

JA BULGARIA: ANNUAL REPORT 2016 – 2017

*FROM ENTREPRENEURIAL PEOPLE TO A
HAPPY NATION*

*20 years of excellence in creating and
cultivating entrepreneurial spirit in Bulgaria!*



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Message from the board



Dear Reader,

I am honored to address you on the occasion of the 20th Anniversary of Junior Achievement Bulgaria (JA Bulgaria) this 2017 year. JA Bulgaria plays and will continue to play a crucial role in creating the backbone of the Bulgarian economy by educating and cultivating the entrepreneurial spirit in the young Bulgarians. In the past 20 years more than 400 000 young Bulgarians followed a variety of programs provided by JA Bulgaria which give them the opportunity to excel in everything they do. Every JA Bulgaria' alumni is bred to grow up as a serious, precise, punctual, innovative, result-oriented, ethical individual, and to care for the Planet, for his country, for his colleagues, and for the community where he lives, no matter whether he works for a company, a State institution, an NGO or he

manages his own business.

During the past 20 years JA Bulgaria helped fill the words entrepreneurship and entrepreneur with content. This is so because during more than 50 years prior to JA Bulgaria' activities in the country any kind of enterprise and private initiative was simply forbidden in a country with centralized government controlled economy and these words were simply missing from the vocabulary. It was JA Bulgaria which first sowed the seeds of entrepreneurship and cultivated it to what it is today – a socially approved and State-cherished engine for national wellbeing. From teaching children starting at the age of 6 about the role of mammy and daddy, the community, where the electricity comes from, why to protect the environment and keep clean the parks where they play to providing programs in schools and universities, teaching, among others, technology of entrepreneurship, financial literacy, personal finance and so on and so on, JA Bulgaria looks behind with satisfaction and thanks its thousands of teachers, partners, alumni, friends, and supporters in the municipalities and State institutions for their unconditional support throughout the years.

Today JA Bulgaria stands on a solid ground of accumulated valuable knowledge and experience. This allows it to work ever more aiming to contribute to a better Bulgaria and social wellbeing in the country. How shall we achieve this? While continuing to expand its educational programs in order to reach young Bulgarians even in the most remote areas, JA Bulgaria' Board of Directors has set a new goal for the organization which is to create the necessary conditions for its young entrepreneurs to materialize their dreams and succeed their lives in Bulgaria. JA Bulgaria intends to achieve this new objective hand in hand with the political leadership of the country.

This new objective gave birth to the new slogan of JA Bulgaria: From entrepreneurial people to a happy nation! JA Bulgaria strongly believes that one day this slogan will become the reality we live in Bulgaria.

Boni Bonev,
Chairman of the Board
JA Bulgaria

Message from the CEO



Dear followers and partners,

The last two years - 2016 and 2017 - were challenging for JA but fulfilled with positive emotions and successes for our team. 2017 is significant with an outstanding event, namely – our 20th anniversary.

In these 20 years JA passed through various stages of development and transformation. In the early years of its existence in Bulgaria JA's mission was to foster economic and financial literacy and to establish the foundation of the entrepreneurship education. The start was quite modest, my training as executive director took place in my home, similarly to the story of company's beginning in the garage.

I can describe JA Bulgaria as a startup, founded 20 years ago, when “entrepreneurship” was a bad word. First few years we put our efforts into work mainly because of our enthusiasm, good mood and optimism. Over the years, in 2003 it has begun to talk about the fact that younger people can learn from the older ones and interact with the big companies that invest in Bulgaria. We have started to collaborate intensively with the companies and to facilitate the access of young generation to business. Moreover, we have started our partnership with the Ministry of Education and Science in order to create content for new educational competences, which to be taught at school. We have gradually contributed to building the entrepreneurial spirit and setting up start-up companies of many young people, and today these companies are successful internationally – they also create new jobs and are competitive in innovative and high-tech sectors of the economy. In last decade, our alumnus has created over 100 real endeavors with 1000 job places. Looking back, what makes me most happy is to see a whole generation of Bulgarians with different way of thinking – entrepreneurial, responsible, cosmopolitan and market-oriented; people who are not afraid to take their fate into their own hands.

As a result of these 20 years of work in competitive environment in Bulgaria, our mission today is even more daring; we aim at developing constructive entrepreneurship as behavior of each of us and from entrepreneurial people to become a happy nation. I am very pleased that this organization, which started with a hundred dollars in the bank account, has become a factor that influences the entrepreneurship ecosystem in Bulgaria and sets the trends in the development of the entrepreneurship education in the Bulgarian schools. The greatest satisfaction for me is that JA Bulgaria is an organization with real values and a team of people who believe in what they do, we practice what we preach.

Sincerely yours,

Milena Stoycheva

Chief Executive Officers

JA Bulgaria

What JA Bulgaria achieved for 20 years?

