

Junior  
Achievement<sup>®</sup>  
Young  
Enterprise

E U R O P E



**Entrepreneurs  
are made, not  
born**



## **Our Mission**

**To inspire and prepare young people to  
succeed in a global economy.**



238  
Entities

8,089  
Board Members

2,714  
Staff

287,533  
Classes

213,473  
Volunteers

7,563,581  
Students

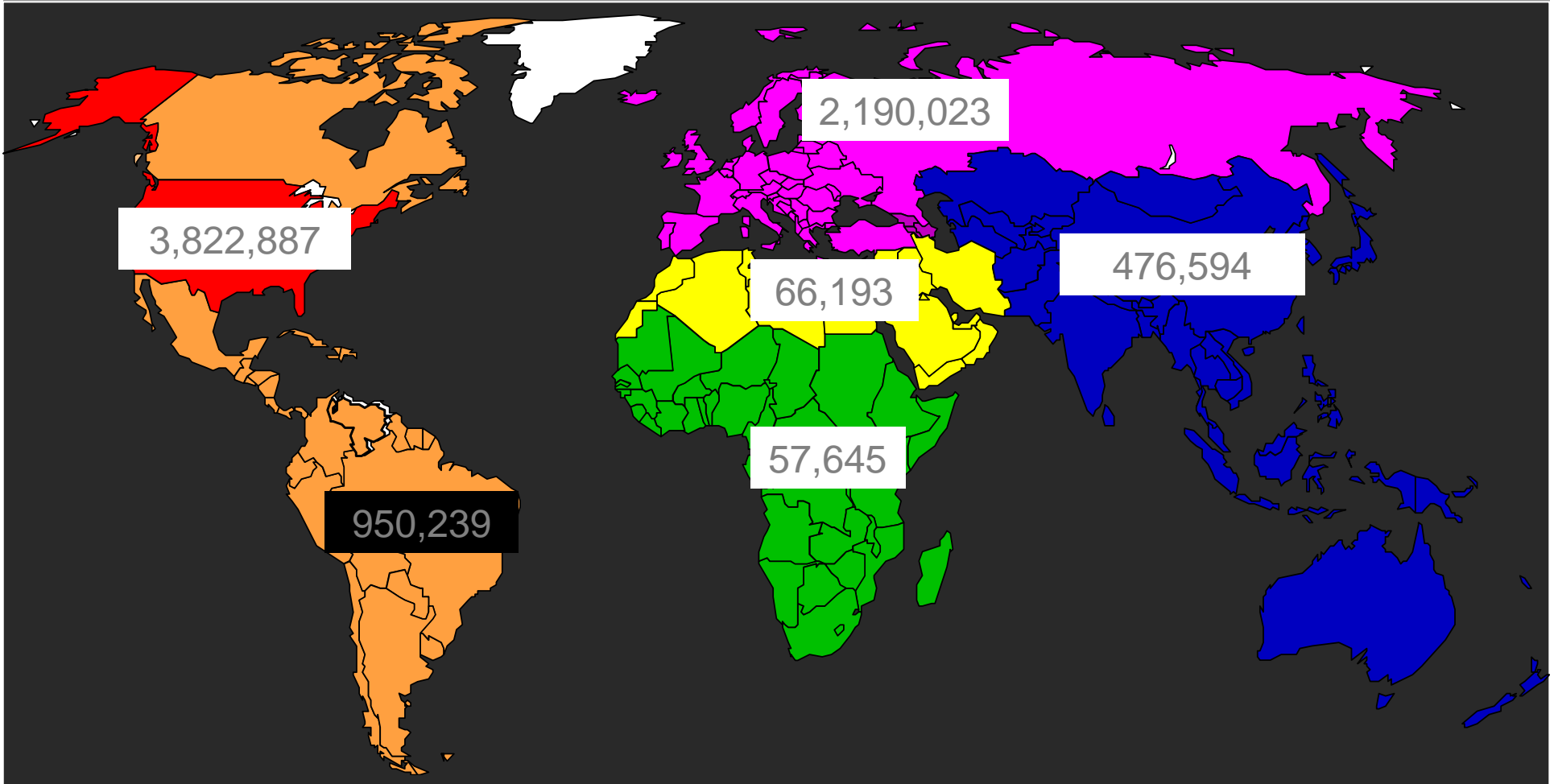
JA WORLDWIDE

05-06 final numbers being verified



# JA Worldwide

2005-06 Student Reach Totaled 7,550,927



# European Region

(40 Member Nations)

