



JA Europe

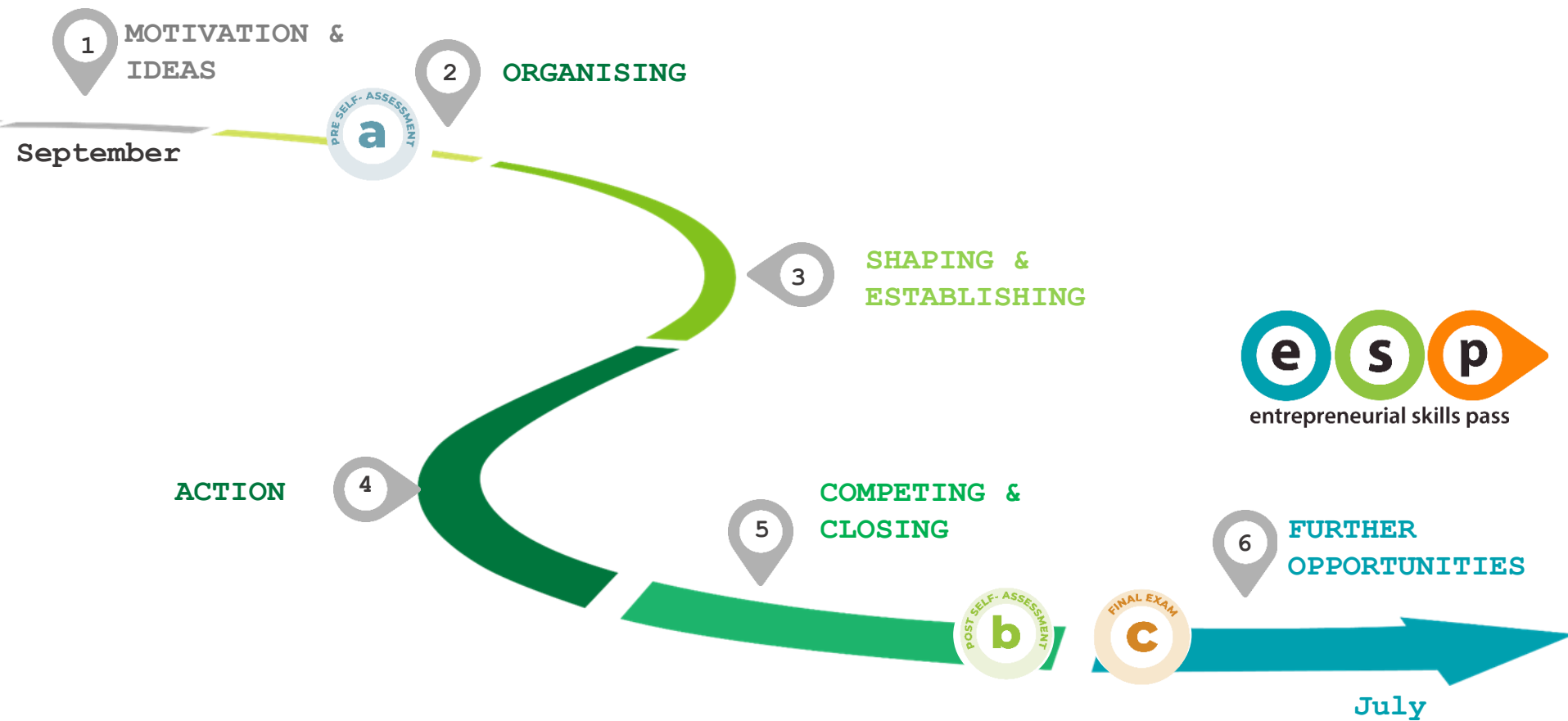
100 YEARS OF ACHIEVEMENT

A Member of JA Worldwide

# The JA Company Programme & the Entrepreneurial Skills Pass™

January 2019

# A year-long experience



# The JA Company Programme

Moving a business idea from  
concept to reality

- A **year-long** programme in the context of the classroom
- **Learning-by-doing** activities
- **Mentoring** from experienced business people and entrepreneurs
- Regional, national and international **competitions**