When you celebrate an anniversary, you always look back. We decided to do this not with nostalgia, but with pride in what we have achieved. Who and what are the main JA achievements with what JA achievements boasts the most - this is what a part of the JA team shared.

Vera Petkanchin, Chief Operations Officer



I would like to point out the following areas of achievement of our organization:

1. From an unfamiliar word, entrepreneurship has become a wished lifestyle for many young Bulgarians, and JA is the pioneer in this process -> for 20 years we have built a whole generation of new-minded entrepreneurs (300,000 people).
2. By working at a strategic state level, we have made entrepreneurship education accessible to all Bulgarian students from 1st to 12th grade.
3. We have shortened the gap between theory and practice, education and business - the total investment in JA programme from the business

for 20 years is over BGN 5 000 000.

4. The impact of JA beyond the figures is no less. On our site there is a rubric "Success Stories", where you can read about the achievements of young people who have participated in our programs.



Magdalena Delinesheva, School Programmes Director

I would divide the significant successes of our organization in recent years and, in general, into two main directions:

Technology in Education:

1. Creating a modern learning environment - smart classroom in partnership with Samsung - 2013 - 2015;
2. Digitization of educational content in entrepreneurship - from 2013 onwards;
3. Creating and administering the www.smartclassroom.bg platform for blended learning and organizing the learning process - from 2015 onwards;
4. Creating AR courses in entrepreneurship and other subjects - 2017;

Educational content:

1. Contribution to the introduction of a new subject in the general education and creation of textbooks on Technology and Entrepreneurship, in partnership with Anubis Publishing House and Bulvest 2000 Publishing House;
2. Creating an innovative green entrepreneurship course in partnership with organizations from our network - JA teams from Romania, Greece, Latvia and Norway.

Elitsa Mollov, Project Manager



For 20 years JA has achieved the following successes as an organization:

1. Establishment of JA programs as part of compulsory education in Bulgaria (in the form of free elective and compulsory classes) and creation of a Technology profile in 2003 together with Microsoft Bulgaria.
2. Introducing the term "financial literacy" for the first time in Bulgaria in 2005 when we started working with Citi.
3. The only management simulation of your own company that has the status of National Olympiad - Virtual Enterprise (now "Titan").
4. In 2007, for the first time in Bulgaria, entrepreneurship education was introduced for students. In Sofia University "St. Kliment Ohridski" there is a Master's degree in Technology Entrepreneurship. The initiative is supported by Nestle Bulgaria.
5. Introducing for the first time within the JA network the idea of "green entrepreneurship". Today it is about to become a global initiative.
6. JA Bulgaria is the first organization in Europe that has managed to open its own co-working space where students and startups - JA StartUp Hambar in Sofia Tech Park.
7. JA Bulgaria is the only organization in the whole network, which branded with its logo 3 aircrafts of the national flights company Bulgaria Air. For one year, the company's airplanes were making JA promotional advertising.
8. JA Bulgaria has one of the strongest Alumni Clubs. It supports the creation of the Alumni network in Europe.

James Jolovski, Financial Literacy Programme Manager



I would highlight the following achievements of JA:

1. Partnership with the Ministry of Education and Science in terms of introduction of the Entrepreneurship profile, introduction of Technology and Entrepreneurship subject in the compulsory education and establishment of JA's programme „Virtual Enterprise” - TITAN has the status of a National Olympiad.
2. Research - national representative studies on the financial literacy of Bulgarian students and the financial vulnerability of Bulgarian families.
3. Partnership with universities - introduction of Master's programs in entrepreneurship and the discipline "Personal Finance".
4. The first alumni club in Europe was founded in Bulgaria and is among the founders of JA Alumni Europe.
5. Exceptional achievements in the field of financial literacy - we first introduced the concept in Europe, we have financial literacy programs at all stages of secondary and higher education. In addition, we conducted a representative study in partnership with the Ministry of education and science and OECD on the levels of financial literacy in all stages of secondary education.

Malvia Ilieva, Senior Management Advisor



1. Creating the first shared workspace for high school and university students in the country - JA Startup Hambar.
2. Creating innovative "green entrepreneurship" content, already implemented and tested in a number of European countries.
3. Digitization of the learning content and creation of the Smart Classroom platform.
4. Introduction of the subject "Technology and Entrepreneurship" into compulsory education.
5. Create a flagship project - the first in the JA network, to commercialize technology and strengthen the relationship between universities and business (The Edge).

