco through welfare projects is their huge ambition.



SyTaCa meets the health needs of people with chronic diseases combining AI technology together with innovating medical methodologies. SyTaCa's solutions propose targeted goals adapted to the patient's pathology, a medical chat and a social network.



Solmeyea integrates with fossil fuel power plants, utilizes the captured CO2 and increases the capacity efficiency helping Livestock farming Entities solve the upcoming price volatility and shortage of feed due to overpopulation & arable land scarcity.



Kitchen Lab is a Food Business Incubator. They provide local food producers, food suppliers, restaurants and start-ups the possibility of using fully equipped professional kitchen with low risk and investment.



Cuitu create design products for its customers. They also offer commercialisation service to material producers, so their innovations get the attention they deserve. They envision how Cuitu and material innovations can disrupt the whole fashion industry.



Artifish is a student company at NTNU in Aalesund, which is dedicated to improving the aquaculture industry. The company's solution is based on training of clean fish, using its own-designed training system, EDDI (Educational Digital Intelligence).



STRAPD patented socks come with a unique elastic band that prevents them from sliding. In doing so, the socks offer continuous comfort throughout the day.



XVision is an automated x-ray analysis application that uses artificial intelligence to generate accurate interpretations of digital x-rays, assisting radiologists in their diagnostic tasks.



For perfectionist winemakers and passionate agronomists whose only target is to be recognizable of their quality wine brand, Bevine is providing the easiest way of monitoring vineyards using a combination of high-quality sensors and AI assistance.

Main jury



Bård Stranheim (Chair Judge)

Special advisor, Innovation Norway – Entrepreneurs and Startups

Bård Stranheim is a special advisor within entrepreneurship in Innovation Norway. His formal background is software development, but throughout his career, he has always worked in the intersection between people and technology. 15 years in the Norwegian largest industry unit, former Norsk Hydro, both in Norway and abroad in different roles like supply manager, key account manager, and intrapreneurial development roles. 7 years as CEO in GAT Soft AS, a startup company changing personnel management within health sector achieving 30% yearly growth and today acquired by Visma AS. Involved and invested in various startups in Norway and Sierra Leone. 9 years as chair for a tech cluster, IKT Telemark, awarded one of top 5 European clusters. Last nine years in Innovation Norway, a public organisation assisting Norwegian companies to scale, with branch offices in 30 countries worldwide. During his time in Innovation Norway he has held various positions, including director for one of the district offices, HR director and director with responsibility to build up the current startup division. Today responsible for social entrepreneurship in Innovation Norway.



Emiliou Kyriacou

Citi Country Officer Greece, Cyprus & Malta, Corporate Bank Head Greece

Emiliou Kyriacou is a Managing Director and Senior Credit Officer of Citigroup, having joined Citi 29 years ago.

Before his current appointment as Citi Country Officer of Greece, Emiliou has held various senior positions including Corporate Banking Head for Greece and Cyprus, a mandate he still retains. Most recently, Emiliou acted as Corporate Banking Head for Greece, Cyprus and Central Europe, the latter consisting of Czech Republic, Slovakia, Romania, Bulgaria, Hungary and the Balkan & Baltic NPCs.

Emiliou joined the bank in 1990 and served in various positions in Credit Analysis and Relationship Management with Citibank Greece, while he managed as a senior banker numerous Greek Corporate clients across several industries. He has a depth of transactional experience having led a series of Greek Corporates to the international debt capital markets and introduced innovative financial solutions in the domestic market.

Emiliou is a member of the Board of Directors of Hellenic Banking Association and the Vice Chairman of the Board of Directors of Junior Achievement Greece. He holds a Masters degree in Business Administration and Finance from the University of Chicago and a Bachelor's degree in Economics and International Relations from Denison University, USA.



Clare Beavan

Foundation Manager, People Investment

I am the Foundation Manager and responsible for all things relating to the DWF Charitable Foundation, our schools programmes, social mobility, volunteering and supporting our community activities.

I joined DWF from LCVS | United Way a Merseyside based charity that promotes philanthropy and voluntary action where I worked primarily with businesses in engaging them in giving time or financial support to local charities.

I have worked in the not-for-profit sector for over 18 years, with local, national and international charities including Prince's Trust, YWCA, Steps, United Way Worldwide and HMS WHIMBREL Project. My main areas of experience in mainly working with corporate partners, high net worth donors and events.

In November 2011 I successfully graduated from the United Way Worldwide Global Fellows Program, a one year development course in international leadership.

I like to give something back so as a volunteer I am a member of Institute of Fundraising Standards Committee, a trustee of a homeless charity in Liverpool, I am on the organising committee for a local Charity Beer Festival and an active member of the Association of Charitable Foundations as part of a working group on transparency in grant giving.



Oliver Sorby

Corporate Responsibility, Europe at Staples Solutions

Oliver is originally from the U.K and has worked in Corporate Sustainability for 10 years and now lives in Amsterdam, The Netherlands. He has gained varied industry experience ranging from supply chain, workplace, Technology and now Office Supplies / Retail for Global companies such as Cadbury, Unilever, CBRE and Microsoft. He is responsible for developing, leading and embedding the overall responsible business strategy for responsible sourcing of products, circular solutions, community and social engagement and corporate reporting. Oliver works closely with the country business entities to ensure alignment with corporate processes and strategy. Oliver's passion and enthusiasm for all things sustainability and his drive to create solutions to problems often facilitates different and difficult conversations with employees, customers and suppliers which results in mutual benefits.



Bunny Nooryani

Director of Marketing and Communications at Lindorff

Bunny Nooryani is an award-winning communicator and journalist with almost two decades of experience in the public and private sectors, working for groups including Bloomberg, Reuters and the Norwegian wealth fund. She currently heads marketing and communications at the credit management services company Lindorff in Norway. Prior to that, she was a senior adviser at Storm Communications and also led communications, investor relations, marketing and CSR for five years as senior vice president at Aker Solutions. Bunny has extensive experience in strategic messaging and positioning, as well as crisis management. She has a deep knowledge of energy and financial markets and a passion for global sustainability issues and corporate responsibility. She studied international relations at the London School of Economics and media sciences at the University of Oslo.



Sylvie Laffarge

Director Philanthropies Europe, Microsoft

Sylvie J. Laffarge joined Microsoft in 2006. As Director of Europe Citizenship within the Microsoft Legal and Corporate Affairs team, Ms. Laffarge leads Microsoft's YouthSpark efforts for the EU and drives alignment with European public policy priorities. Over the last seven years, Sylvie has held both leadership and external representation roles in numerous CSR, ICT policy and trade associations and non-profits in Brussels on the subject of youth employment, ICT and skills. Prior to joining Microsoft, Ms. Laffarge led the corporate community relations office of The Walt Disney Company. She pioneered Disney's community affairs strategy in Europe and during her 17 year tenure was instrumental in developing the company's strong socially responsible profile. Sylvie J. Laffarge is a graduate and post graduate of the University of La Sorbonne in Paris.



Signature Awards

Avanade Digital Innovation Award

Award judging criteria:

Use of Digital Innovation

Viability & Feasibility

Business Sustainability.

Presentation and soft

Digital Ethics

Avanade Signature Award jury members:

- Heba Ramzy, Global Citizenship Senior Director, Avanade – Seattle, WA
- Matt Joe, Chief Technology Innovation Officer, Avanade – Seattle, WA
- Jens Boegh-Nielsen, Executive—General Manager, Avanade – Nordic Region
- Lise af Ekenstam, Executive—Europe Marketing and Tech for Social Good, Avanade



Bevine, the Bulgarian start-up was the recipient of the 2019 Avanade Digital Innovation Award

EIT RawMaterials Circular Economy Award

Award judging criteria

- Circular economy
- Building a sustainable future
- Potential to transform
- Business viability
- Quality of presentation

EIT RawMaterials Signature Award jury members:

- Christina Meskers, Senior manager Open Innovation at Umicore
- Luc Moens, Vice Chair of the EIT RawMaterials Executive Board
- Mario Roccaro, EIT Food, Programme Manager Education



The EIT RawMaterials Circular Economy award 2019 was given to the Finnish start-up Cuitu.

