THE JA COMPANY PROGRAMME

THE TRIPLE PAYOFF OF ENTREPRENEURSHIP EDUCATION



JA Europe
100 YEARS OF ACHIEVEMENT
A Member of JA Worldwide



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JA COMPANY PROGRAMME

For 100 years, JA has delivered hands on, experiential learning in financial literacy, work readiness and entrepreneurship. We create pathways for employability, job creation and financial success.

The JA Company Programme enables students to produce a product, to develop a service, to create their own company and to manage their business from start to finish.



Work skills, job creation and societal impact

The triple payoff of entrepreneurship education

Employers routinely highlight a significant skills gap between the skills they desire and the outcomes that educational institutions currently deliver. Technological advances, new industries and automation require new skills. Young people entering the workforce will need to be highly adaptable to change, as many of their future jobs have not yet been created. The broad range of skills that are developed as young people start their own businesses helps them to shape more resilient and flexible career paths later on.

Start-ups and SMEs (small and medium-sized enterprises) are an important driving force of economic growth accounting for 60 to 70% of jobs in most OECD countries. Entrepreneurs play a major role in bringing innovation, job creation and growth and contribute towards boosting Europe's competiveness.

In addition to work skills and job creation, entrepreneurs have the potential to improve the state of the world as they develop solutions to tackle local and global social issues such as climate change, gender inequality, disability and more. Fully one-third of today's start-ups aim for social good while 52% of entrepreneurs recently surveyed reinvest their profits into social initiatives.

The JA Company Programme equips young people with highly sought-after skills (creativity, leadership, perseverance and self-efficacy) and offers them a chance to experience entrepreneurship.

LEARNING PATHWAY

JA Company Programme

Launched in 1919, the JA Company Programme offers **young people** aged 15-19 the opportunity to learn how to move a business idea from concept to reality. Through learning-by-doing activities, mentoring from experienced business people and entrepreneurs, team work and competitions, the programme offers students a high-impact, **one-year practical entrepreneurship experience (+100 hours).**

Competences and skills:

creativity, perseverance, resourcefulness, self-confidence, taking initiative, taking responsibility, teamwork.

Knowledge and experience:

general understanding of organisations, company structure and roles, legal forms of ownership, idea generation and business opportunity, customer-user focus, business plan, design and production, marketing strategies, sales strategies, financial resources and budgeting.



"Thanks to the ESP young people can actually prove their business skills, which is a great competitive advantage compared to others. By involving companies, ESP helps their HR departments find the right employees more easily."

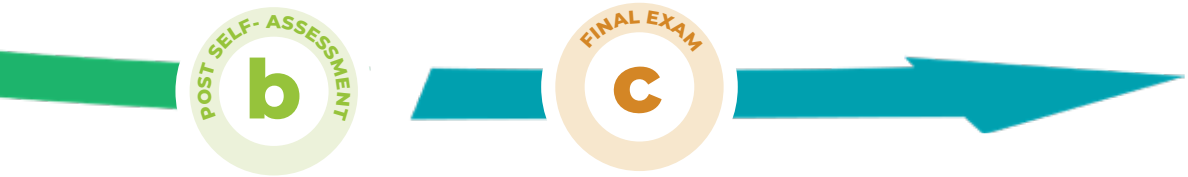
Zuzana Vaneckova
Business Volunteer, SAP

5. Competing and Closing

- Compete in national and international competitions
- Finalise report
- Liquidating

6. Further opportunities

- Further training
- Work experience
- Support to start-up a company



JULY

esp
entrepreneurial skills pass

Entrepreneurial Skills Pass™

The Entrepreneurial Skills Pass is a unique international certification of skills and experiences. This is the **first JA micro-credential** specifically designed for the JA Company Programme. It combines a **competence-based assessment** (pre and post) for students to reflect on their own progress with a **final examination** validating and certifying their theoretical and factual knowledge about business issues and concepts.

With the ESP, students:

- **a** Assess and reflect on their progress in acquiring enterprising competences and skills.
- **b** Certify their theoretical and factual knowledge on entrepreneurship.
- **c** Access further opportunities such as further training, work experience and start-up support.