Svetoslava Stoyanova, Public Relations, Marketing and Sales Manager



The remarkable achievements of the organization for these 20 years:

1. JA Bulgaria is a non-profit organization, but it is actually a real social enterprise - more than 80% of the budget comes from financing from the business. So I think JA's first and greatest achievement for these years is that the organization has emerged in Bulgaria and that it has endured the challenges of the environment for so long, leaving a significant trace in the education system.
2. The second great achievement is related to the entrepreneurial educational environment and ecosystem in Bulgaria, in fact it was created by JA and this is certainly a cause for pride.
3. The third biggest achievement, which I would outline over the years, because I know that colleagues have referred mostly to "external" successes, atmosphere is the organization's team. JA has always offered an atmosphere as for dreamed workplace with the support of dedicated and cohesive teams. Within the JA team we have the opportunity to be intrapreneurs and that's a great motivation. We believe that just as entrepreneurs people can create a happy nation and this starts with our micro world. My work at JA brings me exactly an opportunity to be creative, to be part of a happy team and I hope of a happy society.

OUR REACH

JA in the education system during 2016/2017



* The presented initiatives and activities within the annual report encompass the 2016/2017 academic year, as well as the months till the end of 2017.

Junior Achievement Bulgaria BOARD



BONI BONEV

CHAIRMAN

Nestle Bulgaria, Member of the Board of Directors

Vapteh AD, Chairman of the Supervisory Board

Anglo-American School of Sofia, Member of the Board of Directors

Bulgarian-Swiss Chamber of Commerce, Chairman of the Managing Board



ANDON ICHEV

General Electric, National Advisor for Bulgaria



IVO RUSEV

Microsoft Bulgaria, Public Sector and Commercial Director, member of leadership team, responsible for Bulgaria, Macedonia and Kosovo



ИРАВАН ХИРА

HPE Bulgaria, General Manager



Д-Р КРАСИМИРА ЧЕМИШАНСКА

Amgen Bulgaria, CEO



МИЛЕНА СТОЙЧЕВА

Junior Achievement Bulgaria, Chief Executive Officer

POSTHUMOUSLY
DIMI PANITZA AND YVONNE PANITZA
HONORARY MEMBERS

SASHA BEZUHANOVA
HONORARY MEMBER

SASHA BEZUHANOVA



НАДЯ ВАСИЛЕВА

Manpower Bulgaria, Country Managing Director for Bulgaria, Serbia and Croatia



НИКОЛАЙ НЕДЕЛЧЕВ

Publicis One, Chief Executive Officer



НИКОЛАЙ СТОЙКОВ

NN Bulgaria (NN Pension Insurance Company and NN Life Insurance Company), Chief Executive Officer



РАЛИЦА АГАЙН-ГУРИ

Financial Supervision Commission, Vice-President, Head of Insurance Supervision



СТАНИСЛАВА ТАНЕВА

Citibank Bulgaria, Country Officer and Corporate Banking Head



JA Bulgaria PROGRAMS



Student Company Programme

Since 2006 Student Company Programme is defined by the European commission as a “best practice in entrepreneurial education”. By now 17,000 students have been taught in the programme and have been created over 1,500 student companies. Every year there are over 120 teachers from the whole country who teach the programme and at the end of the school year JA Bulgaria organizes a Youth startup forum “Rising stars” where all students’ products and services are shown and evaluate by a jury. [A short movie about the event, representing the impressions of the students from their participation in the programme you can see **HERE**.](#)

Recognition



As an organization, working on growing the entrepreneurial ecosystem in Bulgaria, in 2016 GEM (Global entrepreneurial monitoring) honoured JA Bulgaria with the award for the programme Student company as “An initiative of non-governmental organization”.

JA StartUp Programme

Since 2007 JA Bulgaria has improved the practical business education in universities by implementing the program “JA StartUp Programme”. This is a free educational course for one semester or one academic year which give the basic knowledge of entrepreneurship.

Every year students from 10 bulgarian universities being part of the programme establish over 20 startups, and at the final stage there are 13-15 of them which take part in the national competition called Youth startup forum “Rising stars”, organized by JA Bulgaria. As a result of the effective education in the programme young entrepreneurs register their own companies in the Commercial register and start their own businesses.

These achievements will not happen without the support of our partners: MEPs Vladimir Urutchev and Andrey Novakov, the Ministry of economy, Citi, MetLife Bulgaria and MetLife Foundation, Coca-Cola HBC Bulgaria and Nestle Bulgaria.

Practical finances programme



The project is initiated by JA Bulgaria and financial sector and it is supported by the Ministry of education and science, which identify the need of developing a detailed programme for financial literacy, Financial Institution branch and Corporate partners which will take part in developing the practical cases in the notebook content. The course will be based on the translated and adapted version of JA Personal Finance® Blended Model which present a compilation of traditional methods of education with education with digital technologies which allow students to assimilate the subject easily and effectively. Completing the programme students will be able to identify how their personal financial resources influence their quality of life and how their financial choices help them to achieve their goals.

Corporate partners and donors: EBRD Community Initiative, NN Bulgaria, BNP Paribas Personal Finance, Karoll Financial group, Pension Assurance company Doverie, Bulstrad Life Insurance Vienna Insurance Group, DZI.

