

# EMPOWERING THE NEXT GENERATION OF EUROPEANS



Member of  
JA Worldwide  
JA Worldwide



Photo by JA Europe

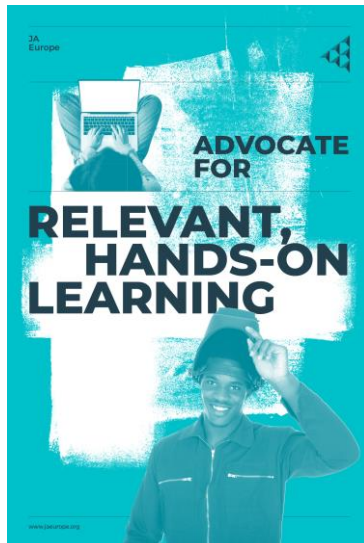
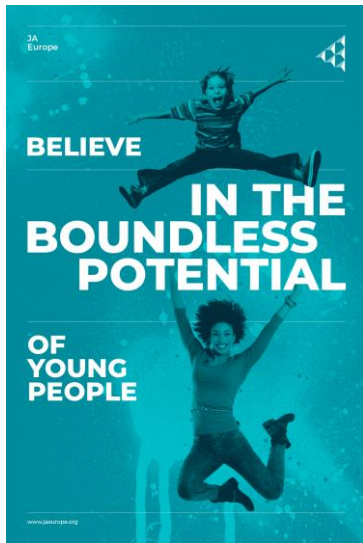


**This Is JA**

# Vision and Values



We envision a world in which young people have the skillset and mindset to build thriving communities



# What We Do

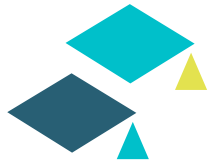
- JA delivers hands on, immersive learning in work readiness, financial health, entrepreneurship, sustainability, STEM, and more.
- Reaching more than 12 million young people each year

## Thriving Communities

- For over 100 years, JA has operated all over the world, even in areas of political instability, violence, and war.
- Through JA, young people are equipped with the skillset and mindset to build thriving communities.



# JA's Global Ecosystem



**12,500,000+**  
student experiences



**264,300+**  
teachers & educators



**80,700+**  
schools



**176,900,000+**  
contact hours



**235,000+**  
volunteers



**2,900+**  
staff



**JA Europe**

# JA Europe Focus Areas



**ENTREPRENEURSHIP**



**WORK READINESS**



**FINANCIAL LITERACY**

**CROSS**



**STEM**



**DIGITAL SKILLS**



**SUSTAINABILITY**

# JA Europe in numbers



**3,846.575**  
YOUNG PEOPLE



**70,000**  
SCHOOLS



**95,848**  
BUSINESS VOLUNTEERS



**140,519**  
TEACHERS AND EDUCATORS



**40**  
COUNTRIES



# JA Company Programme



Launched in 1919, the JA Company Programme offers students aged 15-19 the opportunity to learn how to move a business idea from concept to reality.

By challenging the students to solve a problem in their community through a business venture, the Company Programme unleashes their entrepreneurial spirit. Students experience running their own company (for one academic year), they discover first-hand how a company functions and gain an insight into how their talents could be used to set up a business.

## Impact of the JA Company Programme



STUDENTS



TEACHERS



PARENTS



# ROI of JA Programmes

**For every 1€ invested in Junior Achievement, 45€ is returned to society.**



**84% of alumni said that JA connected what they learned in school to the real world. 88% satisfaction with their careers, compared to 48.7% of general public.**



**In Spain, math test scores improved 20%, while absence from school dropped significantly**



**Compared to non-alumni, they are 40% more likely to become a manager and 20% less likely to be unemployed.**



# Financial Education to support employment and entrepreneurial success



# What key financial skills are needed?



Future employees and entrepreneurs are perceived to need a different subset of financial skills.



## Who should be involved?

Respondents believe schools are currently not fulfilling their potential. **Only 19% stated that their country's educational system is contributing at least a fair amount** to equipping young people with the right financial skills.