Ferd Value for Society Award

Award judging criteria

- Applicants must present an innovative and practical business model that aims to solve a known social problem
- The business idea has the following characteristics: Innovative, sustainable, scalable, and replicable
- Applicants must demonstrate that value is created and the business is – or has the potential to be – financially viable

Ferd Value for Society Award jury members:

- Johan H Andresen, owner of Ferd
- Katarina G Andresen, marketing coordinator at Brav
- Trym Andreas Nagelstad, Business Developer at Ferd Social Entrepreneurs
- Øyvind Sandvold, Portfolio Manager at Ferd Social Entrepreneurs



The Ferd Value for Society Award 2019 was given to the Norwegian start up Artifish

Nordea Financial Sustainability Award

Award judging criteria:

- Whether the business idea/service/product itself is sustainable.
- Has the company made conscious sustainable assessments in production and transport?
- Is sustainability used as a promotional element in marketing?
- Is the company able to reconcile profitability and sustainability?
- Has the company worked with one or more of the UN's sustainability goals

Nordea Financial Sustainability award jury members:

- Thina Margrethe Saltvedt, Chief Analyst, Group Sustainable Finance
- Niklas Rydberg, Specialist, Group Sustainable Finance Business Dev
- Iselin Rosvold, Reporting Specialist, Group Credit Risk



The Nordea Financial Sustainability award 2019 was given to the Greek start up Solmeyea

Enterprise of the Year 2019

The main jury assessed the value each start-up is creating and its potential to grow.

The competition included the following stages:

- Start-Up Impact Report
- On-Stage Presentation
- Pitch & Jury Interview

THE WINNER of JA Enterprise of the Year 2019

Artifish from Norway

The main Award was offered to the team from the Norwegian University of Science and Technology in Aalesund, who impressed the jury with their start-up's innovative solution to one of the biggest challenges the aquaculture industry is facing today. Their Educational Digital Intelligence (EDDI) tool allows to train more efficient and safer cleaner fish and in turn a more environmentally and financially sustainable industry.



2nd runner up

XVision from Romania

XVision uses artificial intelligence algorithms to help radiologists fare better at their everyday tasks.



3rd runner up

Micro Change from Denmark

MicroChange is a ballastwater treatment system, with inbuilt filtration for the purpose of collecting microplastics and marine biomass from ballastwater tanks on board ships.



Communication in Numbers #jaEEC19

Summary of press and social media coverage for EEC 2019 from JA Norway and JA Europe

1 Press coverage

Pre-event

In the run up to the event we collaborated with a national newspaper *Dagens Næringsliv* (DN) and obtained free advertising in their Friday magazine *D2*. This magazine is sent out to all DN subscribers nationally. Seeing as the event was a mostly closed event the aim with this coverage was to create exposure for our partners and thank them for their support. A photograph of the full page add is below:



We sent out a Norwegian [press release](#) in the run up to the event which informed about the event taking place in Oslo and was focused on the Norwegian team that was competing. This was necessary in order to engage media in Norway. Before the event we got coverage in a online magazine called InnoMag – focusing on innovation and the start-up environment in Norway.

The article was titled [“Norwegian Artifish are ready for the JA Europe Enterprise Challenge in Oslo”](#) This was spread mostly via social media. (see section 2 for more details).

Post-event

A Norwegian [press release](#) was sent out after the award ceremony. This focused again on the Norwegian team that won Enterprise of the Year but also outlined the results from all categories. It also mentioned the competition and had quotes from the jury and the students.

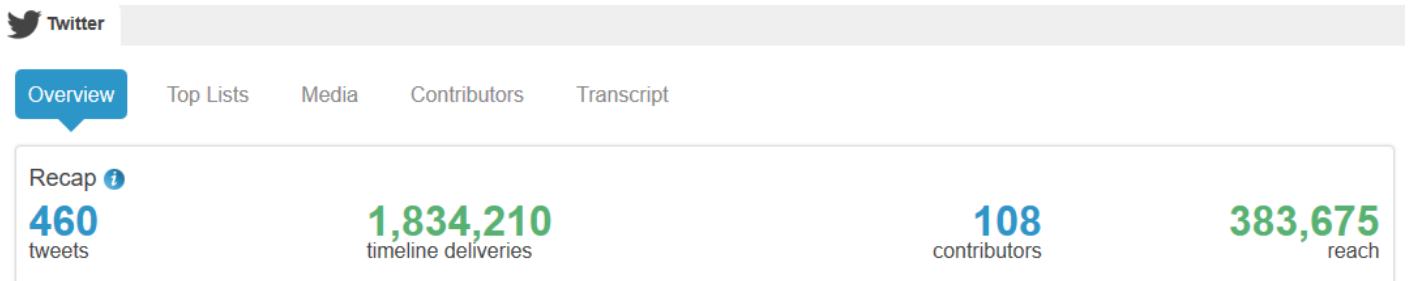
A regional newspaper *Sunnmørsposten*, (from same region Artifish are from) published an article following the announcement of the prize winners. The first article [“This is unbelievable”](#) was published a day after the event. A follow up article has also since been published on the front page of the local newspaper focusing on the start-up as a business, [“Celebrations after European victory – can lead to solving problems with salmon lice”](#).

Further articles have been published mentioning Artifish and the EEC. Here is a list of them:

- Innomag – online magazine about innovation and start-ups [“Norwegian Artifish has gone straight to the top in Europe”](#)
- iLaks.no – online newspaper for the fishing industry [“Artifish from NTNU in Ålesund is named Europe’s Enterprise of the Year”](#)
- Kyst.no – online newspaper for the fishing industry [“Cleaner-fish start-up went straight to the top in Europe”](#)
- Intrafish – fishing industry media and information service [“Student start-up makes cleaner-fish training programme and become European champions”](#)
- Nett NO – A local business and industry members website also made an announcement naming Artifish [“Artifish straight to the top”](#)
- The local branch of NRK (National News Service) posted a short announcement on their website [“Artifish wins European competition”](#)

2 Social media coverage

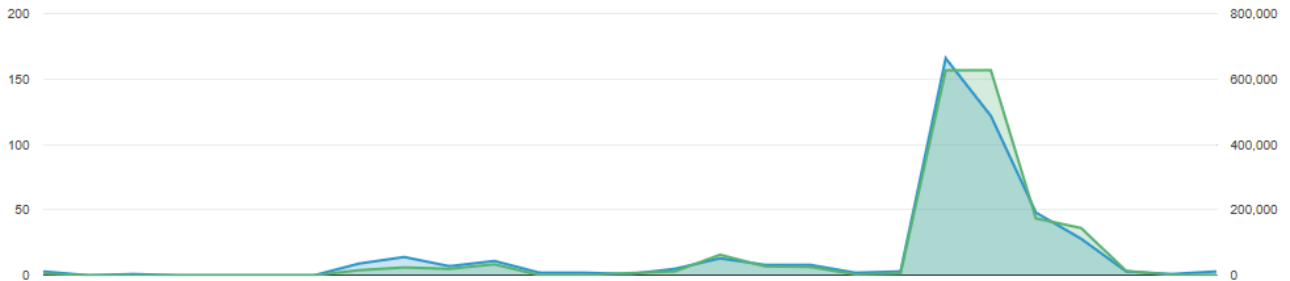
Social media coverage has been quite extensive with a good deal of engagement from participants of the event during the activities and also before and after the event started. The majority of the activity has been on Facebook and Twitter, with some activity on Instagram.



