

### Annual Report

2021-2022

#### **Foreword**



#### The next 20 years: towards true societal impact

As we wrap up a year of unprecedented impact in 2022, we also celebrate the 20th Anniversary of JA Europe. The story of JA in Europe goes back much longer than 20 years, starting with Young Enterprise UK which was founded already 60 years ago. Since then, societal and economic changes have allowed JA programmes to be launched in most countries of the European continent, empowering each new generation of youth with the necessary skillset and mindset to build thriving communities.

The Nobel Peace Prize nomination of JA Worldwide in January 2022 and the election of a JA Alumni, Roberta Metsola, as President of the European Parliament has given our network a momentum like never before, as the role of economic empowerment and opportunities for the youth population are recognized as playing a critical role in peace, stability and economic development. JA's mission is more relevant than ever in Europe where the year 2022 was assigned the European Year of Youth and next year 2023 will be the European Year of Skills.

As we raise a toast to celebrate our journey so far, we are also ready to design the strategy towards societal impact in 2050 when our ambition is to serve increasing numbers of European youth with programmes that leverage the latest technology and ensure social inclusion.

Significant societal impact is achieved when 10% of the population is reached and also making sure that no one is left behind, as we witnessed by the outstanding support of JA Europe and its members towards the Ukrainian youth and children. We are convinced that JA's network in Europe has the capacity to achieve these ambitious targets, by embracing digital transformation and leveraging the power of partnerships to modernize our learning experiences as concretely put in action with the organization of the largest European Entrepreneurship Event GEN-E in Tallin. We can already see that our collective impact in learning experiences and the transformation of pan-European competitions in 2021-22 paves the way for the growth path.

In September 2022 JA Europe presented the EU Youth and Innovation Manifesto to European Commissioner Mariya Gabriel. It includes 20 concrete goals for 2030 and can be seen as a roadmap to reach our long-term 2050 targets. It requires a collective effort from policy, business and education to achieve real and meaningful change at the level of the society as a whole.

JA has the network, the learning content and the partnerships to deliver on our collective ambition. We dare to dream big because the momentum is right. We are excited about the future and empowered by our past.

If not now, when?



Adam Warby
Chairman of JA
Europe Board of
Directors



Salvatore Nigro
CEO of JA Europe



"Building a resilient Europe can only be done if we invest in the bright minds of the new generation. They must be given the opportunity to take ownership and control of their own future. And this is why the work that you, JA Europe, do by acting as that essential bridge between youth and the professional world is so important."

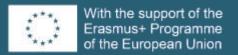


**Ms. Roberta Metsola**, JA Malta Alumna President of the European Parliament

Watch the full video message delivered at Gen-E 2022!