Institutional partners: Ministry of education and science, Financial Supervision Commission, National revenue agency, Association of banks in Bulgaria, Association of the Bulgarian insurers, Bulgarian Association for Leasing, Bulgarian Association for Consumer Credits, Bulgarian Association of Supplementary Pension Security Companies, Bulgarian Association of Insurance Brokers, Bulgarian Association of Licensed Investment Intermediaries, Bulgarian Association of Asset Management companies.

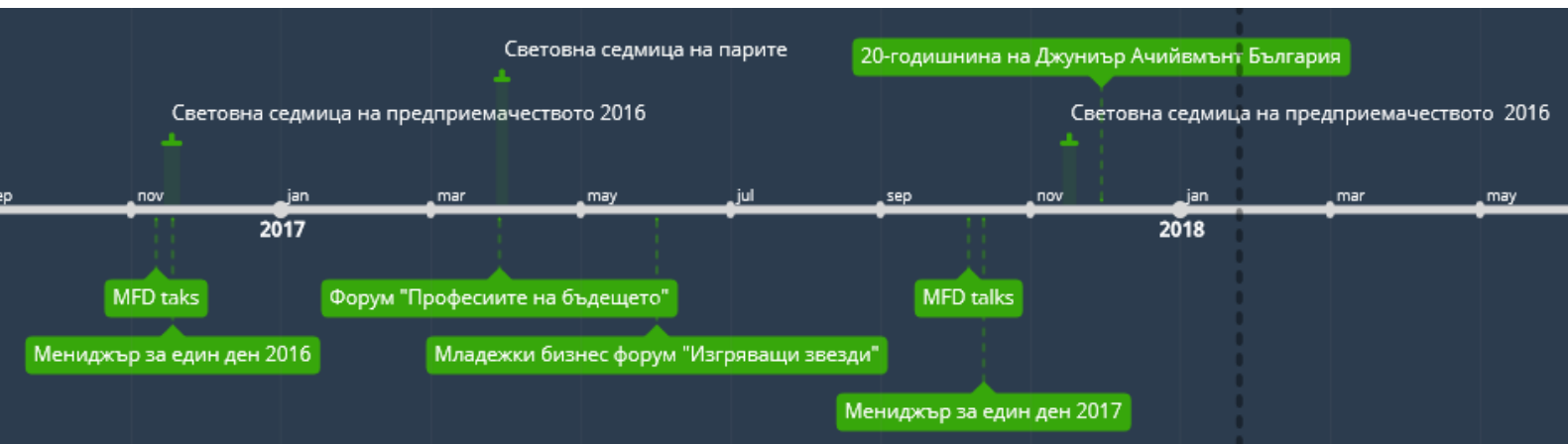
Junior Achievement as part of the Bulgarian education system



Team of experts from JA Bulgaria in cooperation with headmasters and teachers, created a project for school curriculum for the Entrepreneurship profile with intensive study of a foreign language with compulsory subjects such as entrepreneurship and IT or Entrepreneurship and Geography and Economics.

In addition, Ministry of Education and Science approved our new textbooks for the subject "Technology and Entrepreneurship" for 2nd, 6th and 8th year, developed in collaboration with "Anubis" and "Bulvest 2000" Publish House. With the textbook of Technology and Entrepreneurship for 8th grade begins the study for the new profile "Entrepreneurship" which is presented in the school curriculum created by JA Bulgaria <http://www.jabulgaria.org/gallery/documents/5>.

Flagship INITIATIVES of Junior Achievement Bulgaria



MANAGER FOR A DAY 2016 & 2017



manager
for a day >



**ВДЪХНОВИ
БЪДЕЩЕТО**

17 ноември 2016

2016

The 15th edition of "Manager for a day" named "Inspire the future" and supported by [HPE Bulgaria](#) took place in 2016. 947 pupils and university students took the roles of top managers in 355 Bulgarian and international companies, and state institutions in 73 locations across the country. JA introduced an improved and redesigned web platform for the initiative (<http://mfd.jabulgaria.org>).

A media echo on the successful organization of the 15th edition of "Manager for a day" was the recognition received from the Bulgarian Public Relations Society which gave its **First place Award for the "Inspire the future" campaign and the Special Award of the Ethics committee of BPRA for the initiative which JA has been organizing for 15 years.**

2017

„Inspire the future“ continued in 2017 when we organized "Manager for a Day" for the 16th time. 1065 pupils and university students were managers for a day in 55 towns around the country and [HPE Bulgaria](#) joined as the main corporate partner of the initiative.

A week before the start of “Manager for a Day” we gave the opportunity to 25 young people to take part in the second edition of the boutique event “MFD Talk” (Manager for a Day Talks). Happiness at the workplace and growth thinking were some of the main event topics.

How did the “Manager for a Day” initiative develop during these 15 years?