Activity Summary [i](#)

460
tweets

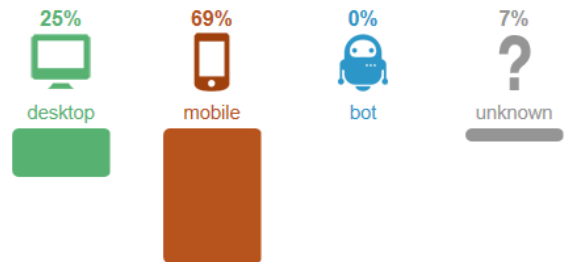
1,834,210
timeline deliveries



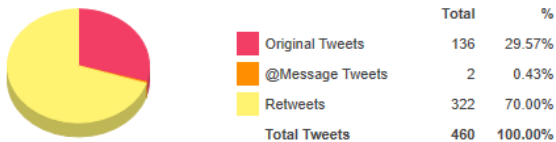
Buzz Words [i](#)



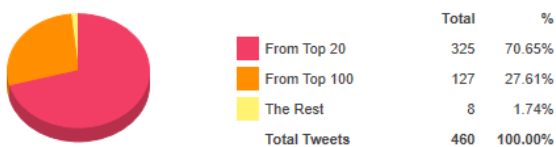
Tweeters Platform [i](#)



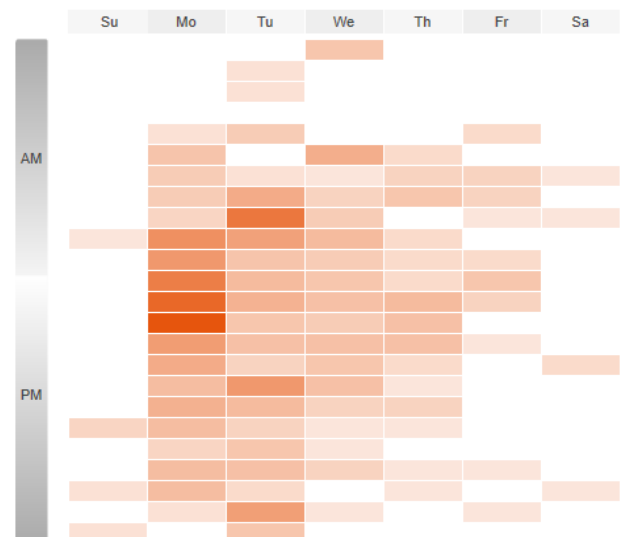
Engagement [i](#)



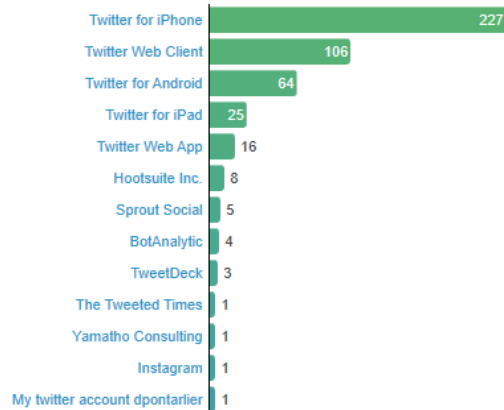
Participation [i](#)



Peak Use [i](#)

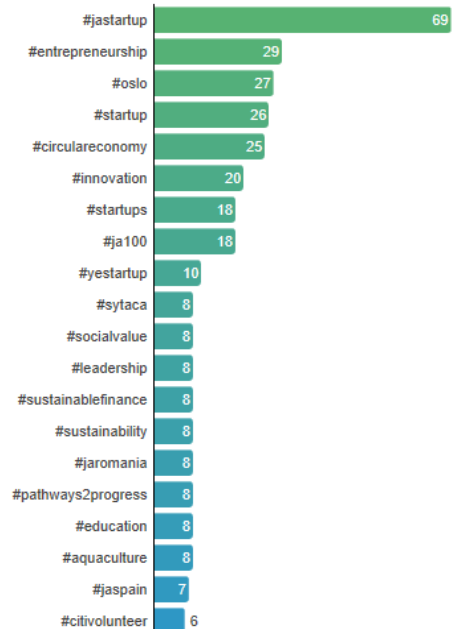


Top Sources













Top Other Hashtags

203 tweets with other hashtags (44.13% of total tweets)



Pre-event

There were several posts that on Facebook that had a strong reach pre-event. These teaser posts helped to give information about the event as well as build up excitement. The most successful posts were:



06/14/2019 1:51 PM	 The excitement is building up here for the JA Europe Enterprise			1.3K		35 36	
06/12/2019 12:57 PM	 Just 12 more sleeps until we welcome students from across			1.9K		58 59	

The organic reach of the posts published by Ungt Entreprenørskap reached over 1000 people.



Later posts received similar activity:

06/21/2019 4:32 PM	 Join the event to get updates!			506		21 7	
06/21/2019 8:41 AM	 The final countdown! 3 dager igjen til JA Europe Enterprise Challenge			1.6K		49 38	
06/19/2019 9:20 AM	 Just five more days until 15 student start-ups from across Europe will			1.7K		62 164	

On twitter the pre-event activity had a greater reach with a similar level of engagement:




	Ungt Entreprenørskap @UE_Norge · 14. jun. The official countdown to @JA_Europe Enterprise Challenge 2019 has begun. Curious as to what is in store for you? Check out this video from last year's event hosted by @JALatvia #jaeec19 pic.twitter.com/aldXTXMq0V Vis tweet-aktivitet	1 815	25	1,4 %
	Ungt Entreprenørskap @UE_Norge · 12. jun. Just 12 more days until students from across Europe are in Oslo for @JA_Europe Enterprise Challenge 2019. Welcome to Oslo! check out the website for more info eec2019.org #jaeec19 #oslove Vis tweet-aktivitet	3 588	22	0,6 %

JA Europe also conducted some activity on social media which amplified the visibility of the event within its networks. Here are some key highlights of the reach on Twitter and Facebook before the event:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	JA Europe @JA_Europe · Jun 13 Out of the 17000 students who took part in the #JASStartUp programme this year, 15 student teams will compete in Oslo at @JA_Europe Enterprise Challenge hosted by @UE_Norge . Stay tuned with #JAEEC19. eec2019.org pic.twitter.com/um9S43PTbi View Tweet activity			5,848	110	1.9%
	JA Europe @JA_Europe · Jun 19 D – 6 before celebrating the best #JASStartUp from across Europe in Oslo with @UENorge no#JAEEC19 Excited to know which team will bring home the @EITRawMaterials #CircularEconomy Award! 🏆 eec2019.org/eit-rawmateria... pic.twitter.com/bAGXqUnsio View Tweet activity			2,923	55	1.9%

During the event

During the event most activity on Facebook was during live streaming of the Opening and pitching competition. 26 viewers were online watching the live stream and the reach was around 1.5 thousand people.