The competences and learning outcomes developed through the JA Company Programme and then evaluated by the ESP are in complete alignment with those identified in the EntreComp framework developed by the European Commission.

SCOPE

JA Company Programme

IN EUROPE

Implemented in

SCHOOLS
8,690

Involving

VOLUNTEERS
19,500

TEACHERS
15,500

Generating

STUDENTS
345,000

MINI COMPANIES
26,000

Across

COUNTRIES
in Europe
40





Entrepreneurial Skills Pass

COUNTRIES
27

ESP HOLDERS
13,000

Global ambition

60 COUNTRIES by 2022

TRIPLE PAYOFF

Work skills



"If I have two young persons, one with ESP and another one without, I would definitely present my client the one with ESP because he / she has proven to have the practice. ESP proves that you have not only read the theory but also that you have the practical experience."

Geert Vaerenberg
ManpowerGroup

Job creation

"I went from being a shy, awkward, not-terribly-popular teenager, to leading my JA team as Managing Director to national success. Being a CEO and an entrepreneur means not having to wait around for someone to hire you. Not only can you create your own job, you can create your own industry!"

Alicia Navarro
President & Co-Founder
Skimlinks



Societal impact

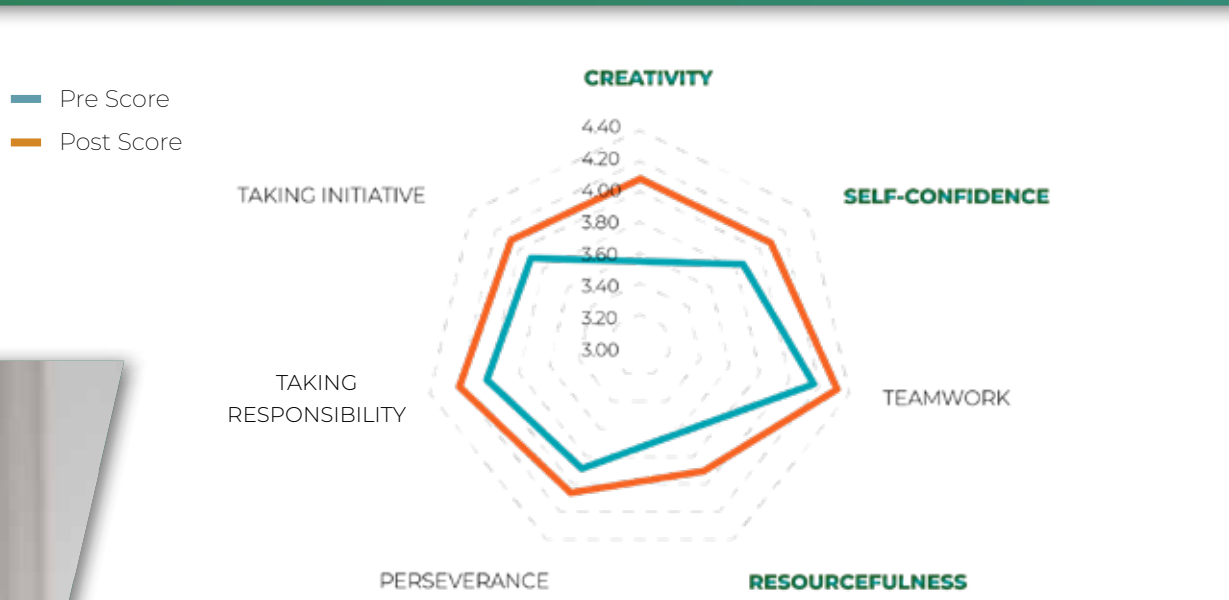
"The skills that make us uniquely 'human' – our ability to work with others, to be creative, and to persevere – will never become obsolete. In fact, they will become more essential for an innovative and inclusive society in the future. Europe needs entrepreneurial people that generate creative ideas and turn them into action."