## How should financial education be delivered?



**JA is appreciated as a partnership builder and collaborator.** 81% consider JA's contribution in forging effective partnerships and providing volunteer opportunities are considered as extremely helpful.

# Focus Areas



**ENTREPRENEURSHIP**



**WORK READINESS**



**FINANCIAL LITERACY**

**CROSS**



**STEM**



**DIGITAL SKILLS**



**SUSTAINABILITY**



# Skills Learned



## Work Readiness: Preparing for the Jobs of the Future



Problem-solving  
& learnability



Interpersonal  
& social skills



Hard work &  
dependability



Integrity  
& ethics



Self-motivation  
& self-control



Positive attitude  
& self-concept



Self-efficacy  
& self-belief

## Entrepreneurship: Cultivating an Innovation Mindset



Goal orientation  
& initiative



Leadership &  
responsibility



Creativity



Teamwork



Perseverance



Resourcefulness



Self-efficacy  
& self-belief

## Financial Literacy: Developing Financial Independence



Money and risk  
management



Higher-order  
thinking



Intuitive  
decision-making



Negotiation



Resilience



Adaptability



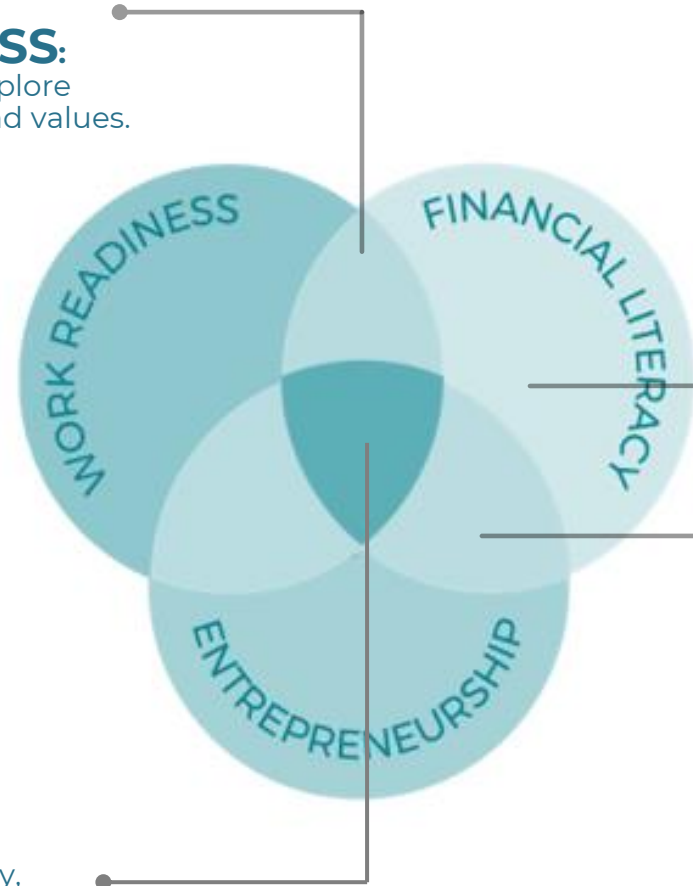
Self-efficacy  
& self-belief

# Learning Experiences



## JA ECONOMICS FOR SUCCESS:

Students build strong personal finances and explore career options based on their skills, interests, and values.



## FINQUEST APP:

FinQuest app uses elements of gamification and simulation learning to create a unique educational game-based learning experience (Age group 12-16).

## JA TITAN:

During a simulation high school students compete as business CEOs, experiencing firsthand how an organization works, makes decisions, analyzes the outcomes of those decisions.

## JA COMPANY/ START-UP PROGRAMME:

Students produce a product, create a company, and manage their business from start to finish.