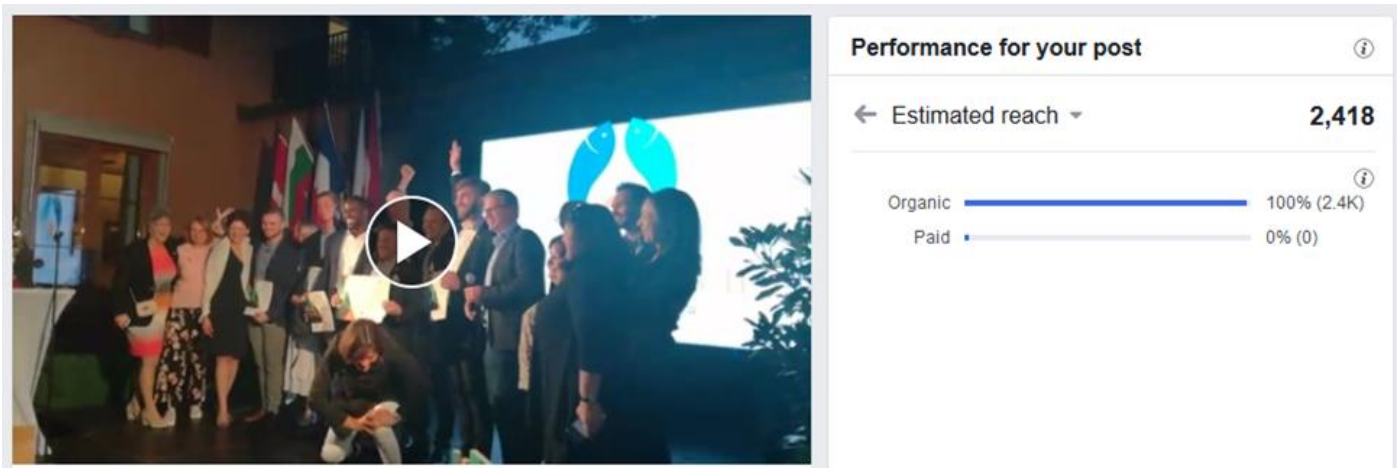
06/24/2019 2:32 PM	 Are you watching live? Students from across Europe are pitching now from			1.5K	32 18
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The summary video from day one performed slightly better than other Facebook posts reaching around 2000 people. Again we see that live streaming from the award ceremony was popular with a good reach of 1.5 thousand people and more engagements than other posts about the event.

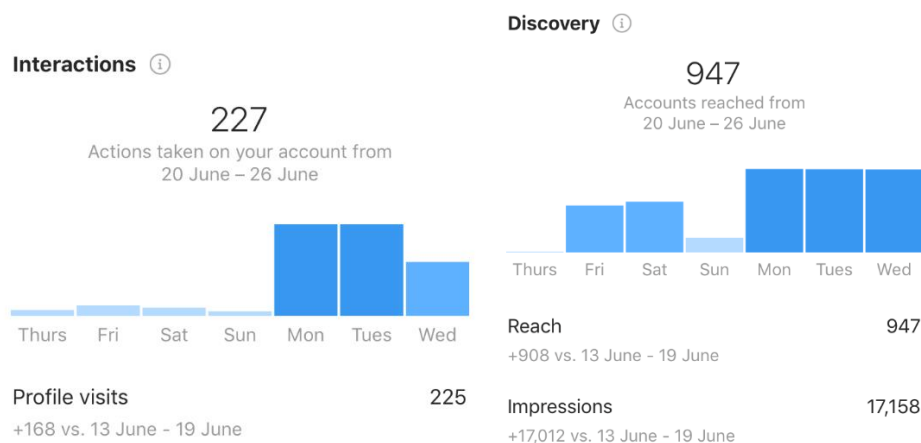
JA EUROPE ENTERPRISE challenge 2019

06/25/2019 9:50 PM	 Live from the award ceremony JA Europe Enterprise Challenge 2019			1.5K		81 19
06/25/2019 10:42 AM	 Did you catch the opening ceremony of the JA Europe Enterprise			2K		43 15



The livestreaming of the Award ceremony was also quite popular amongst our community, with a reach pick of +2400.



Insta stories were a good way to show highlights from the event and engage with participants. There is a summary of insta story on the Ungt Entreprenørskap account but also a fair bit of engagement during the event. Around 100-400 people engaged with insta story during the course of the two-day event.



Engagement and activity on Twitter during the event was also quite high. From the JA Norway profile insights show most activity pre and during the event. Below is a snapshot of the activity during the event for both JA Norway and JA Europe:






	Ungt Entrepreneørskap @UE_Norge · 25. jun. Stands, hub crawl and still more excitement to go at tonight's award ceremony! Check out photos from day 2 of #JAEEC19 so far. I wonder who will be Enterprise of the Year 2019?? Watch this space. @OsloSciencePark @Ruter @MESHnorway @657OSLO @StartupLabNo flic.kr/s/aHsmEd1Xve pic.twitter.com/RI2b9iOxAu Vis tweet-aktivitet	1 315	53	4,0 %	
	Ungt Entrepreneørskap @UE_Norge · 25. jun. Here is a little taste of day 2 so far! #JAEEC19 twitter.com/ja_europe/stat... Vis tweet-aktivitet	667	6	0,9 %	
	Ungt Entrepreneørskap @UE_Norge · 25. jun. Day 2 and stands are now open. Exciting to be at @OsloSciencePark @FerdOwner @karlchr #JAEEC19 pic.twitter.com/HTyB7kMN2c Vis tweet-aktivitet	577	10	1,7 %	
	Ungt Entrepreneørskap @UE_Norge · 24. jun. Check out photos from today's activities. Available to download and share. Dont forget #jaeec19 flic.kr/s/aHsmEd1Xve pic.twitter.com/zkrwVaT8e4 Vis tweet-aktivitet	1 020	48	4,7 %	
	Ungt Entrepreneørskap @UE_Norge · 24. jun. Watch students from across Europe pitching live now #JAeec19 facebook.com/10003836251081... Vis tweet-aktivitet	368	13	3,5 %	
	JA Europe @JA_Europe · Jun 26 And the winners of this year's #JAEEC19 are Artifish, the Norwegian student #startup addressing #aquaculture #sustainability! Congratulations to the team as well as to 1st runner-up X Vision and 2nd runner-up Micro Change! pic.twitter.com/JTzM9BaLCk View Tweet activity	3,929	88	2.2%	Promote
	JA Europe @JA_Europe · Jun 24 The 15 teams competing for the #jaEEC19 have gone through their stage presentations. Did you notice they all aim to solve today's most challenging problems ? Plastic pollution, nutritious food, future of fashion industry, technology for better health... tough time for the judges! pic.twitter.com/Paxviavqe6 View Tweet activity	3,667	79	2.2%	Promote
	JA Europe @JA_Europe · Jun 25 The 2nd day of the #JAEEC19 competition is about to start. Our 15 student #startups are showcasing their businesses and products. Impress the judges and bring those awards home! #Innovation #CircularEconomy #SocialValue #SustainableFinance #leadership @UE_Norge @OsloSciencePark pic.twitter.com/CJoWerIUQ5 View Tweet activity	3,135	71	2.3%	Promote

Post event

Most engagement on social media has occurred in the aftermath of the event, especially on Facebook with the announcement of the Norwegian team winning the competition. This has to date had an organic reach of 7000 and is still being viewed. There is also much more engagement with this post from our follower base with a high rate of shares, comments and likes.

06/26/2019 1:53 PM	 Vi har hatt to fantastiske dager her i Oslo med 15 studentbedrifter fra hele			7K		249 224	
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Twitter engagement post event has also been relatively high with over a thousand views for the tweet announcing Artifish as winners of the competition.