Marianne Thyssen
European Commissioner for Employment, Social Affairs, Skills and Labour Mobility



IMPACT



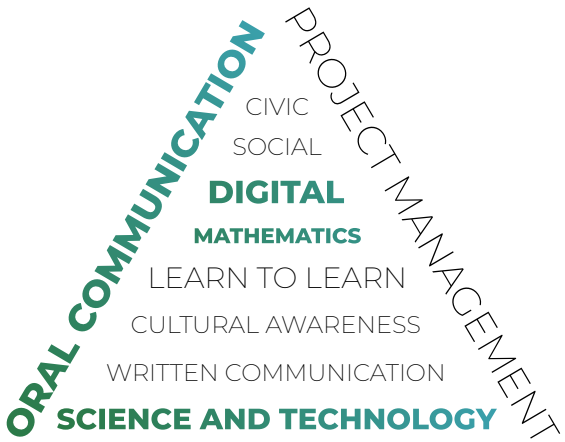


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Increased entrepreneurial competences

90% of young people reported progression in at least one entrepreneurial competence in the ESP assessment. On average, students improve three competences with the biggest increase in **creativity, self-confidence and resourcefulness.**

By allowing to drive and lead their entrepreneurial experience, the programme ensures they develop competences according to their specific needs/wishes. As a result, the JA Company Programme allows students to develop a **more balanced skills set.**



more motivated
to learn

happier
at school

stronger academic
performance

"We are running the process ourselves. Teachers trust us and in the end teachers want results, they don't want to know how – they want the results. Of course there is supervision from teachers, but we are free to manage and arrange everything. At the very beginning they gave us some guidelines, how to start and arrange the meetings and this sort of thing. After some time, we asked for help when needed, but we did it by ourselves."

Student, Italy

2 Better school performance

The main aim of the JA Company Programme is to develop students' entrepreneurial skills by enabling them to discover first-hand how a company functions, but the ESP assessment shows that students also seem to be **positively influenced in other areas.** Participating in the programme stimulates the development of key competences such as mathematical, digital and communication skills.

3 Positive behaviour and attitudes

In addition, the EU-JA Europe research project ICEE on the impact of entrepreneurship education shows that students beome **more motivated to learn** and that they perceive their education as meaningful.

By using practical and student-focused teaching methods, the JA Company Programme provides the context and the possibility for students to apply their knowledge in a concrete area of interest. Students get a high degree of ownership of their mini-company, autonomy in the decision-making process and therefore motivation to learn.



77%

of students **clarify what they want to do** with their future

80%

understand the skills needed to fulfil various role and responsibilities

60%

prefer self-employment as a career as a result of the JA Company Programme

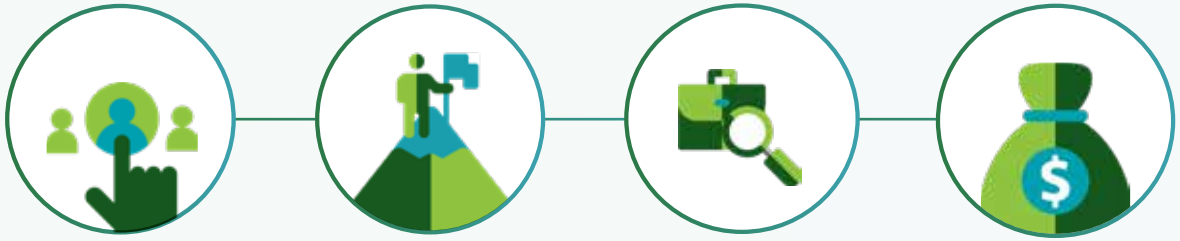
4 Clearer career goals and aspirations

As a result of the real work experience and exposure to business volunteers, the ESP assessment shows that young people gain an insight into their own aspirations.

The JA Company Programme enables young people to explore and practice a range of roles and responsibilities within their mini-company which allows them to **understand their strengths and weaknesses** and therefore being more confident in future decisions. The engagement with business volunteers provides exposure to different industries, learn about different jobs and career fields therefore **broadening their professional horizons.**

5 Increased entrepreneurial ambitions

The student-driven process of establishing and running a mini-company has important effect on students' perceptions of entrepreneurship and desire for self-employment. The ESP assessment shows that after the mini-company experience students **perceive that they have knowledge and skills** related to how to start a business and feel more confident in their capabilities of trying it in a real context. Students involved in the JA Company Programme are more likely to consider self-employment and entrepreneurship as a future career. It also seems that the perceived effect of the programme on skills and knowledge and preference for self-employment is somewhat stronger among young women than men.



