

Junior Achievement – Young Enterprise Initiative

Title	Junior Achievement - Youth Entrepreneurship Initiative
Coverage	Europe
Organization/enterprise	Junior Achievement – Young Enterprise Europe (JA-YE Europe)
Topic	Entrepreneurship education
Target group and outreach	JA-YE enterprise and economic education programmes are designed for young people aged 6 to 25 and are implemented through a partnership between local businesses and schools. Businesses, foundations, development agencies and individuals finance JA-YE Europe and its members.
Purpose	<p>Junior Achievement – Young Enterprise Europe (JA-YE Europe) is a registered non-profit association based in Belgium. It is Europe’s largest provider of entrepreneurship education programmes, reaching 2.2 million students in 40 countries in 2006.</p> <p>JA-YE Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way.</p>
Key features	<ul style="list-style-type: none"> (1) Involves private/public partnership (2) Is based in the school environment (3) Is introduced in primary level education (4) Hands-on activities make it more "real" for students
Strategy and approach	<p>JA-YE Europe serves as one of several regional operating centres for JA around the world.</p> <p>JA-YE Europe was jointly established as a merger of two networks - Young Enterprise Europe (founded in 1989 and based in Brussels) and Junior Achievement International (founded in 1990 and based in the United States) - at the end of 2002, thus bringing together a large number of national organizations offering Junior Achievement and Young Enterprise programmes across the continents.</p> <p>JA-YE Europe organizations teach enterprise, entrepreneurship, and “economic literacy”, focusing on the importance of market-driven economies, the role of business in the economy, the relevance of education in the workplace, the impact of economics on a child’s future, and the commitment of business to social, environmental and ethical issues. The organizations engineer multi-level and community-based “Private-Public-Partnerships”, encouraging business people to be involved in classrooms as volunteers, in the organizations themselves as board members and in programme expansion through sponsorship.</p> <p>The programmes are hands-on, activities-oriented, “fun” and involve experienced business people directly in the teaching process.</p>
Partners	<p>Contributors to JA-YE Europe include:</p> <p>American Express, Bata Shoe Foundation, Citigroup Foundation, Clifford Chance, Danfoss, Egon Zehnder International, Ernst & Young Global, Eurogentec, European Commission (DG for Education and Culture), Ferd Holdings, Hewlett Packard Europe, Interel, Morgan Stanley Consumer Banking Group, ST Microelectronics, Microsoft, Oracle, GE and Nordea</p>

	Denmark
Major achievements	The JA-YE Company Programme is recognized by the European Commission Enterprise DG as a 'Best Practice in Entrepreneurship Education'.
Additional information	Junior Achievement – Young Entrepreneurs Europe. 2006. <i>Entrepreneurs are made, not born.- Annual Report 2006</i> . 40 pages. (PDF)
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Source JA-YE Europe