	Ungt Entreprenørskap @UE_Norge · 23 t Forside av @smpno igjen! Denne gangen med Norges beste ungdomsbedrift 2019. Heia Møre og Romsdal som prioriterer entreprenørskap i utdanningen! @UEMoreogRomsdal redir.opoint.com/?key=gDvSxnQ3c... pic.twitter.com/4h67BCXAlc Vis tweet-aktivitet	456	9	2,0 %
	Ungt Entreprenørskap @UE_Norge · 1. jul. Vi er ikke på sommerferie enda! Nå drar Norges beste ungdomsbedrift til EM i Frankrike. Vi ønsker Evolant UB masse lykke til @UEMoreogRomsdal bit.ly/2FKBjTS Vis tweet-aktivitet	482	2	0,4 %
	Ungt Entreprenørskap @UE_Norge · 26. jun. Det synes vi også! Norske seieren på EM for Studentbedrifter. Vi gratulerer Artifish SB @UEMoreogRomsdal @NTNU twitter.com/smpno/status/1... Vis tweet-aktivitet	1 030	6	0,6 %
	Ungt Entreprenørskap @UE_Norge · 26. jun. Det Norske laget fra @NTNU Ålesund er kåret til Europas Beste Studentbedrift 2019. Vi er stolte! Gratulerer Artifish NO  #innovatørertrengsoveralt twitter.com/JA_Europe/stat... Vis tweet-aktivitet	1 282	15	1,2 %

The Award ceremony more broadly has created interest, as per JA Europe's activity summaries:

	<p>JA Europe @JA_Europe · Jun 26</p> <p>And the winners of this year's #JAECE19 are Artifish, the Norwegian student #startup addressing #aquaculture #sustainability! Congratulations to the team as well as to 1st runner-up X Vision and 2nd runner-up Micro Change! pic.twitter.com/jTzM9BaLCk</p> <p>View Tweet activity</p>	3,934	88	2.2%	Promote
	<p>JA Europe @JA_Europe · Jun 25</p> <p>@Nordea Financial Sustainability Award goes to @SENJAGreece and team Solmeyer for its hybrid AgTech intersecting with Biotech, Biochemistry & Agriculture. @UE_Norge pic.twitter.com/x1YBdLDyOF</p> <p>View Tweet activity</p>	1,087	13	1.2%	Promote
	<p>JA Europe @JA_Europe · Jun 25</p> <p>@Ferd Value for Society Award goes to Artifish @UE_Norge for improving the aquaculture industry. @FerdOwner pic.twitter.com/kYESF4vniG</p> <p>View Tweet activity</p>	1,004	13	1.3%	Promote

A video was created to share the highlights of the 2019 edition of the Enterprise Challenge. It is available here:

<https://www.youtube.com/watch?v=jtvAubNgUbY&feature=youtu.be&fbclid=IwAR2qmynW8JmipNcUxi6osHDzFz3qTaKFNS-1CAqw4MUysL5OpVBKxm0x05g>




JA Europe
@jaeurope


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- Notes
- Reviews
- Posts**
- Services

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[Following](#)
[Share](#)
[...](#)

[Photo/Video](#)
[Get messages](#)
[Feeling/Activity](#)
[...](#)


JA Europe
 Published by Manuel Lemos MB (?) · 2 hrs ·

#Throwback: Checkout the key highlights of the European Enterprise Challenge hosted this year by JA Norway/Ungt Entreprenørskap <https://tinyurl.com/yy3tme5f>
 #EEC2019 #JA100



3 Event website and application

A dedicated website was created for the 2019 EEC, <https://eec2019.org>, in order to share all the necessary information ahead of the event. Information included:

- Programme of the event and logistics
- Background on the jury members
- Presentation of the competing teams
- Presentation of the Awards and winning criteria



#JAECC19 COMPETITION PROGRAMME AWARDS MEDIA PARTNERS

Twitter Facebook LinkedIn YouTube Instagram Search



f | t | in

JA Europe Enterprise Challenge 2019 hosted by JA Norway

To complement the website, we created an application that was providing all the latest information about the event to participants on the ground, as well as an easy access to key information.

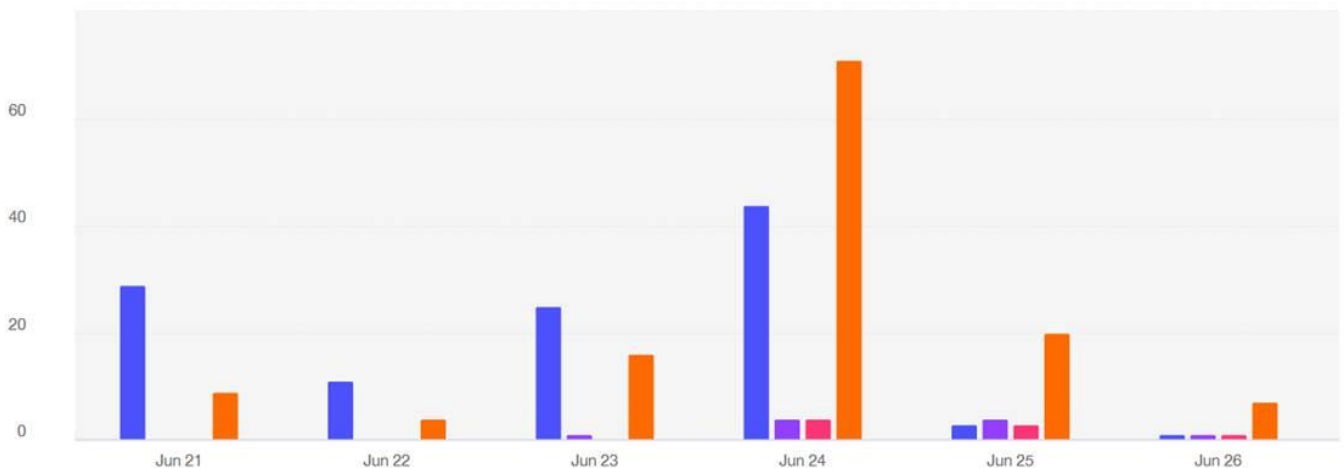
The most valued information from the 120 people who joined the application were the schedule, the background on the jury members and the descriptions of the wards.