Enhanced
employability

More
successful careers

Higher
start-up rate
and create
more jobs

Better future
earnings

"JA had a huge influence on the course of my life. It confirmed my desire to follow business studies at university and it drove me to quit my first job to start 3 start-ups. In a word, JA gave me the entrepreneurship bug."

Sébastien Deletaille,
Co-founder Riaktr,
JA Company Programme alumnus



6 Impact on society

Longitudinal studies among alumni across different geographies have proven the long term impact of the programme on **employability, economic growth and job creation.**

An external evaluation in Sweden shows that JA alumni are finding jobs within 4 months after graduation while for the control group the period was 11 months or more. Another study in Norway also shows JA alumni have a 12% higher average income and are 44% more likely to occupy leadership positions.

The JA Company Programme also proves to **increase the probability of an individual starting a firm** later in life. A study in the UK shows that JA Company Programme alumni demonstrate start-up rates which are three times as high (15%) than among the average population in Europe (5%-6%). In addition, these companies tend to employ more people, are more innovative and diverse.

EMPOWERING THE EDUCATION ECOSYSTEM

"The amount of dropouts has declined since we have introduced the JA Company Programme. I believe the learning by doing is important."

***Teacher**, Finland*



High retention of teachers and new positive dynamics

The demanding character of the programme and need for collective engagement of all members of the school community (leadership, teaching and non-teaching staff, parents, and business community) result in a **positive impact on the school environment.**

The relationship between teacher and student seems to shift in positive ways, and teachers and students found themselves on more equal terms through their work, with relationships that are more informal and cooperative in nature. Studies have shown how creating such environments can increase the students' "sense of belonging" at school, promoting inclusion and reducing drop-outs.

Business sector actively suporting teachers

Teachers also recognize the benefits of involving the business community as a source of knowledge and support. The JA Company Programme actively supports the development of business-education partnerships, empowering teachers and enhancing the learning outcomes for students.



"The teachers have developed or changed attitude towards entrepreneurship during this year. The teachers were afraid, they didn't see the use of it, and they said they prepared them for university. But now they are among the most positive ones."

***Headmaster,** Estonia*

"First of all, the JA Company Programme has been important for those students who do not show much interest in schoolwork in general. By working together in a mini-company, they have been integrated and given a role, and consequently experienced the meaning of teamwork and practical work. The result is that students recognise themselves as part of the project, and therefore have a good time."

***Teacher,** Italy*

IN PRACTICE

Facilitating integration of migrants

Azad Ali came to Sweden from Kurdistan three years ago and is now determined to start his business and become an entrepreneur. In 2017, Azad started his JA company Trälampor UF, creating wooden lamps. Throughout the JA Company Programme, he had the opportunity to learn the language, build a network and learn new skills. He even managed to sell his lamp to the Swedish Minister of Enterprise and Innovation and won the award "Craftsman of the Year" in Kalmar County's Young Business Competition.



"I brought one of Azad's lamps home and today I have assembled it. It went faster than Ikea"

Mikael Damberg, ***Swedish Minister of Enterprise and Innovation***

Linking with vocational education and training

Marmația Technological High School in Romania is using the JA Company Programme to offer students more motivational learning situations to reach both theoretical and practical goals.

The entrepreneurship education programmes we have implemented over the last years in our school helped students to get to know each other better, to have courage, to improve their self-esteem and confidence in their ability to achieve things, and to demonstrate their entrepreneurial flair. I consider that by helping students to prepare for a profession in an entrepreneurial way, we help create a powerful new mindset for students of all backgrounds, allowing them to grow and push their limits to achieve new goals in their future careers.

Mihaela Simona Ona,
Marmația Technological High School - European Vocational Skills Week Award 2018 winner







Encouraging sustainable business

The JA Company Programme is a powerful way to make a positive impact around the world. It prepares young people not only for an entrepreneurial career and to be the world's job creators but also to be a global force for good, as they develop products with a clear social mission that help meet the challenge of reaching the SDGs.

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