### **OUR IMPACT**



## LEARNING EXPERIENCES FOR YOUTH IN 2021 - 2022



#### **INSPIRE**



Introductory learning experiences that pique students' interest

2,600,000

#### **PREPARE**



Core learning experiences building skills, attitudes, & competencies

3,800,000

#### SUCCEED



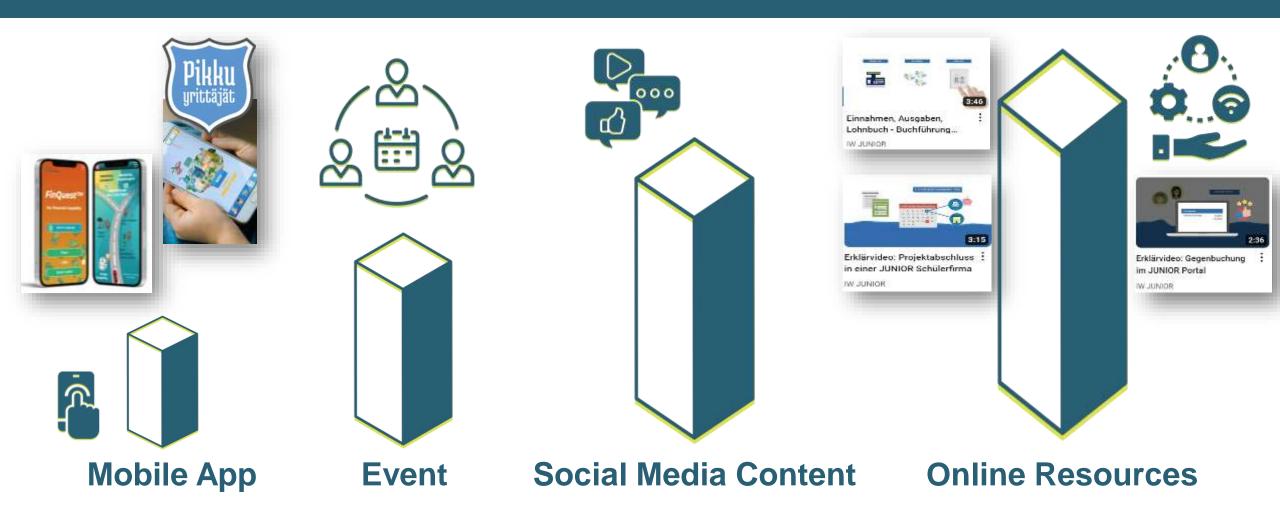
Applied learning experiences demonstrating mastery of competencies

200,000

With 130,000 teachers 85,000 volunteers

### Inspire





### Inspire



### 28% Social Media Reach Increase

2021 - 2022





Jacumpe What does financial capability look like?

Hear perspectives from our friends and colleagues @jacentralon,

depa\_france. @janicoschievementhis\_SAR—Clima,

@prestasijuniorindonesia, @juniorachievementmangaysis,

@jamesico, @jaye\_malia, and @juniorachievementmangapore,

Learn more about #financialcopobility and #futureskills with

@javorida/do and @habc

Link in our biol.

#U set. Maulitos traductive.

lion Increase



### Prepare





**Graduate/University** 

48,181



Secondary/High School

2,025,495



Middle Grade



1,084,858



Primary/Elementary





### Prepare







#### **Volunteers return**

to classroom after pandemic



## 17% Increase in volunteering hours

(2021-2022)

"This is our moment and our social responsibility to deliver on our purpose, help young people build the skills needed to become employable, resilient and adaptable for the future of work and reshape a brighter, better future for workers. By investing in upskilling, training and mentoring for young people and helping them unleash their potential, we are building the next generation of future leaders."

Riccardo Barberis, President of ManpowerGroup Northern Europe

### Prepare



83%

of JA Europe courses are



46%

**Increase in** 

### Digital or blended





### **Digital courses**



### Succeed





110%

**Increase in** 

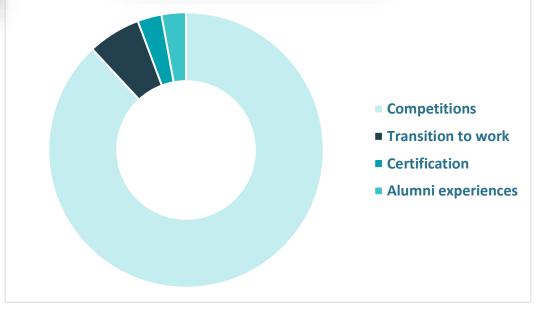
### **ESP Participation**











### **System Change**



"I'm pleased to see that with the help of organisations like JA Europe, we have a talented, creative and skilled generation to look forward to in the future. The European Year of Youth 2022 is no coincidence."





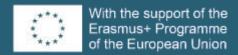
#### Ms. Mariya Gabriel

European Commissioner for Innovation, Research, Culture, Education and Youth

Watch the full video message delivered at Gen-E 2022!



