

MEDIA ALERT



In the framework of the Estonian Presidency of the Council of the EU, [JA Europe](#), in cooperation with the Estonian Ministry of Education and JA Estonia, is organising a special event to reflect on the impact of entrepreneurship education and celebrate its achievements.

This event is part of JA Europe “[Switch On Europe](#)” campaign aiming to raise awareness about the lack of entrepreneurship education in our European education systems and will focus on three areas:

- Research: **Innovation Cluster for Entrepreneurship Education (ICEE)**
- Schools: **The Entrepreneurial School Awards 2016 (TES Awards)**
- Policy: **The European Entrepreneurship Education Network Roundtable (EE-HUB)**

The results of the multi-country [ICEE](#) research on **the impact of entrepreneurship education programmes, such as mini-companies in schools**, will be presented on the first day of the event. Policy makers, ICEE partners and representatives of the schools involved in the field trials will be invited to discuss how we can ensure that every young person has a practical entrepreneurial experience before leaving compulsory education.

For the third edition, The Entrepreneurial Schools Award ([TES Awards](#)), will be presented to 15 schools across Europe during an evening celebration on the first day of the event. The schools will be awarded for their **entrepreneurial vision and outstanding implementation of entrepreneurship education programmes**.

On the second day, the European Entrepreneurship Education NETwork ([EE-HUB](#)) will host a high-level roundtable gathering Ministries representatives from 10 European countries in a closed session. The participants will continue the discussions held in previous round tables and at the European Entrepreneurship Education Summit that took place in July. What priorities to pursue in order to **increase the level of entrepreneurship education activities** and how the EE-HUB can support national governments addressing their needs will be the main focus of the discussions.

Media opportunities

- Get the results from the ICEE Research (under embargo until 16 November) before the event by replying to philippe@jaeurope.org
- Interviews with Ministries representatives involved in the event
- Meet former students who participated in the JA Company programme
- Meet teachers from Awarded Entrepreneurial Schools in Europe

Locations

Museum of Occupations,
Toompea 8, 10142 Tallinn, Estonia
(ICEE Research-Nov 16)

Restaurant Wabadus,
Vabaduse väljak 10, 10146 Tallinn, Estonia
(The Entrepreneurial Schools Awards -Nov 16)

Speakers

- **Mailis Reps**, Minister of Education and Research of the Republic of Estonia
- **Rodrigo Ballester**, Cabinet of Commissioner Tibor Navracsics, European Commission
- **Vegard Johansen**, Research Professor at Eastern Norwegian Research Institute
- **Caroline Jenner**, CEO at JA Europe
- **Epp Vodja**, CEO at JA Estonia
- **Diana Zintšenko**, Sales Manager, SEB Bank
- **Slavica Singer**, UNESCO Chair in Entrepreneurship, Strossmayer University
- **Ellen Cardon**, Deputy director (pre)start, Flanders Innovation and Entrepreneurship
- **Cristina Matteoni**, Teacher, ITCG Enrico Fermi, Italy
- **Benedikte Petrutis & Grete Elmi**, former student company, Tallinn School No 21

Schedule

- 12:00 – 14:00 Registration, networking reception, museum tour
- 14:00 – 15:20 Spotlight on the ICEE Research main findings
- 15:40 – 17:00 Panel discussion on the impact of Entrepreneurship Education
- 20:00 – 22:30 The Entrepreneurial School Awards & Dinner

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About JA Europe

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy. In 2016, we equipped 3.5 million students in 40 countries with the knowledge, skills and attitude they require to start a business or get a job. JA works with the education and business communities as well as governments to provide young people from primary school to university with experiences that build the skills and competences they will need to succeed in a global economy. JA Europe is the European Regional Operating Centre for [JA Worldwide®](#).

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About the JA Company Programme

The JA Company Programme is a practical entrepreneurial experience where students have the opportunity to set up and run a “real” mini-company while being at school. The programme targets students (15-19 years old) at secondary level, it involves teachers and business volunteers in a role of coaches and mentors and it includes competitions and other activities organised locally. During the process, students work in teams and practically learn how to cooperate with others to achieve a result. By the end of the programme, they participate in trade fairs and in national and international competitions where they can interact and compete with other teams from other countries.

About the Event

The event is organised by JA Europe in cooperation with the Estonian Ministry of Education and JA Estonia



REPUBLIC OF ESTONIA
MINISTRY OF EDUCATION
AND RESEARCH

The ICEE is a 3 year project co-funded by European Commission under Erasmus + programme.

The EE-HUB is a 3 year project co-funded by the European Commission under the COSME programme.

This event is part of the “Switch on Europe” campaign powered by JA Europe