Here is what Milena Stoycheva, CEO of JA Bulgaria, shared in an interview

„Manager for a Day” is among the most popular initiatives of Junior Achievement Bulgaria. It is organized annually in over 100 countries around the world. Participants in the initiative are always senior government officials and also respected managers from all fields of the business and social life in the country. The initiative is aimed at the higher grades of secondary school students and university students in their first years of study – 16-23 years old. You can watch the whole interview with our partners from Economy.bg [HERE](#).



Global Entrepreneurship Week 2016 & 2017

2016

The 2016 Global entrepreneurship week **was marked with 183 events in over 70 country locations**. More than 6750 students from around the country participated in the different initiatives during the week.



The “JA Back to School” initiative was the closing event of the Global Entrepreneurship Week where students, teachers and parents were all invited to take part. Nobody had to carry heavy school bags on this special day because everything is digitalized in the Smart Classroom of Samsung Electronics & JA in Sofia Tech Park – more than 30 tablets, interactive whiteboard, infrared transmitter of sound signals, cameras detecting concentration and happiness levels and other interesting functionalities. On this day the teachers became students and students from 1 to 12 grade taught subjects of all kinds – from newly discovered minerals to entrepreneurship games.

2017

The Global Entrepreneurship Week in 2017 took place from 13 to 19 November. This was the year with a record number of organized events during the initiative. More than 100 schools participated from 88 towns and villages. 16 kindergartens also celebrated the world entrepreneurship event. Thanks to the enthusiasm of teachers, school directors and corporate volunteers over 7000 students from all stages of the state education system were able to grasp Junior Achievement ideas about critical thinking, initiative and entrepreneurship spirit. A total of 42 innovation camps, 95 open lessons and 7 bazaars were organized.

Global Money Week 2017



JA Bulgaria participated in the “Global Money Week”, organized by Child & Youth Finance International with the partnership of the Organisation for Economic Cooperation and Development (OECD), with a number of events aiming at increasing the financial literacy, money knowledge and the professional orientation in the field of finance and accounting. More than 3000 students from 69 schools from the JA network took part in 96 events.

“Future Jobs” Career Forum



The third edition of our JA “Future Jobs” youth career forum was also organized during the Global Money Week. The focus of the event in 2017 were the jobs in the finance and accounting sector, the financial technologies sector and the career future which these sectors can offer young people in the coming few years. The event

gathered 400 pupils and university students and received corporate support by Experian, VMware and Swiss Education Group.

Financial camp for “Student Company” participating students

JA Bulgaria and [City Bulgaria](#) organized for the fifth year the National “Financial camp” Competition for secondary school students. This was a financial literacy development event which included 60 students from over 20 towns who had studied the JA “Student Company” programme in 2016-2017. **The winning team in the competition** suggested the creation of the “Smart Pen” which signals with vibration every time a word is spelled wrong. **A special award and an invitation** to spend a day in Citibank to present their idea to the management team was won by the “Safe Days” team who suggested the development of a smart watch which can protect young children and elderly people from stray dogs by producing a low-frequency signal.

Rising Stars Youth Business Startup Forum



350 pupils and university students from all parts of Bulgaria presented their products and services during the 9th edition of the “Rising Stars” youth startup forum. They had worked on their projects during the year and they presented them to a jury panel.

41 student companies and 25 student teams competed in 2017 for the two awards: “Best Student Company in Bulgaria” and “Best Student Startup”.

Best Student Company in Bulgaria 2017 was awarded to “**Noetic**” for their development of a mobile app which can scan food product labels and identify harmful ingredients. The school and its team joined this year for the first time at the start of the JA “Future Entrepreneurs”, which is a joint project of JA Bulgaria and the Member of the European Parliament [Vladimir Uruchev](#). Mr Uruchev and JA CEO Milena Stoycheva awarded “Noetic” and their teacher Kalinka Atanasova with a cup and gold medals.

A special jury chaired by Engr. Uruchev gave an award in the “Future Agro Entrepreneurs” category – a prize for the mutual efforts of the MEP and JA to introduce entrepreneurship programmes in more Bulgarian universities. New teams from the Plovdiv Agricultural University and the University of Forestry in Sofia took part in the JA Startup programme. **“Agrofutur” from the Agricultural university**

received the “Future Agro Entrepreneurs” award for their project – agricultural field observations with a drone.

“Lexis”, a team from Sofia Univeristy St. Kl. Ohridsky, was awarded with “Best Student Startup” and received funding, mentor support and free venue space to develop their idea in JA Sturtup Hambar in Sofia Tech Park all worth **10 000 Leva provided by JA Bulgaria**. Their web application provides a modern, AI-based solution which extracts automatically keywords and topics from texts.