# Economic Opportunities for All



### Social Return on Investment



TRANSVERSAL SKILLS

+37% TEAM W ORK +32%

COM M UNICATION

+30%

PROBLEM SOLVING

+30%

**ORGANIZATION** 

+74%

MOTIVATION TOW ARDS SCHOOL

+25%

CARREER CERTAINTY

ATTITUDES

+21%

SELF-EFFICACY

TECHNICAL KNOWLEDGE

+59%

BASIC FINANCIAL KNOW LEDGE

1€



4,30€

ECONOMIC RETURN FOR THE SOCIETY (students)



Member of





### Focus on underserved youth



Creating #EconomicOpportunitiesForAll leads to stronger economies and more resilient societies.

Together with **NN Group**, we build bridges between education and employment especially to those young people who marginalized, lacking resources and opportunities, or live in remote areas.

By empowering this segment of youth in Europe we will increase Junior Achievement's impact and get closer to our ambition that every young person should have an entrepreneurial experience before leaving school.

IN PARTNERSHIPWITH





YOUTH WITH LIMITED
OPPORTUNITIES

IN 4 COUNTRIES

TARGET REACH 221,000+



SCOPING RESEARCH

PUBLISHED IN SEPTEMBER 2021

READ THE FULL RESEARCH



THOUGHT LEADERSHIP
CAM PAIGN

TARGETING NEW PARTNERS, MPACT
INVESTORS AND MEDIA



TRANSITION FROM EDUCATION TO WORK

JA PROGRAMM ES REVIEW TO BETTER
MATCH EMPLOYERS NEEDS

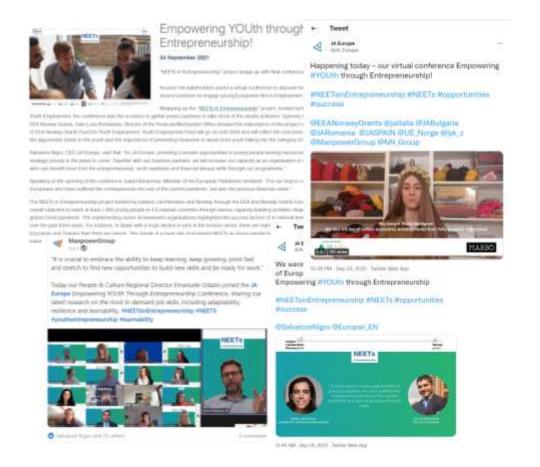
### NEETs in Entrepreneurship



#### Final Conference on 21 September 2021



#### **Online communication**



### Ukraine Refugee Response









Nikita Khmilevskiy (Ukraine national who moved to Estonia):

"Our team met for the first time two months ago. We created a company from scratch and began to successfully sell our product here in Estonia. Only thanks to Junior Achievement has it becomes possible. We felt that same entrepreneurial spirit and we are proud to represent Ukraine here in such difficult times."



## Mobilising resources for Ukrainian children and youth





**350,000**+
UKRAINIAN Refugees and European Youth

JA's different efforts to support Ukrainian youth: Facilitate integration in European schools; Equip to continue education; Translate educational material; Develop eLearning platform; Support teachers in and outside Ukraine; Build Workforce Development Programme



EUR 3,2 million+
MONEY RAISED +

1 million pro-bono

From corporate Ukraine relief funds, corporate matching to employee contributions, in-kind translation support, computer and software donations etc



**21+**COUNTRIES

- Ukraine
- The 5 immediate neighboring countries (Hungary, Moldova, Poland, Romania, Slovakia)
- Additional 15 European countries (Bulgaria, Czech Republic, Estonia, Germany, Greece, Italy, Latvia, Lithuania, Malta, Portugal, Serbia, Slovakia, Spain, Switzerland, Turkey)

### Our Partners supporting Ukraine





















































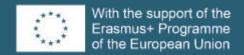








# INNOVATION & DIGITAL TRANSFORMATION



### Partnering with European Institute of Technology (EIT)



#### **FOODATHON**













#### **GIRLS GO CIRCULAR**





A Europe





Our Deputy CEO @DianaFilip1, attended the event of

#### **SKILLS FOR FUTURE**

With mentorship from industry leaders, more than 1000 students per year across the EU take on the challenge to build a more sustainable European society focusing on 4 sectors.