# The Entrepreneurial Skills Pass

The micro-credential of  
the JA Company Programme



An international  
qualification certifying  
young people:



have had a **real**



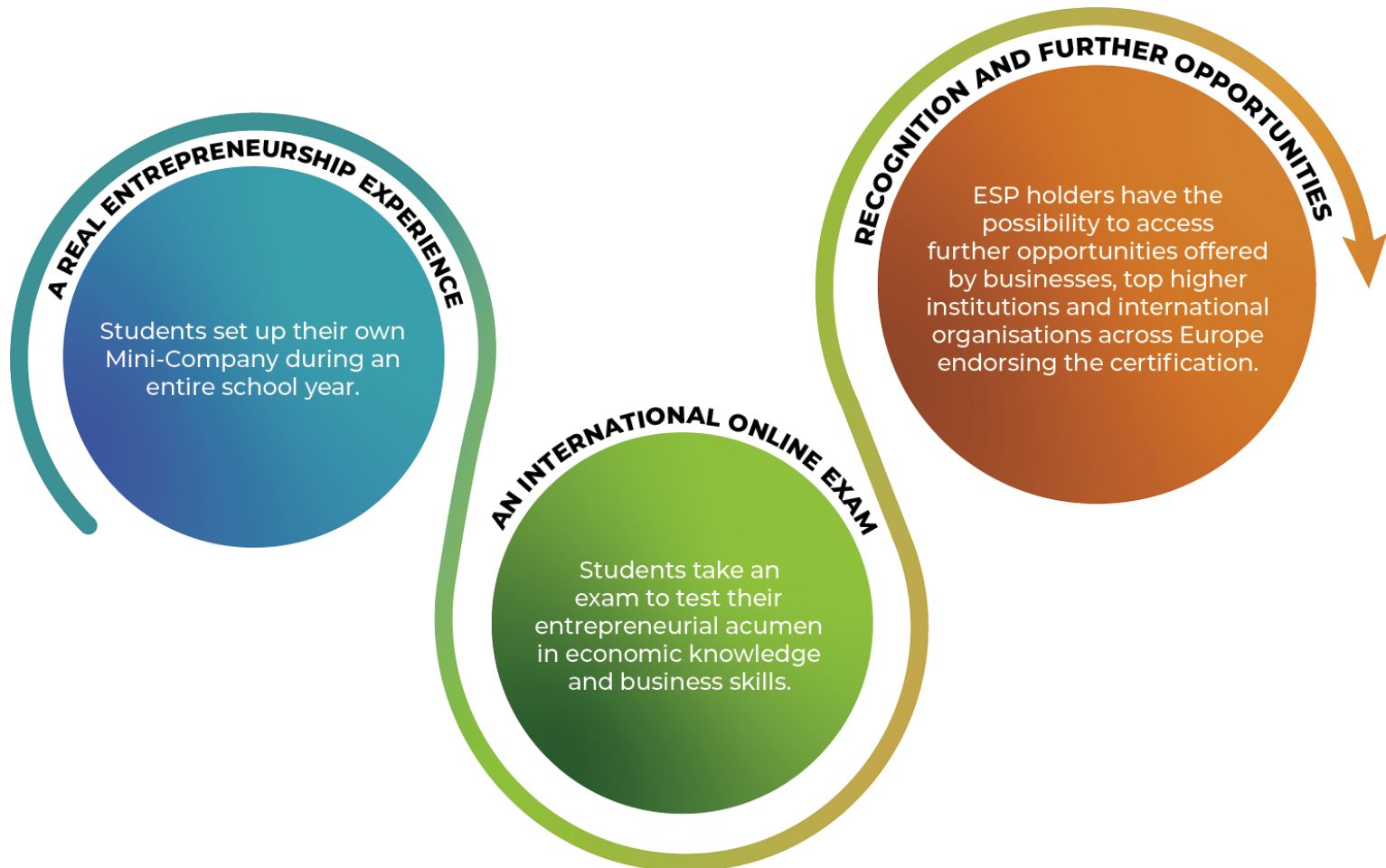
**entrepreneurship experience**

have the necessary  
**knowledge, skills** and  
**competences** to start a  
business or be successfully  
employed





# A certified experience



# ESP benefits for students

## Badge on LinkedIn



The ESP is a recognised certification on LinkedIn

## Further Opportunities



ESP holders are given extra opportunities such as internships, trainings, financial support, mentoring, access to incubators,...