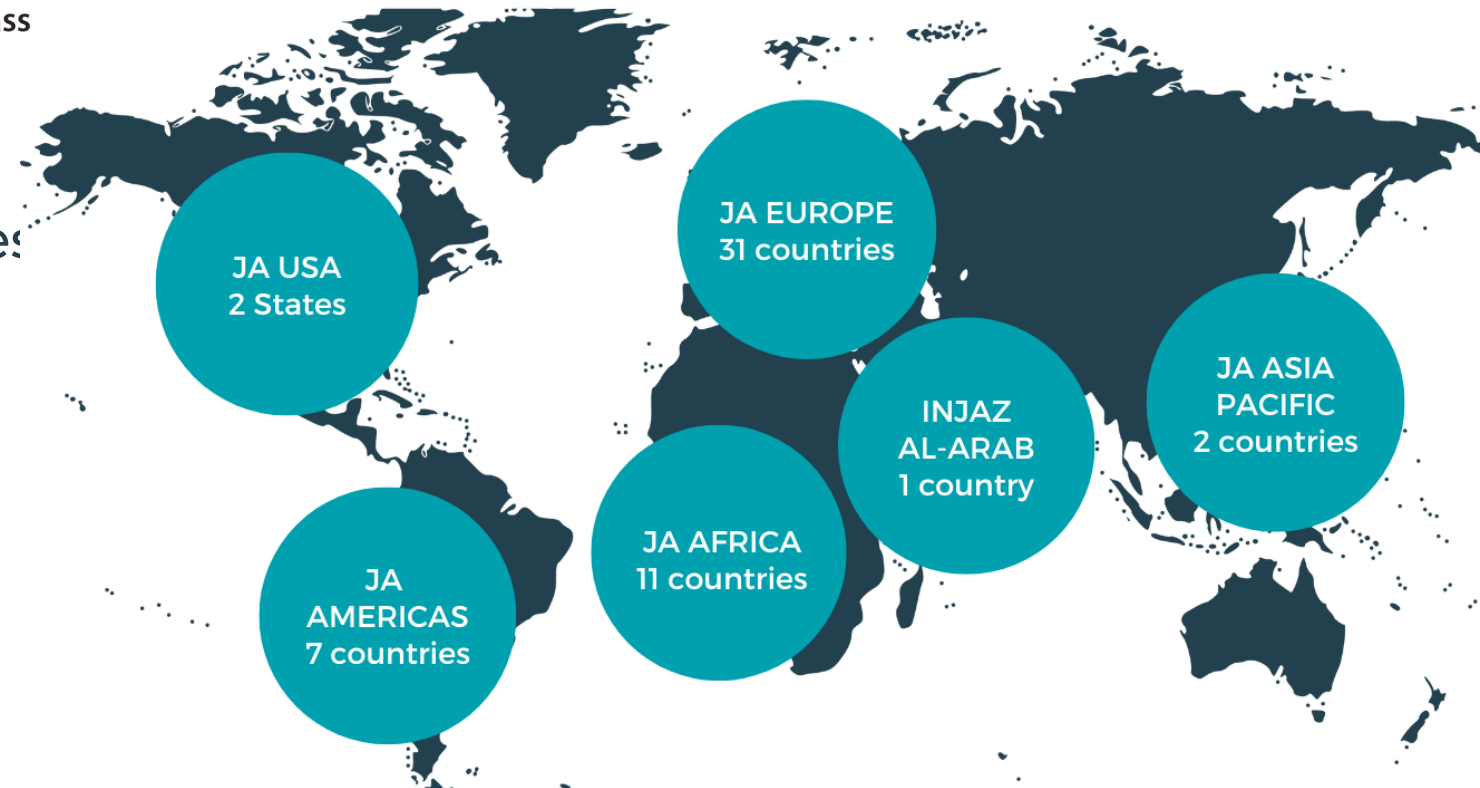
# Entrepreneurial Skill Pass



52 COUNTRIES  
37,000 CERTIFICATIONS



An international exam that certifies  
knowledge and skills.







# This Is JA Europe

[www.jaeurope.org](http://www.jaeurope.org)

[minna@jaeurope.org](mailto:minna@jaeurope.org)