Member of European Parliament [Andrey Novakov](#) presented two awards as a closing phase of a mutual project with JA called #StartupTvorilnitsa. It launched in early 2017 and its goal is to support entrepreneurship education by introducing the JAStartup program in the Faculty of Engineering of the South-West University “Neofit Rilski”. **The big award in #StartupTvorilnitsa, an invitation to visit the EP in Brussels in the autumn of 2017, was given to the “Eureka Group” student team** who are developing a backpack and another type of life-saving mountain equipment which helps tourists. **An invitation from Andrey Novakov** to visit Brussels received also the “**Blue Stone**” team from **Sofia Univeristy St. Kl. Ohridsky** who developed a new digital advertising channel. The students won the award at the presentation of their project during the innovation camp which was organized in Sofia in the spring of 2017 as a part of the #StartupTvorilnitsa project.

Teacher of the Year

JA CEO Milena Stoycheva awarded **Dimitrina Dokimova from the Varna “D-r Petar Beron” Math School** during the ceremony with the “Junior Achievement Teacher of the Year” Prize. Mrs Dokimova is working with the JA programmes since 2010 and the students she teaches achieve impressive results at JA competitions and initiatives.

All prize winners with SPECIAL CATEGORIES can be found [HERE](#).

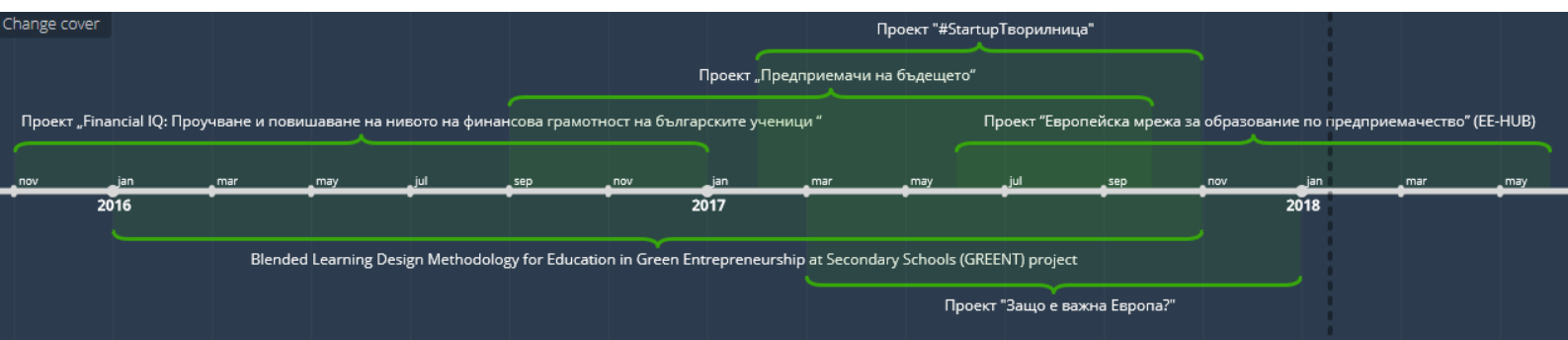
First Digital Lessons for Bulgaria



More than 22 000 pages of unique documents and photographs have been digitalized in 2017 with the partnership of JA, the “Archives” State Agency and [Samsung Bulgaria](#). They are all

available of the website of the Agency and part of them is included in the first in Bulgaria digital lessons with archive content on history, literature and fine art. All lessons are freely available on the www.smartclassroom.bg platform.

Junior Achievement Bulgaria PROJECTS



Entrepreneurs of the future project



In 2016 JA Bulgaria started two-year project “Entrepreneurs of the future” in 5 Bulgarian regions (Vidin, Vratsa, Montana, Pernik and Smolyan) and in cooperation with **Vladimir Uruchev, MEP from the group of the European People’s Party (EPP)**. The project started with a training for 15 teachers, trained how to teach JA Company programme to their pupils. Among the year, the formed 13 companies were guided to generate their own business ideas and developed products and services presented to the Regional Student Company competition and in June 2016 to the final national competition “Rising starts”.

The special award “Entrepreneurs of the future” was awarded during the final competition to “Noetic” for the development of a mobile app for scanning of food labels and identification of harmful ingredients.

#StartupWorkshop



[#StartupWorkshop project](#) was implemented in cooperation with Andrey Novakov, MEP from the European People's Party. The main goal of the project is the development of entrepreneurship culture and sense of initiative, as well as the creation of startups and business initiative from the students of the Technical Faculty of the South-West University "Neofit Rilski" in Blagoevgrad. These students participated in one of the most popular JA Bulgaria programme, i.e. JA Startup. The discussions were organized around the trade secret, trade mark as well as the protection of European right and patents topics, especially in the context of economies as China, where the copy paste culture is leading the sector. In the afternoon session, all participants worked over a practice case connected o intellectual property and all of them made a plan on how to protect their products.

