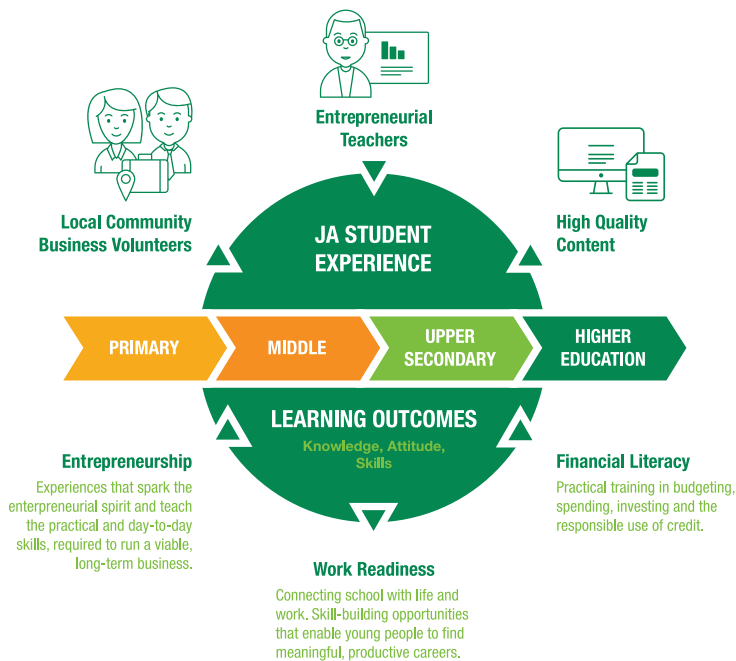


Entrepreneurship

A skill for life

Our philosophy

Entrepreneurship education is essential not only to shape the mindsets of young people but also to provide the skills, knowledge and attitudes that are central for tomorrow's jobs.



The New Skills Agenda for Europe, released by the European Commission in 2016 aims to revive investment in people's talent and address the skills gap. It recognises the increasing value of skills and transversal skills in particular, as well as the need for exchange between generations, the involvement of business in education and hands-on learning experiences.

We believe that stronger business/education partnerships now will help deliver the right skillset for future jobs.

What do we need to do?

- Work at all **levels of education, from ABC to PhD.**
- Train more teachers and ensure **curricula focus on developing entrepreneurial skills** needed for the jobs of the future and society at large.
- Build **partnerships between education and business** sector.
- Encourage **cross-ministerial cooperation at national level** to support entrepreneurship education.
- Promote the ESP as a unique **international certification for young people.**
- **Leverage education technologies** to appeal to 21st century learners and increase the impact of education.

3-6 times more likely to start their own business.

Students who have participated in entrepreneurship programmes are better equipped to become entrepreneurs, also less likely to drop out or be unemployed, and more likely to earn higher incomes and be satisfied with their careers.

40% of companies reported difficulty in finding staff with the right skills in 2015.

11 only 11 European countries have entrepreneurship education as a priority in their strategy.

“Teaching entrepreneurship is particularly important to me as it helps people acquire the horizontal skills that will serve them well throughout their lives and careers”.

Tibor NAVRACSICS, Commissioner for Education, Culture, Youth & Sport

Thanks to JA programmes, students can develop entrepreneurial skills, attitudes and behaviours, including:

- Creative thinking & problem solving
- Communication & public speaking
- Confidence & a can-do attitude
- Teamwork & leadership
- Negotiation & decision-making
- Setting goals & time management
- Risk management
- Business & financial skills



Equipping young people with skills for life

Key initiatives

The Virtual Guide to Entrepreneurial Learning (TES Guide) with entrepreneurial tools and methods and organises **The Entrepreneurial School Awards** rewarding the most entrepreneurial schools in Europe.

The European Network for Entrepreneurship Education (EE-HUB) which gathers some 50 experts and 22 MEPs to **generate policy recommendations and disseminate good practices.**

The Entrepreneurial Skills Pass™, the only **international certification of entrepreneurial skills, knowledge and attitude** for 15-19 year olds.

The Innovation Cluster for Entrepreneurship Education (ICEE) to **analyse the impact** of entrepreneurship education programmes and how to ensure every young person should have a practical entrepreneurial experience while at school.

Core programmes

Our Community (Primary School)

Students learn how communities work, basic economics, the roles people play and how money “moves”. They discuss what can be done with a vacant shop space in the city square and move into the principles of decision-making in a group.

Economics for Success (Middle School)

Students understand their role in society and the economy as consumers, tax payers, investors and borrowers. They also learn about risk and insurance. They evaluate their career options based on their skills, interests and values.

It's My Business (Middle School)

Students learn about entrepreneurs and entrepreneurship. They practice critical thinking and problem-solving, learn basic business principles and concepts. The programme can also include an entrepreneurial project.

The JA Company Programme & Entrepreneurial Skills Pass (Secondary School)

Students create their own venture taking an idea from conception to reality. Working as a team, managing all aspects of the business including raising capital, production, marketing and finance, they culminate the

year by participating in competitions. Students who have completed the JA Company Programme take a self-assessment test and a final knowledge and skills test to receive the Entrepreneurial Skills Pass™.

Innovation Camps (Extra-curricular)

Students are put together in mixed teams and given a real world business or social challenge. They are taught ideation techniques, provided with access to technology, advice from to expert mentors. At the end of the day, they present their solutions to a jury.

Leaders-for-a-Day (Extra-curricular)

Students are partnered for one day with a professional. These professionals come from a diverse number of sectors and industries. The intent is to expose young people to the real working world and the skills, behaviors and attitudes required.

The JA Start Up Programme (University)

Students create a viable business concept that can become a real start-up. Linked with several different micro-financing schemes and international competitions in different sectors. There is an annual national competition in each country and a European one.

JA Europe is Europe's largest provider of entrepreneurship education programmes, reaching 3.5 million students in 40 countries.

JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. JA Europe is the European Regional Operating Centre for JA Worldwide® (www.jaworldwide.org).