

JA Europe & Citi Foundation

Through the **#Pathways2Progress** initiative, **Citi Foundation** supports JA Europe in 22 countries to equip secondary school students with **entrepreneurship** and **financial literacy skills**.

Citi mentors support young people through their entrepreneurial journey in the JA Company Programme from creating business concepts to marketing and selling their products.

Each year, the “**Citi Foundation Client Focus Award**” recognizes student enterprises that are client-led, and excel at creating value by listening to their clients. The award is presented at the **JA Europe Company of the Year Competition**.



30+

Over 30 years of partnership



150 K+

young people (15-19 years old) participating in the 2018-19 academic year



300+

Citi volunteers

14

serve as JA Board members



22

Countries:

BL, CZ, DE, DK, FI, FR, GR, HU, IR, IL, IT, LU, NO, PL, PT, RO, SL, ES, SE, CH, TR, UK



entrepreneurial skills pass

Support international credential delivered to students: Entrepreneurial Skills Pass (ESP)

“The JA Europe Company Programme is highly effective at starting young people on their entrepreneurial journeys, and for providing the important skills needed to have successful futures. This is all critical if we are to achieve UN Sustainable Development Goal 8 – decent work and economic growth, and whilst not everyone that reaches the European final will become an entrepreneur, they leave the programme with a much broader career potential.”

Rachael Barber,

Head of Community Development EMEA, Citi



www.jaeurope.org



@JA_Europe