Financial IQ (FIQ) project: Research on the levels of financial literacy of the Bulgarian pupils

In 2016, JA Bulgaria started a major project aimed at reaserchig and enhancing the level of financial literacy among pupils from year 1 to year 12 in Bulgarian school (Financial IQ Project). The project is realized in cooperation with the Ministry of Education and Science, [OECD](#), [NN Bulgaria](#), [Mastercard](#) and [UniCredit Bulbank](#). The ambitious project started with a research on the financial literacy among pupils and continued with teachers' and students' trainings in the country. The research scope was 200 school in the country and the main results can be consulted [HERE](#). The main conclusions of the research are as follows:

- The financial literacy of the Bulgaria pupils is relatively good but partial;
- Pupils' knowledge is not well structured and they rather show good understanding of the topic, but only partial knowledge;
- Pupils show worst knowledge on the topic of money gaining;
- The best results pupils show in planning, however, they receive pocket money every day and have no the possibility to build practical skills for planning their expenses;
- Pupils do show good results neither in understanding of simple financial documents such as invoices and pay slips, nor in interpreting financial graphs.

Within the framework of the FIQ project, JA Bulgaria has also presented the new personal finance curriculum for the high-school level, which includes case studies from the real business. This handbook is suitable for year 8th and 9th and is included in the curriculum developed by JA Bulgaria for the new Entrepreneurship profile.

GREENT project

The launch of [GREENT project](#) curricula in Bulgaria took place in March 2017 with schools that wanted to teach the innovative, first of its kind in Bulgaria content in green entrepreneurship to their students at high school level. GREENT is an initiative of JA Bulgaria in cooperation with JA Greece, JA Romania, JA Latvia and JA Norway and is co-funded by the Erasmus+ Programme. The project offers a long-term solution to one of the key European challenges in the coming decades - creating a green way of thinking for future generations of European entrepreneurs. GREENT aims to fill a significant gap in the education system - on the one hand there is a need for new skills related to green entrepreneurship and green jobs, on the other hand there is a lack of training content for the development of such skills.



In the summer of 2017, at the World Leadership Conference of JA Worldwide, the GREENT project was awarded the prestigious Collaboration Award. At the event, JA Bulgaria's CEO, Milena Stoycheva, was also nominated for a prestigious award for leaders across JA's network of Soraya Salti, the woman who created JA in the Middle East region.



Why Europe Matters project

At the end of October 2017, JA Bulgaria held in Varna an innovation camp for young people on the topic "Why Europe matters?". The initiative is a collaboration project between JA Europe and the European Industrialists Round Table (ERT), focusing on youth participation in European policies. The camp's winners will visit the European capital in 2018, participating in a meeting with peers, politicians and experts to discuss active youth engagement in EU policy making.



European Entrepreneurship Education NETwork (EE-HUB) project

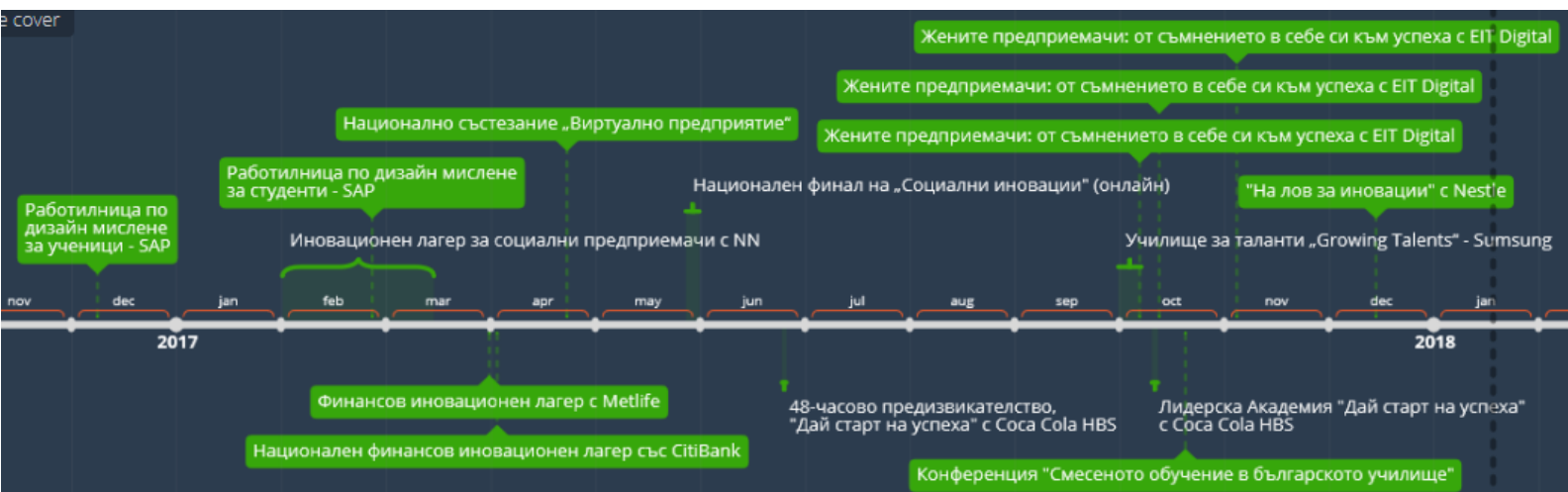
EE-HUB aims to become the larger European network for stakeholders in the field of entrepreneurship education, as well as reference framework for entrepreneurship education in Europe. This initiative creates the first national HUBs for entrepreneurship in Central and Eastern Europe and aims at enhancing the opportunities for studying entrepreneurship in schools in Europe.