### **European Innovation Agenda**



Empowering youth with the necessary AI skills for employability





We fully agree with MEP @negrescuvictor, Vice-Chair of the European Parliament's Committee for Culture and Education who spoke at today's #AI4Youth event:

"We need Europe to be a driver in AI in education"

#AI #ArtificialIntelligence #entrepreneurship #education #technology



3:13 PM · Nov 9, 2021 · Twitter Web App

### Innovation Map





### Digital Transformation Achievements

**#1 MAKE #2 CREATE** #3 **#4 TEST TECH #5 SUPPORT** #6 KEY 2021 QUI CK **ALUMNI TEAM MORE COMMUNITY ONLINE** CONTENT **EUROPEAN EVENTS GOALS PLATFORM EFFICIENT OF PRACTICE COMPETITIONS PARTNERSHIPS** ONLINE EFFICIENCY & **MAPPI NG** Gen-E 2022 **MAIN** COMPETITIONS **INTEGRATION INTEGRATION Programs Full Connected Hybrid** PLANNING TOOLS **TASK FORCES** Start Up platform Integrated in Microsoft Dynamics **Alison Blue Economy** Launched full month of **Helping Countries with Tech Incorporated into Gen-E Project Operations** PMI Online Course Created **LATEST** Challenges **Finance and Operations** hybrid events Alumni Vital Part of Gen-E 2022 **Ukrainian Learning Platform** Digital Transformation 360°

### **European Virtual Career Hub**



**Online Portal** platform targeting postsecondary JA students and "first jobbers".

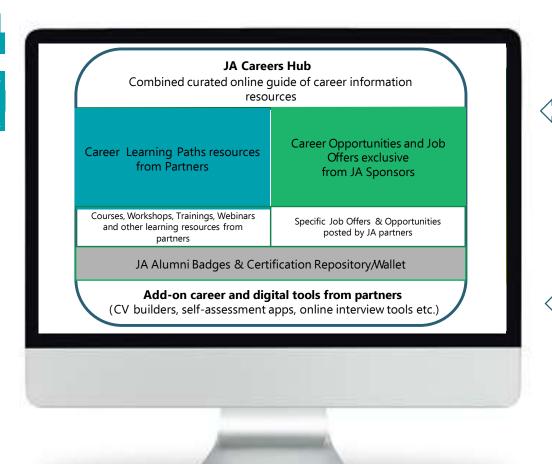
**Unique opportunity** for JA partners and sponsor to deliver exclusive educational career related content and material to more than **4 Million** JA students around Europe.

Providing our partners with access to the excellent JA student talent pool

Sponsored by:













### **Entrepreneurial Skills Pass**



#### + 11 COUNTRIES + 9500 ESP HOLDERS

"The OAS is pleased to collaborate with JA
Americas and be part of this Program that
aims to empower young people of the
Americas through entrepreneurial skills. We
look forward to them applying these skills to
lead the economic, social and political
development of the Americas."

#### **Betilde Muñoz-Pogossian**

Director of the Department of Social Inclusion Organization of American States



"Getting this kind of experience and respect-the people who build things, iobs-is create important for our country in particular and for every country in the world. The JA experience continues young shape people for the future, and world."