Join an active network of JA alumni

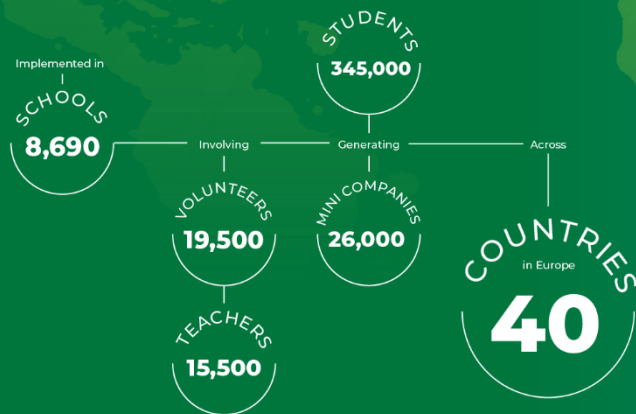


ESP holders have their specific badge on the global alumni online platform

# Aiming to reach 60 countries by 2022



## The JA Company Programme



## The ESP



Global ambition  
**60** COUNTRIES  
by 2022

# Countries – 2019:

- |                              |                     |
|------------------------------|---------------------|
| 1. Austria                   | 15. Lithuania       |
| 2. Bahrain                   | 16. Luxembourg      |
| 3. Belgium FL;<br>Belgium FR | 17. Macedonia       |
| 4. Bulgaria                  | 18. Malta           |
| 5. Cyprus                    | 19. Moldova         |
| 6. Czech Republic            | 20. Norway          |
| 7. Denmark                   | <b>21. Poland</b>   |
| 8. Estonia                   | 22. Romania         |
| 9. Finland                   | 23. Russia          |
| 10. France                   | 24. Serbia          |
| 11. Georgia                  | <b>25. Slovenia</b> |
| 12. Greece                   | 26. Spain           |
| 13. Hungary                  | 27. Sweden          |
| 14. Italy                    | 28. Switzerland     |
|                              | 29. Turkey          |



# Benefits for students

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# Benefits for teachers

## Assessment tool



The ESP is a useful tool for teachers to assess students progress through the year

## Support individual learning



The ESP results can support teachers to take into consideration the student's strengths and weaknesses in their learning process



## Stimulate reflection and continuous improvement

Teachers can use the ESP results to reflect on their students learning and identify areas to improve the learning experience for next year

# Benefits for JA Network

- **Unique selling feature for the JA Company Programme** – no other organisation offers such a combination of experience and international certification.
- **Measuring and communicating impact of the JA Company Programme** – possibility to use the ESP results to evaluate the impact of CP on students' learning outcomes and adopt it as part of the selling/advocacy strategy CP to donors
- **Monitoring tool to improve the quality of the JA Company Programme** – possibility to use the ESP results to improve the quality of CP and decrease the variability in the implementation across countries.