App Analytics

Daily Weekly Monthly

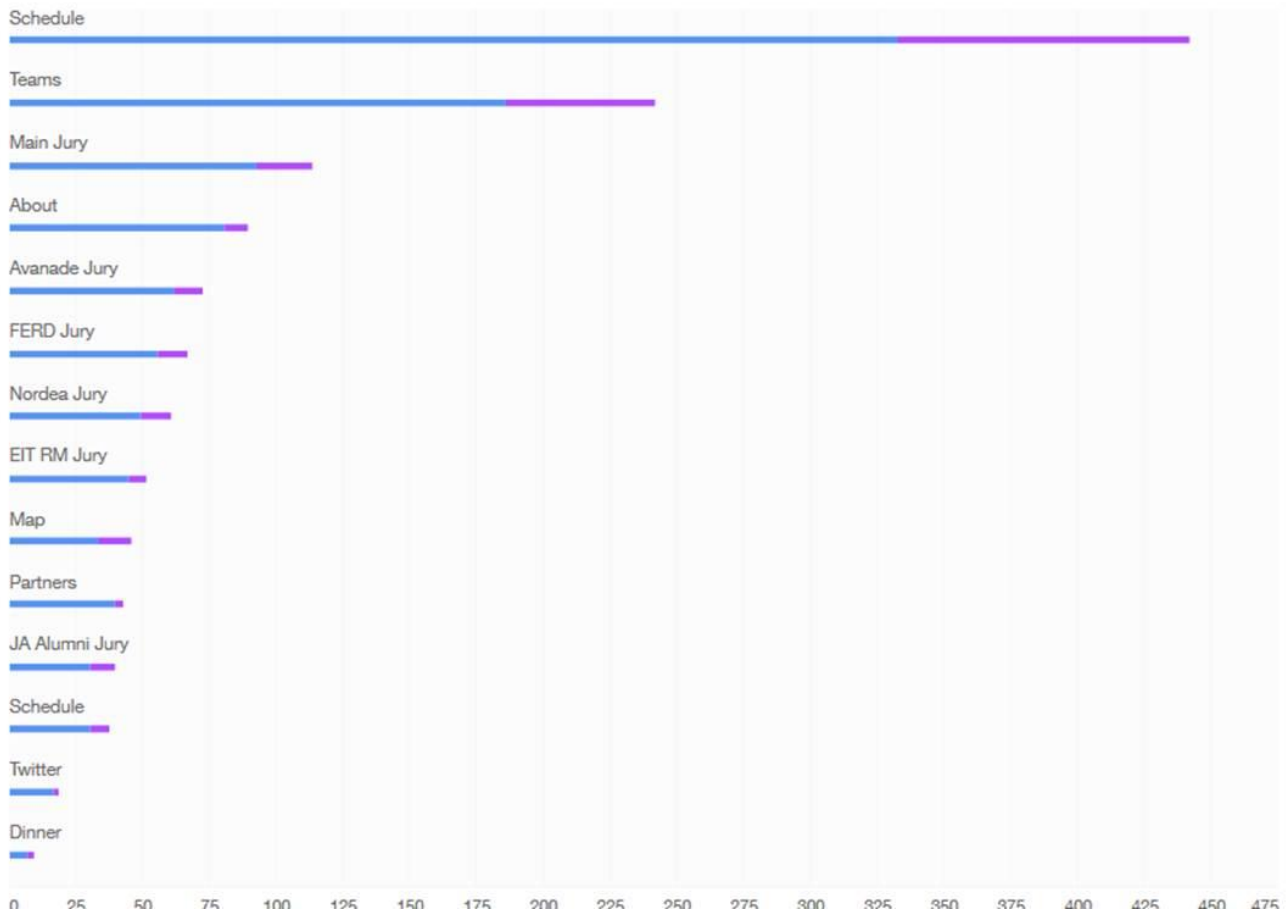
06/21 > 06/26

Joined Photos Messages Interactions



Feature Comparison

■ iOS ■ Android



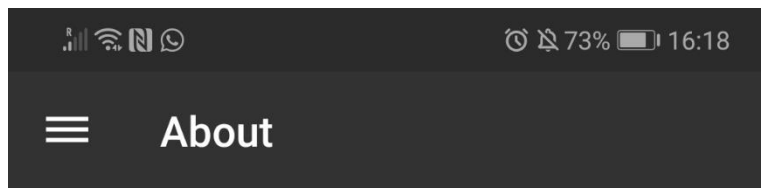
JA Europe

100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide



JA Norway

100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide



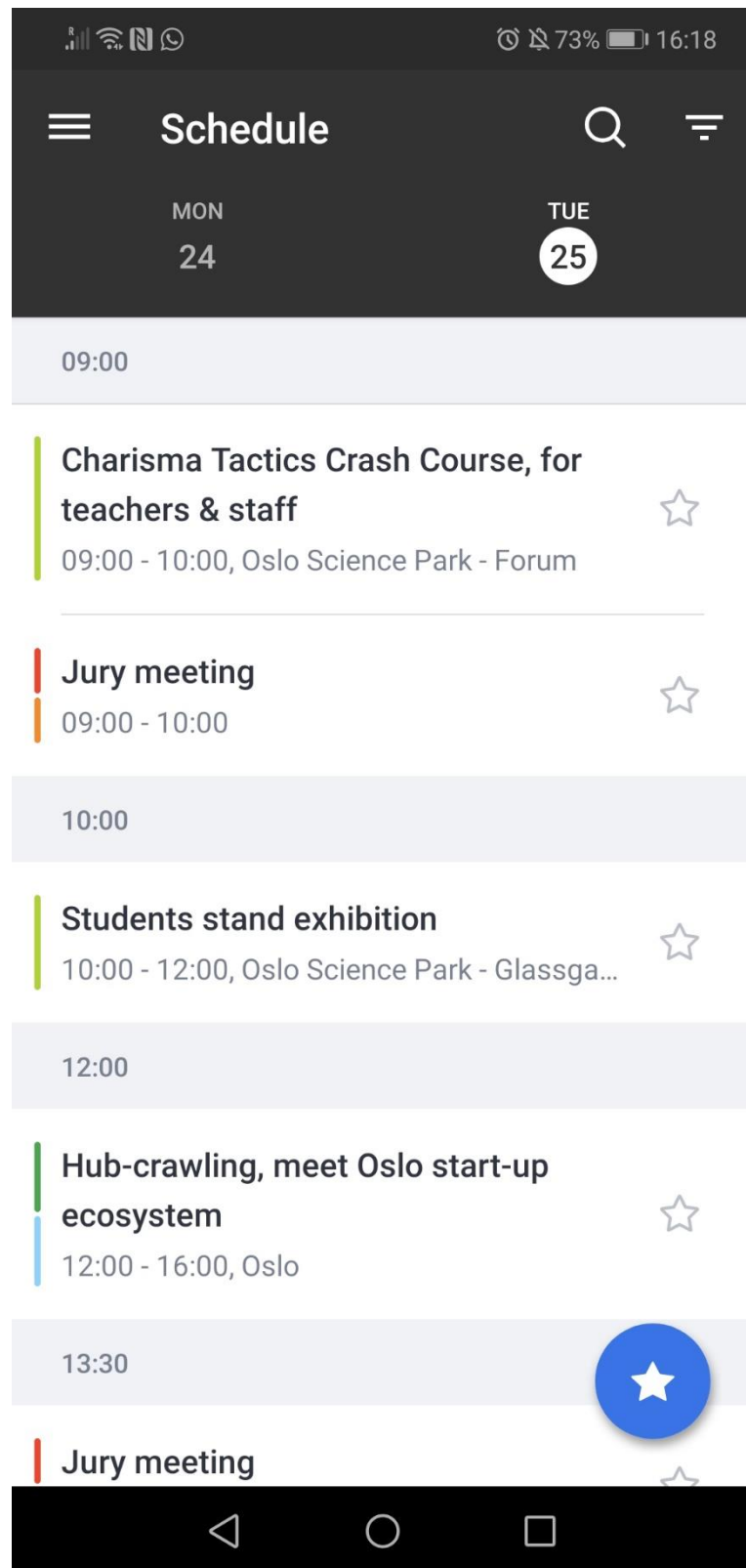
Welcome the JA Europe Enterprise Challenge 2019 hosted by JA Norway



The **JA Europe Enterprise Challenge 2019** will bring together student start-ups for a two-day competition in Oslo, Norway.

The competition is JA Europe's annual celebration of the achievements of its **Start Up Programme** students and their companies from across Europe. At this event, the winning companies from all participating countries will proudly present their business and what they have learned from their experiences.

More than 17 000 students from 500+



JA EUROPE ENTERPRISE challenge 2019



Like Comment

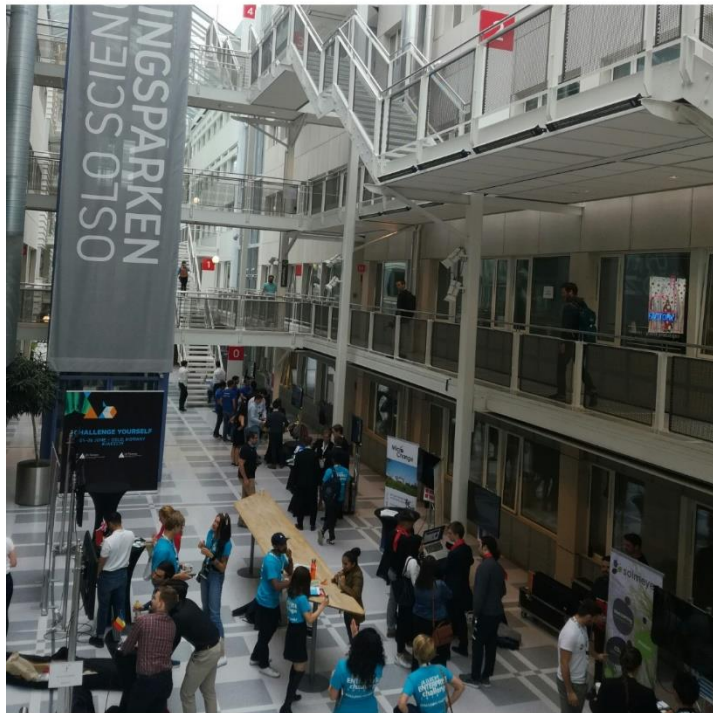


Sophie Norman

58d

Head of Communication & Policy, JA Europe

Day 2 of #jaeec19 is about to start. The stands are up. Are you ready to impress the judges and bring those awards home?



