



JA Europe's Perspective on the Digital Education Action Plan (DEAP)

POSITION PAPER

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JA Europe's extensive experience in delivering annually hands-on, experiential learning in entrepreneurship, work readiness, and financial health to over 6 million young people in 40+ courtiers in Europe, aligns closely with the priorities of the Digital Education Action Plan (DEAP). We have witnessed first-hand the transformative impact that digital education and skill development can have on youth.

Effective Actions and Policy Areas

1. Establishing a High-Performing Digital Education Ecosystem

One of the key priorities of DEAP has been fostering a high-performing digital education ecosystem, through initiatives like the European Digital Education Hub. Initiatives of JA Europe also showcased the potential of a robust digital infrastructure – blended learning for high quality and inclusive education, JA's content framework, accessibility of the programmes and the digital transformation we are pioneering, following rigorous AI ethics.

2. Enhancing Digital Skills and Competences for the Digital Transformation



DEAP's focus on enhancing digital skills and competences has been particularly effective in preparing young people for the digital economy. JA Europe's initiatives, such as [AI-Entr4Youth project](#), embedding AI into entrepreneurship education as well as the [Code4Europe project](#), align with these goals and have demonstrated success in equipping students with the skills needed for future careers. Recognition of micro-credentials like the [Entrepreneurial Skills Pass \(ESP\)](#) and [EMPASS](#) validates the importance of entrepreneurial skills in the digital age. JA Europe's focus on providing at least one entrepreneurial experience to all youth, especially those in disadvantaged and underserved communities, has resonated with this priority of the plan, helping to create a generation of young people ready to innovate and lead in a digital world.

Areas for Strengthening in the Next Phase

1. Scaling Deep Tech and AI Education

DEAP matches a key priority of JA Europe, to integrate AI into existing programmes and curricula across all levels of education, through a blended approach with entrepreneurship education, such as [JA Company programme](#). Concrete [pilot initiatives](#) already exist and can be scaled immediately. JA Europe's AI programme is featured as one of the eight case studies by the [World Economic Forum's recent Shaping the Future of Learning report](#). The report explores the potential for artificial intelligence to benefit educators, students and teachers. Case studies show how AI can personalize learning experiences, streamline administrative tasks, and integrate into curricula.

While developing new AI content for secondary schools, to enter classrooms is challenging without getting recognition of the curricula or having more flexible national curricula framework. Flexibility, collaboration and openness is needed from all governments to make Europe a competitive region. Accreditation but also endorsement and recognition of micro-credentials and enhanced collaboration with HE Institutions are needed; at this stage the different level of education is too segmented, especially between secondary and university levels.



2. Investing in Teacher Training

DEAP must place greater emphasis on upskilling teachers in digital education, particularly in emerging areas like deep tech, AI, and green technologies. Collaboration between the public and private sectors will be key to ensure that teachers receive the support they need. The Code4Europe Project is one example how through the educators we can prepare youth for the future of work by streamlining deep tech and AI education into all levels of education: an initiative bringing together 45 key stakeholders, and which will massively scale EU Code Week, aiming to impact 25 million young people over the next two years; another example – of increasing the flexibility of additional teachers' training, with accreditation, allowing teachers to join innovative and at the same time recognized initiatives is the mentioned above AI-Entr4Youth.

3. Promoting Entrepreneurship in the Green Economy

As Europe transitions to a green economy, education systems should not only focus on digital skills but also on how these skills can be applied to promote sustainability. JA Europe's projects, such as [Re-Value EU](#) and the initiative GirlsGoCircular, have successfully linked digital skills with green entrepreneurship, encouraging young people to develop sustainable business solutions. JA Europe developed a [Check Impact digital tool](#), which is tracking the sustainability level of all created mini-companies and articulating suggestions for further improvement, available for all students across Europe without registration. Expanding such initiatives by 2027 will be vital in fostering a generation of environmentally conscious entrepreneurs.

4. Enhancing Support for Start-Up Creation and fostering Innovation in Key Industrial Sectors

Reducing bureaucratic barriers, increasing access to funding, and providing targeted support for young founders, especially in deep-tech sectors, will be crucial in the next phase of DEAP. JA Europe's collaboration with initiatives like the EIT Deep Tech Talent Initiative and our newly established Precede Venture Network can serve as models for how to support youth-led ventures. With BBB (EU4Youth Grant) we see how important it is to create entrepreneurial ecosystems, which give supporting ground for start-ups, yet the establishment is extremely difficult as there is no supporting ground from the national level. The AI



training of the next generation can directly benefit this sector through initiatives, such as JA Europe's collaboration with the EIT Food to develop innovative AI solutions and create start-ups in the agri-food sector.

The need for digital and green innovation in key industrial sectors such as retail, is vital to Europe's economy and competitiveness but face significant challenges in adapting to digital and green transitions. JA Europe's initiatives like [Skills4Retail](#) and [RESCHIP4EU](#) demonstrate the potential for digital education to drive innovation in different sectors. However, there is a need to increase the quality education of VET schools.

By scaling deep tech and AI education, investing in teacher training, promoting green entrepreneurship, enhancing support for start-up creation, and fostering innovation in key industrial sectors, DEAP can fully realize its vision of creating a high-performing digital education ecosystem and equipping Europe's youth with the skills they need for the future.

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