Donna Shalala, Former Secretary, Health & Human Services, US Government

37,211 ESP holders

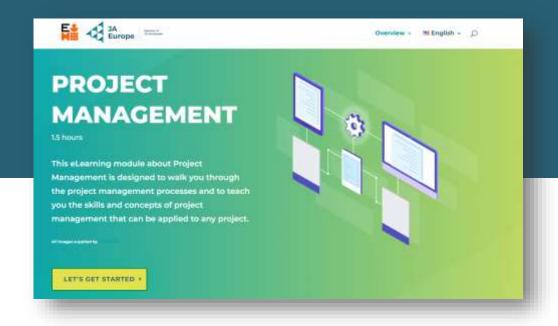
#### **New skills with PMIEF**



#### **CAPACITY BUILDING**

European Countries improved PM processes and procedures

Enhanced versions of the Company Programme (PM module)





#### **YOUTH ENABLEMENTS**

233,725

Students involved improved PM skills

340

PMIEF and partners employees satisfaction improved

1

### Blue Economy with Euronext



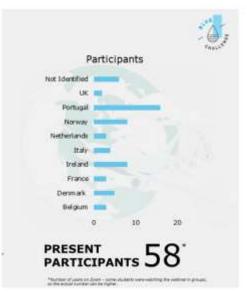
Winner



B.O.A. JA aims to reduce the amount of microplastics creating an innovative and ecosustainable solution: Dimidio It is a marine buoy which can purify sea waters from microplastics.











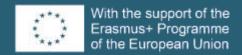








# EUROPEAN COMPETITIONS & EVENTS



### **GEN-E Marathon of Hackathons**



**Building Stronger Minds**Online Innovation Camp



**Salesforce I-Camp** 



**Foodathon** 



Zalando
D&I Conference



STEMEduHack
J&J Product of the Future



**Sept 23-30** 



Oct 13 - 16

Nov 4

Nov 09 - 10















### **GEN-E Marathon of Hackathons**



Mobility for All
Online Innovation Camp



FERD's List
FERD and JA Europe initiative



Global Money Week
Online Innovation Camp



Sci-Tech Challenge
Online Innovation Camp



Social Innovation Relay



Nov 18-19



**March 21-25** 

**May 11-12** 

















### GEN-E 2022 IMPACT



#### **GEN-E 2022 THE LARGEST EVER**

- Impact
- Participation
- Partners
- Funding



**850** JA youth, teachers, staff and partners in Tallinn

**11,000** + visitors at virtual expo

**255** virtual expo stands

Estonian President and Prime Minister, EU Parliament President, European Commissioner.











### **GEN-E 2022 online reach**



**SOCIAL MEDIA** 

More than

**12 MILLION** of impressions



**GEN-E LIVE** 

More than

JA platforms only

22.000

views



**WEBSITES** 

11.40

Visitors at the Virtual Expo

13.000

Visitors at gen-e.eu





### 2021-2022 Media Coverage



### 11 Sole 24 DRE



ow to recruit in a hiring crisis

OPINION: How do we get more young people

into the workplace?

Independence | Witnessenson Offices

I heath of variancies and a tack of top conditions, it's not early to hire staff right now. White applien to the experts and got some great advice on how to stand out and



elEconomista.

Will the omicron variant further decimate the job market?

Las oportunidades laborales de los ióvenes con

mayores dificultades para encontrar un empleo empeoran debido a la pandemía

\* An area and restored and have been different from the same to th



#### JA Europe has been featured in

- •The Independent
- Politico
- •Reuters
- •BBC Worklife
- Startups
- EuroNews
- •<u>EU Reporter</u>
- •FE News
- •Sky News
- •El Economista
- •El Economista SIR
- •FE News
- New Statesman
- •HR in Review
- •Il Corriere della Sera









### Policy & Advocacy



GEN-E 2022 Speakers



**Alar Karis**President of Estonia



**Roberta Metsola** President of the European Parliament



**Kaja Kallas**Prime Minister
of Estonia



Mariya Gabriel EU Commissioner for Innovation, Research, Culture, Education and Youth