- Albania
- Armenia
- Austria
- Belgium
- Bosnia-Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Isle of Man
- Israel
- Italy
- Latvia
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Serbia & Montenegro/Kosovo
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom

## JA-YE Europe





## **JA-YE Europe today**

**▲40 Nations**

**▲2.2 million students**

**▲79000 teachers; 70000 business  
volunteers**

**▲Network of independent NGO's  
supported by their local private and  
public sectors**



**Goal:**  
**5 million students by 2010**



## **The JA-YE Method**

**▲ The Programme**

**▲ The Volunteer Business Consultant**

**▲ The Teacher**

**▲ The Local JA-YE Organisation/Network**

Resources and Curriculum Development

Training and Support + Special Events

Administration



## The Programmes...

- ▲ **Age 5-25**
- ▲ **From 6 to 26 weeks long**
- ▲ **Complement to standard curriculum as a way to add relevance and impact; taught “in school” and “after school” by businesspeople in partnership with teachers**
- ▲ **7 “CORE Programmes” implemented in most if not all European countries by 2010; each with a ‘European dimension’ that transcends borders**



# Primary School

- ▲ Learning about the world around us
- ▲ Families, communities, cities, countries
- ▲ What are resources? What is production? What does business do? What does government do?
- ▲ Core Programmes: **Our Community** and **Our Europe**





## Middle School

- ▲ Participating in the world around us
- ▲ Jobs, budgets, markets, skills, global trade, finance
- ▲ Entrepreneurship
- ▲ Core Programmes: **Economics for Success** and **Pupils' Enterprise**





## Secondary School & University

- ▲ Setting up and running a real business
- ▲ Entrepreneurship, Leadership and Organization
- ▲ Business plans, teamwork
- ▲ Making decisions and taking risks
- ▲ Core Programmes: **Company Programme, Globe, and Graduate Programme**





## The Need in Europe...

- ▲ Emerging economies in Central & Eastern Europe need to teach market economics en masse
- ▲ Political spotlight on “entrepreneurship” and “innovation” in the EU
- ▲ Improving competitiveness, reducing unemployment
- ▲ **Responsible Business**
- ▲ **Promotion of Ethics and Transparency**
- ▲ Break down barriers to programme implementation (support for teachers and work with education authorities)
- ▲ Engagement of European businesses in entrepreneurship education
- ▲ Integration of disaffected communities



## European Commission

- ▲ **DG Education has made entrepreneurship one of its 8 Core Competences**
- ▲ **DG Enterprise has named the JAYE Company Programme as a best practice in the teaching of entrepreneurship**
- ▲ **The European Commission has recognized Norway as a leader in the successful implementation of entrepreneurship education policies (conference Oslo Oct 27-28)**



## **Norway: Europe's Best Practice**

- ▲ Engaging all key government ministries and agencies in the implementation of entrepreneurship education**
- ▲ Creating a fiscal and legal framework to support the operation of core initiatives like student companies**
- ▲ Emphasizing real entrepreneurial output and the creation of new businesses later on (extensive research and evaluation)**
- ▲ Teaching young people about 'responsible business practices' (involvement of the tax authorities in Norway)**
- ▲ Business people and other experts are directly engaged with the students (volunteers)**



## SERIOUS BUSINESS AWARD

- ▲ **Use the Company Programme as a platform**
- ▲ **Establish criteria for what constitutes a ‘**Serious Business**’**
  - Modelled on the award already in place in Norway—financial soundness, transparency, and application of good business practices
- ▲ **Create a similar award at the European level, at the annual Company of the Year Competition**
- ▲ **Create a jury ‘on-site’ which brings together tax officers, auditors, and accountants (source them from European professional associations)**
- ▲ **Present the award at the European finals**



## Sharing of Best Practices

- ▲ **Promote the adoption of the framework that has been created for student companies in Norway with other countries**
- ▲ **Encourage the engagement of tax officers as volunteers in other countries (making presentations in schools, for example, as to how to meet 'serious' business standards)**
- ▲ **Establish 'National' serious business awards with local tax-audit-accounting authorities.**



Thank you! [www.ja-ye.org](http://www.ja-ye.org)