5 Likes

Like Comment



What's on your mind?



2 Likes

Like Comment



Luciana Macedo

58d

Project Manager, JA EUROPE

Congratulations to BEVINE, the winner of the Avanade Digital Innovation Award!

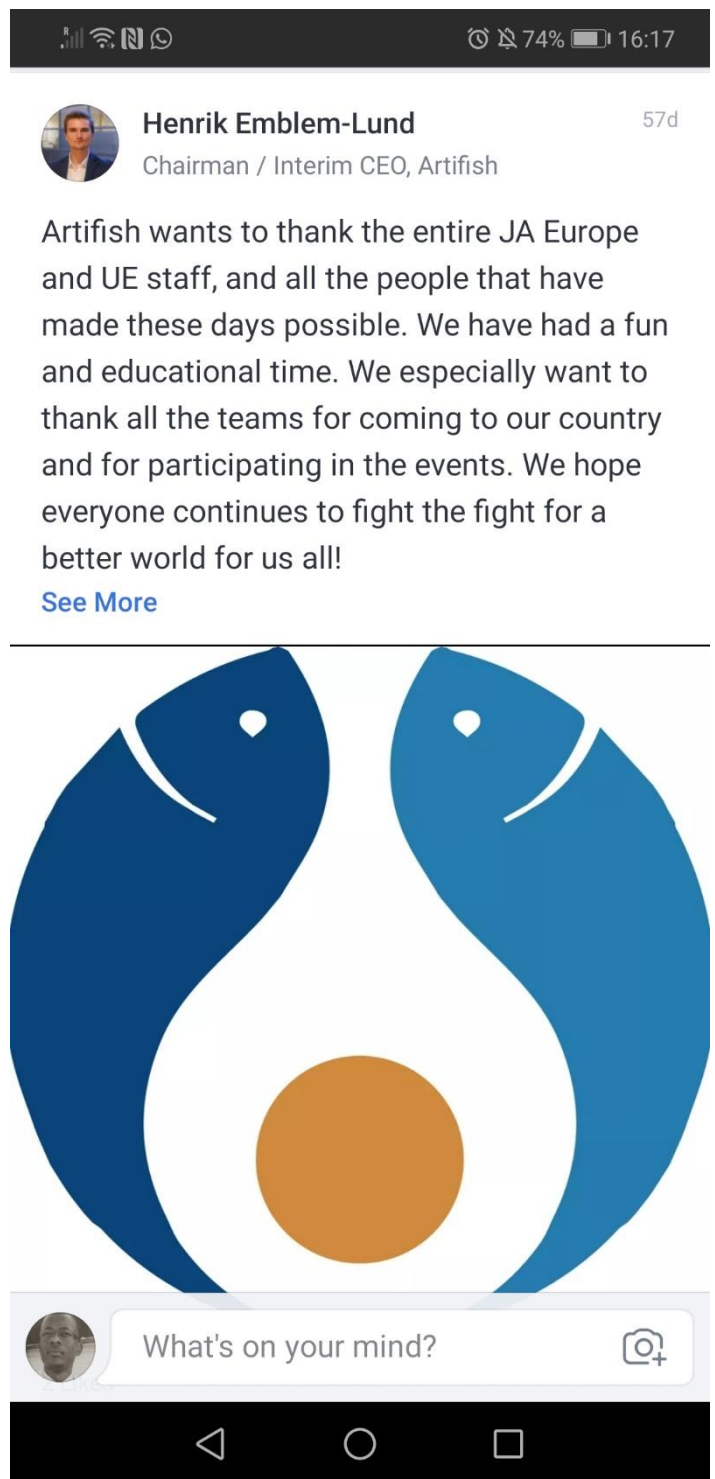
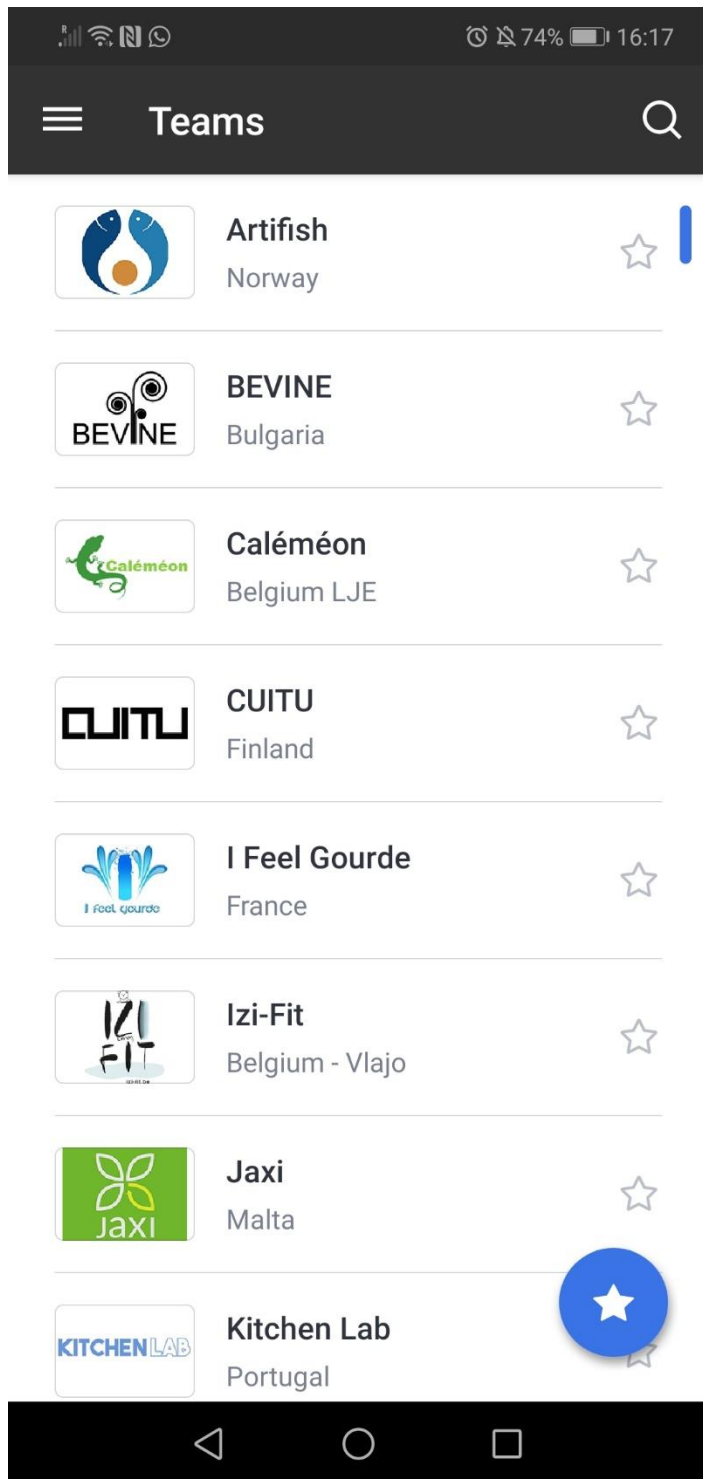


5 Likes



What's on your mind?