Martina Dlabajová Member of the European Parliament







### New EU Guide with JA Europe





#### A Guide to Fostering Entrepreneurship Education

Five key actions towards a digital, green and resilient Europe

Detakwe 202



#### Read full document here!

#### Key actions to foster entrepreneurship education in Europe

Some medi com propo del sono promony protecti delimpo. Seno al del com transcello de a litigar del processor del sono del puntidon, respectivo l'inspectivo del productio del concellare del protecti el francisco del proper medio delegar que dispersante servi la soli a revomente accesso en la consecta del proper. Pero comirco, portecto del protecto del protecto. L'ammano delegar-productivo del proper. Pero comirco, portecto del proper productivo del protecto del protecto del proper. Pero comirco, portecto del proper del protecto del prot

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4.00

#### Using entrepreneurship education to build a green, digital and resilient Europe

#### We cared you've o'll some soll?

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#### Unbearing Survey's green transition

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## JA Alumni Europe



#### **NEW European Board**



**Moris** Vandevyver



Ragna Jebsen



**Monika** Nguyenová



**Loran** Geskens



**Umut** Canli



**Pauline** Lachérade



**Harry** Conn

- 25 member countries
- +9300 hours volunteering for JA
- +2600 active members
- +4300 EU members on Gather
- 185 national events & 10 international events



#### **Activities 2021/22**

Two physical National Coordinators
Meetings with 40+ leaders in Tirana,
Albania

Various **online networking and fun formats** to engage members.&
#**alumnispirit** Event in Salzburg,
Austria in March 2022 with 35+
participants

**SHAPE** JA Alumni Europe Conference in Strasbourg, France from Aug 24-28 2022, with 180 participants from 39 countries

Simplifying and **improving interna** KPIs and **processes**  **Growth on Gather** of 2100+ members (overall 4300+ EU alumni)

**New active networks** in Georgia, North Macedonia and Estonia

**Supporting JA Europe** on various programs such as "Gen-E 2022"

Acquisition of new partners & further development of existing partnerships with JA Europe, such as Salesforce, Amazon, Staze

## FERD'S List 2021





















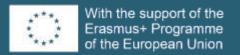








ANNUAL ACCOUNTS 2021-2022



## Balance Sheet 2021/2022

Financial analysis



UR)	30/06/2022	30/06/202
sets		
Fixed assets	11,501.20	15,699.6
II. Intangible fixed assets	1,713.35	2,185.7
III. Tangible fixed assets	2,381.55	6,107.5
C. Furniture and vehicles	2,381.55	6,107.5
IV. Financial fixed assets	7,406.30	7,406.3
C. Other shares	7,406.30	7,406.3
Current assets	5,885,227.40	3,248,738.9
V. Amounts receivable after one year	920,823.28	87,000.0
B. Other amounts receivable	920,823.28	87,000.0
VL Stocks and contracts in progress	5,459.34	6,116.5
VII. Amounts receivable and payable within one year	1,260,252.70	1,582,333.7
A. Amounts receivable trade debtors	770,178.65	666,928.3
B. Other amounts receivable	490,074.05	915,405.3
VIII. Current investments	3,724.25	3,724.2
B. Shares	3,724.25	3,724.2
IX. Credit institutions	2,674,146.89	1,243,208.7
X. Deferred charges and accrued income	1,020,820.94	326,355.6
tal assets	5,896,728.60	3,264,438.5

UR)	30/06/2022	30/06/202
abilities		
Equity capital	709,560.14	363,068.4
I. Capital	100,689.27	100,689.2
IV. Reserves	123,448.87	123,448.8
A. Legal reserves	106,506.93	106,506.9
C. Untaxed reserves	16,941.94	16,941.9
V. Accumulated profit (+)/ loss (-)	485,422.00	138,930.3
Amounts payable	5,187,168.46	2,901,370.0
VIII. Amounts payable after one year	674,440.38	0.0
IX. Current portion of amounts payable after one year	1,628,546.99	1,331,592.3
C. Trade debts	1,030,718.85	836,225.7
E.1. Taxes	11,436.65	962.8
E.2. Remuneration and social security costs	95,972.67	99,662.9
F. Other amounts payable	490,418.82	394,740.7
X. Deferrals and accruals	2,884,181.09	1,569,777.7
ital liabilities	5,896,728.60	3,264,438.5