# Triple payoff



Work  
skills

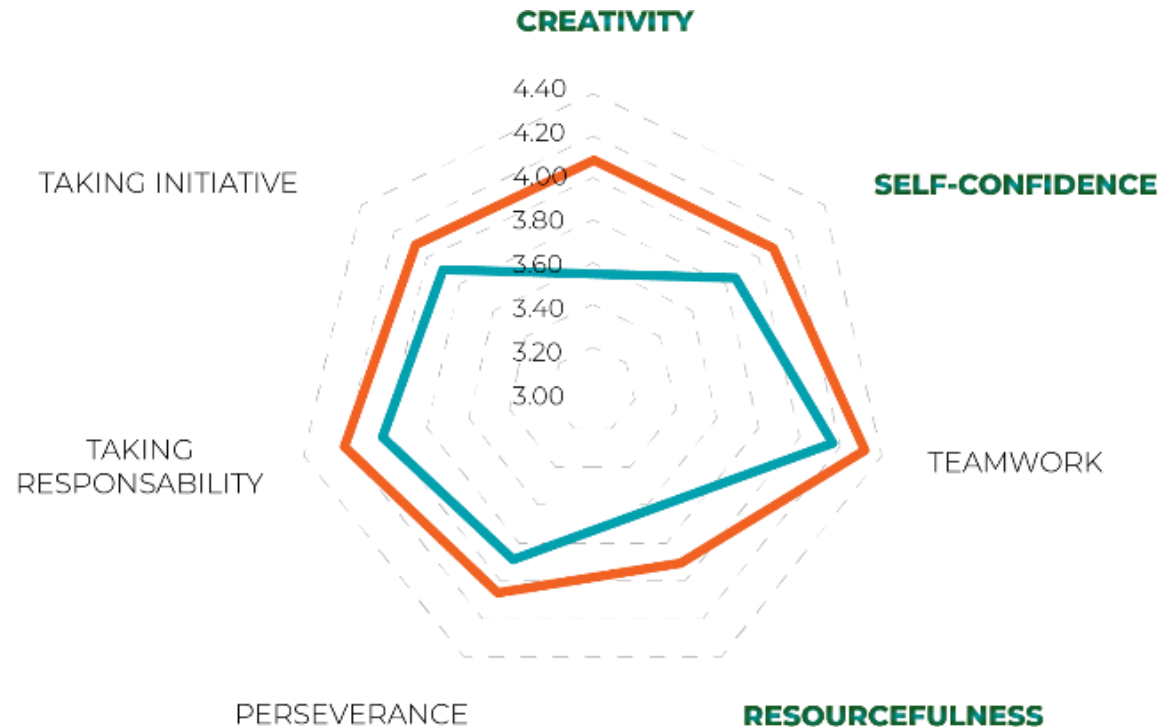


Job  
creation



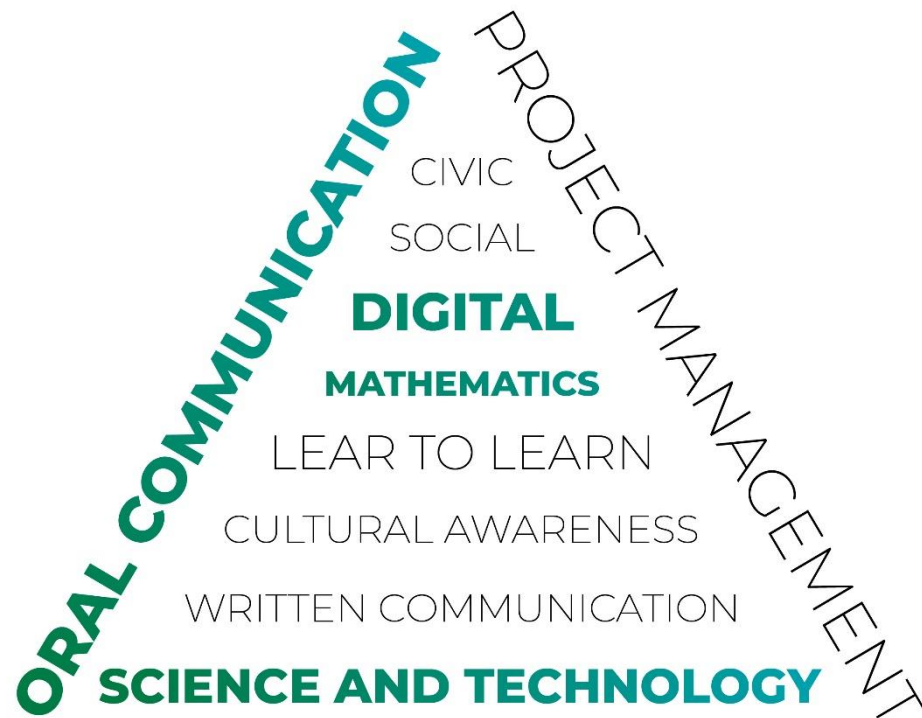
Societal  
impact

# Learning outcomes: entrepreneurial competences





# Learning outcomes: academic skills & performance



# Behavioural impact:

a more positive and future-oriented attitude



**more  
motivated**

to learn

**happier**

at school



**Clearer  
career  
goals**



**Increased  
entrepreneurial  
ambitions**

# Societal impact:

jobs, growth and startups



Enhanced  
**employability**



More  
**successful  
careers**



Higher  
**start-up rate**  
and create  
**more jobs**



Better future  
**earnings**

# Societal impact: jobs, growth and startups



*"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*

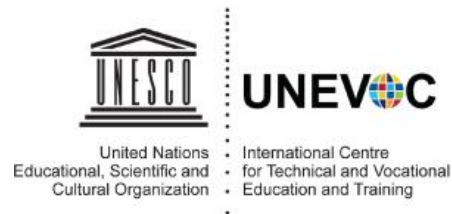
*action."*

*Marianne Thyssen*

*European Commissioner for Employment, Social Affairs, Skills and Labour Mobility*



# Endorsements







JA Europe

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In practice

# Vocational education



*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**, Marmatia Technological High School – European Vocational Skills Week Award 2018 winner



# 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.



# 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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# Get in touch

[www.entrepreneurialskillspass.eu](http://www.entrepreneurialskillspass.eu)

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

**#JACompany**

**#ESP\_Pass**