Summary of press and social media coverage for EEC 2019 from European JA organizations

From JA Spain



Junior Achievement @JASPAIN · Jun 27

¡Enhorabuena Pedro de #SYTACA por ser uno de los ganadores del JA Alumni Leadership Award en #jaEEC19! Muchas gracias #SYTACA, finalistas de @SUPProgramme 2019, por representar a España en #jaEEC19 @JA_Europe @AlumniEurope @EmprenderUFV @FUEONLINE

[Translate Tweet](#)



Artifish wins 'Enterprise of the Year' award

eec2019.org



You Retweeted



STARTUP Programme @SUPProgramme · Jun 26

Así de contentos están los chicos de #SyTaCa en la #jaEEC19 🤔

Suerte en las presentaciones

#SUPProgramme

[Translate Tweet](#)



You Retweeted



Universidad-Empresa @FUEONLINE · Jun 28

¡Mil gracias a #SYTACA por participar en la final europea de @SUPProgramme y enhroabuena a Pedro por ser ese merecidísimo premio de JA Alumni Leadership! 🏆🏆🏆

Junior Achievement @JASPAIN

¡Enhorabuena Pedro de #SYTACA por ser uno de los ganadores del JA Alumni Leadership Award en #jaEEC19! Muchas gracias #SYTACA, finalistas de @SUPProgramme 2019, por representar a España en #jaEEC19 @JA_Europe @AlumniEurope @EmprenderUFV @FUEONLINE bit.ly/2J7AgOR

[Translate Tweet](#)



You Retweeted
Emprendimiento UFV @EmprenderUFV · Jun 25
The SYTACA team, today struggles to be the winner of the European Junior Achievement. Many nerves and illusion are breathed on the last day in Norway. Whatever happens, from @EmprenderUFV we are very proud of you and we know that this is the beginning of a long journey ¡Thanks!



You, Emprendimiento UFV, HCP and 7 others

5 10

You Retweeted
Emprendimiento UFV @EmprenderUFV · Jun 24
The @ufvmadrid and @EmprenderUFV present with the "SYTACA" team sytaca.com to grand final #JAec19 held in Norway. Very great work, based on an application that becomes a weapon of empowerment that takes care of your health, ¡Good luck guys! #JASPAIN

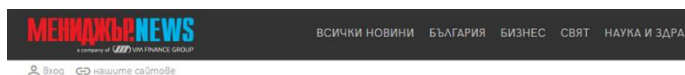


You, Alumni UFV, STARTUP Programme and 7 others

1 6 19

From JA Bulgaria:

<https://www.manager.bg/biznes/blgarskiyat-studentski-startp-bevine-s-nagrada-za-inovaciya-ot-evropeyskoto-sstезanie-na>



Българският студентски стартап Bevine с награда за иновация от европейското състезание на Джуниър Ачийвмънт

Бизнес 18-46, 28.06.2019г. 151

сподели f t in



Екипът на Bevine с наградата, спечелена в Осло.



MEDIA COVERAGE – PRESS RELEASE – May 2019

Students entrepreneurs awarded at the JA Hall of Fame Gala – Invest in Education

➤ Social Media – JA Romania pages

Facebook

[Link](#) EEC post

Twitter:

[Link](#) EEC post

LinkedIn:

[Link](#) EEC post

Google My Business:

Instagram: [Grid 1](#) [Grid 2](#) [Grid 3](#)

➤ Site JA Romania [Link](#) [Link](#) EEC news

❖ Press agencies and press releases platforms

➤ Comunicate de presa

[Link](#) | 27.05.2019

➤ Centrul de presă

[Link](#) | 27.05.2019

➤ Web PR

[Link](#) | 27.05.2019

➤ Comunicate-de-presă.ro

[Link](#) | 27.05.2019

❖ Business Publications

➤ Săptămâna financiară

[Link](#) | 27.05.2019

➤ Business Adviser

[Link](#) | 29.05.2019

➤ Business Point

[Link](#) | 24.05.2019



From JA UK

Post-event, the JA UK team has written a blog post summarising their experience at EEC 2019, which gives an overview of the event from a different perspective.

<https://andrewfirr.com/2019/06/30/my-enterprising-week-5-welcome-to-norway-skål/>

MY ENTERPRISING WEEK 5 - WELCOME TO NORWAY- SKÅL!

Posted on 30th Jun 2019 by ajfirr



Waiting for the results to come in, at #JAEEC19, Oslo, Norway.

If you are wondering what 'Skål' means, it's a toast, or cheers in Norwegian! I found myself saying this again and again over the last week as I spent a wonderful four days in the Norwegian capital of Oslo, as part of the Junior Achievement European Enterprise Challenge 2019, see #JAEEC19 on Twitter for a full list of posts.

What a fabulous time and I was hugely proud to assist the UK Young Enterprise representatives from University of Chester- The Goat Tree, a co-operative retailing Argon oil and setting up

Summary of press and social media coverage for EEC 2019 from partners and sponsors

From Avanade

Avanade press release:

<https://eec2019.org/bevine-wins-avanade-digital-innovation-award/>

https://twitter.com/JA_Europe/status/1144219398619705344

Video, Heba announcing the winner:

<https://www.facebook.com/jaeurope/videos/321279345474976/>

LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6548955484571922432>

<https://www.linkedin.com/feed/update/urn:li:activity:6549752712412618752>

Avanade's posts:

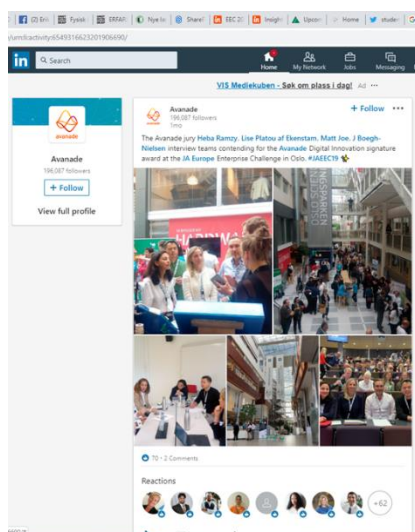
<https://www.linkedin.com/feed/update/urn:li:activity:6549316623201906690>

<https://www.linkedin.com/feed/update/urn:li:activity:6549418537184829440>

<https://www.linkedin.com/feed/update/urn:li:activity:6549483673933230080>

<https://www.linkedin.com/feed/update/urn:li:activity:6549155224349626368>

<https://www.linkedin.com/feed/update/urn:li:activity:6549145207940747264>



JA EUROPE ENTERPRISE challenge 2019

GREAT VISIBILITY FOR OUR PARTNERS



Final words

This year's event has been an overwhelming experience for JA Norway. The passion and competence of the participating students has impressed us and left us feeling proud and humbled for the work we do every day.

We would like to thank everyone that made EEC 2019 possible!

This includes staff and colleagues from JA Europe and all participating JA countries. It was a pleasure to host you in Oslo and we hope that you got as much out of the event as the students and lecturers did.

Preliminary evaluations and comments from participants on social media and to the JA Norway team have been overwhelmingly positive thus far. We feel like we were able to help people to challenge themselves and to explore new relationships – something we hope inspires them to continue doing beyond their time with Junior Achievement. Thank you to all the countries that participated this year – you have inspired and motivated us to deliver for even more young people in the future.

We would also like to take the time to thank our international, local and event partners for their support. Without this support the event would not have been realised. We thank our partners' continued dedication to entrepreneurship in education.

Lastly, we would like to thank the JA Norway team that has worked tirelessly to put this whole event together. It is a big undertaking to host a European event, one which demands a lot of time and dedication. We want to recognise the fact that this is no easy task and wish JA Greece all the best with EEC 2020. We cannot wait!