(EUR)	30/06/2022	30/06/2021	30/06/2021
Equity capital to capital			
Equity capital	709,560.14	363,068.46	363,068.46
Capital	100,689.27	100,689.27	100,689.27
Equity capital to debt capital			
Equity capital	709,560.14	363,068.46	363,068.46
Debt capital	5,187,168.46	2,901,370.07	2,901,370.07
Equity capital %	12.03%	12.12%	11.12%
Debt capital %	87.97%	88.88%	88.88%
Solvency			
Financial Independence	0.12	0.11	0.11
Debt ratio	0.88	0.89	0.89
Liquidity			
Liquidity (sensu leto)	1.10	1.09	1.09
Liquidity (sensu stricto)	2.42	2.12	2.12

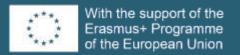
## P&L 2021/2022



UR)	30/06/2022	30/06/202
come statement		
I. Income	6,989,438.99	6,206,976.8
A. Turnover	6,975,555.23	6,187,633.70
B. Increase/decrease in stocks and work in progress	0.00	5,459.30
D. Other operating income	13,883.76	13,883.7
II. Charges	-6,677,926.10	-6,061,703.10
A. Goods for resale, raw materials and consumables	-3,551,006.90	-3,552,352.3
B. Services and other goods	-1,888,542.38	-1,318,662.60
C. Remunerations, social security costs and pensions	-1,221,727.13	-1,180,481.5
D. Depreciation, amounts written off	-4,198.40	-7,785.2
G. Other operating charges	-12,451.29	-2,421.4
Operational profit/loss	311,512.89	145,273.7
IV. Financial income	59,869.12	69,153.59
A. Income from financial fixed assets	4.41	6.9
B. Income from current assets	0.00	64.2
C. Other financial income	59,864.71	69,082.4
V. Financial charges	-24,890.33	-76,032.8
A. Interest and other debt charges	-384.98	-441.2
C. Other financial charges	-24,505.35	-75,591.6
Profit/loss of the financial year before taxes	346,491.68	138,394.4
Profit/loss of the financial year	346,491.68	138,394.4



# THIS IS JA EUROPE



### JA Europe Network



- Albania
- Armenia
- Austria
- Belgium FL (Vlajo)
- Belgium FR (LJE)
- Bulgaria
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Isle of Man
- Israel
- Italy

- Latvia
- Lithuania
- Luxembourg
- North Macedonia
- Malta
- Moldova
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- Ukraine



## 20 Model Nation Awards in 2021



The JA Europe Model Nation Awards recognise the quality of JA national organisations' leadership and operations: their impact, quality of programmes and contribution to the overall success of JA Europe's network.

- Belgium (VLAJO)
- Belgium (LJE)
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- Germany
- Italy
- Lithuania
- Luxembourg
- North Macedonia
- Malta
- Moldova
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- Türkiye

TJ Bata Quality Award

Model Organisation Awards

Leadership Awards







#### JA Europe Board 2021-2022

A distinguished and passionate group of high-level impact individuals committed to youth empowerment





Adam Wartry Charman Average OIO Erretus



Michel De Wolf Secretary of the Board / Vice-chair DOST Personne d strengthess CPs. Managing Petres



Johan H Andresen Member FERD Owner and Drammer



Janie Krievane Char of JA Europe Board of Executives CEO JA Limis



Olivier Lazar Member Vza Passant Snaego Manager en Francia



Christophe Locileroq Meniber Eu-Amirana Founder, Eusani hedis li Pondaror Eusani



Nikotada Basckalmana Member Beschlad Vice Passen : Bespen Unio Mary



Riocardo Barberia Member Presser of Norther Europe in Manageria ap



Maintier

Ulcrouth Europe Assumes
General Counsel and
Regional Overser of
Guipcome, Legal & Evernal
Affairs

Jeff Bultwinkel



Stefan Limpens
Es-Oficio / Tressum
Es-Oficio / Tressum
Escate
Escate



Laurence Morvan Member Accentre Ovel of Baff is CES Europe & CES Ofice



Lieve Mostrey Member CEO of European



Grant S. Carson Member Os Distant Seculos - Clarke Head Surry Reside. Little Memberships FLHE J. Memberships



Irene Cervellera Micheli Member



Peter Daly Mirroles 47±7 Vice Pressure, Comme Advances



Member Head of the European Chanting Stames Named



Anna di Silverio Member Il-1900 Pesdet Euge



Shane M. Spyak Member Staff size Fresident-Evide Sales Debs Ar Lines, Inc.



Mike Feerick Mention CED & Founder of Pitton



Schwale Member Dyf Deputy Head Still A Mebbe







Julie Linn Teigland Member Er EMEK Ams Unnegry Parter and Er Game Leater - Women, Fox toward



Salvatore Nigro Ex Officio A Surger GEO



Herik Hullaman Mendae 1995 (Insul) Hand of Public and Generomen Mare





Maximilian Koch Meriber Ja Auger Europe Pressert

## JA Europe Team





Salvatore Nigro CEO



Diana Filip Deputy CEO & Chief Development Officer



Kristina Velkovska CFO



Vera Martinho Director for Education and Impact



Vanda Franciscy Director for Special Events & Senior Project Manager



Minna Melleri Director of Advocacy & Growth



Boris Kolev Head of Digital Transformation



Sophie Norman Head of Marketing



Sergio Branca Corporate Partnerships Manager



Monique Wong Senior Business Development Manager



Davide Coppaloni Network Services Manager



Bojan Pavlovic Senior Monitoring, Evaluation & Learning Manager



Emma Kiraly Senior Project Manager



Antonina Bulgakova Senior Associate for Ukraine



Göktürk Başar Multimedia Graphic Designer



Noah Delophont IT Development Associate



Maryna Parfenchul Senior Development Associate



Laura Rossy Finance Assistant



Olta Konda Finance Associate



Julia Naeve Special Events Associate



Gaia Zanella Social Media & Online Community Associate



Bruno Porcidonio Events Intern



María Pérez Cano Intern, Education and Impact Team



Yaël Silber Executive Assistant & Office Manager

## Our European Partners



#### **Institutional Partners**

















































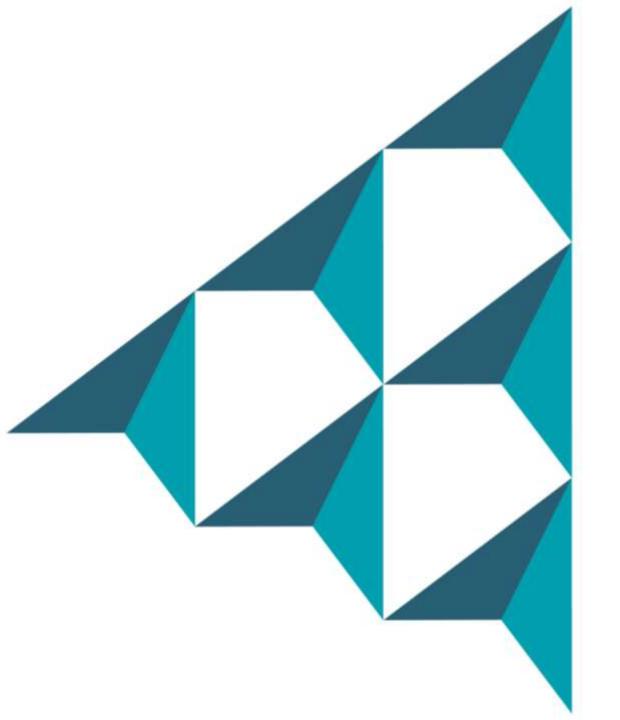












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