[The Start](#) of the project in Bulgaria took place in **2017, November 29th**, when JA Bulgaria celebrated its 20 years anniversary with the [Investing in Europe's Transformers forum](#). EE-HUB in Bulgaria is implemented in cooperation and with the support of [Citi](#), as well as [Novartis](#), who supported the initiative as important for building the entrepreneurship as horizontal competence.

The main aim of the HUB as part of the European HUB for entrepreneurship education and competences, is the development and implementation of national policies, in the context of the European Union's recommendations, including the elaboration of a long-term national strategy for the development of entrepreneurship competences and education as a key factor for successful economic growth of the country and the prosperity of the Bulgarian society

In the face of the state and the institutions EE-HUB in Bulgaria already works together with a number of key partners - the Ministry of Economy and the Ministry of Education and Science. The Ministry of Finance, the Ministry of Health, the Ministry of Youth and Sports, the Ministry of Transport, Information Technology and Communications, the Ministry of Labor and Social Policy and the Ministry of Culture are also invited to support the initiative.

Junior Achievement Bulgaria and the PARTNERS



JA Bulgaria and Samsung partnership

At the beginning of 2017 the project of JA Bulgaria, and Samsung Bulgaria for educational platform www.smartclassroom.bg won the award Outstanding partnership for Samsung Group. This award is the most prestigious award and is given based on Samsung's corporate social responsibility program (Samsung CSR Awards), with the goal of making a positive impact to people in the world.

Together with our partners from Samsung Bulgaria we were honored for our efforts to modernize Bulgarian education with hardware, software, and developing the digital skills and competences through teachers and students. In order to adapt teaching practices in an increasingly digital world.

JA Bulgaria and Samsung Bulgaria during 2016/2017 have had initiatives that positively made an impact on Bulgarian education and entrepreneurship education listed below:

The Growing Talents School for Talent - Improving the competences of young people to create their own digital content **with augmented reality/AR for different students' subjects**. The course was for students from 16 to 18 years old.

Scientific and practical conference on the topic: Mixed education in Bulgarian school – modernization of the education through technology. By the final of the conference we delivered good practices and tools for mixed education.

JA Bulgaria and Metlife Bulgaria partnership (LifeChanger Project)



During 2017 Ja Bulgaria and [Metlife Bulgaria](#) successfully finished third edition of the project: "Knowledge for life changing" (LifeChanger), the project is funded by the financial support of Metlife Foundation and gives the start of the fourth initiative during the period 2017/ 2018.

The goal of the "Life Changer" project is to give the financial tools, skills and competences needed for success to more than 500 students from 20+ classes from all over the country per year. During the third and fourth edition of the project, the initiative was hosted at schools from Sofia, Plovdiv, Varna, Burgas, Vratza and Pazardjik and it consist of an educational program for financial grammar – smart finance, a training program aimed at teaching and delivering from business volunteers from Metlife company. All students and teachers participating in the project were proposed to be part of/ to participate in the program Students Company – program of JA Bulgaria where with the support of their teachers and business mentors to create products and services with social and community impact. At the end of the school year they are competing for the [Metlife](#) award – Life Changer.

At the beginning and at the end of every school year JA conducts an inbound and outbound test of financial competences for students participating in the program. During 2016/2017 we found out that the financial competences increased by 61%, however we think that this year the percentage will be even higher.

Additional element of the project during 2016/2017 was the conducted representative survey for financial vulnerability of Bulgarian households available [HERE](#).

Main conclusion from the survey:

- 64% from households in our country don't have any savings;
- 38% doesn't have a budget for any occasion – neither for periods, or any particular events;
- 76% can't covers an unanticipated cost of 1500 leva in the period of 30 days;
- 81% can't cover an unanticipated cost of 2000 leva in the period of 30 days;
- Just one fifth of the households or just 21% could use they own regular essentials and dissent savings, to unanticipated extra expense;

- 88% considered that lowering 10% of their income will reflect immediately on their budget;
- 35% declared that they are financially dependent persons, but 28% don't save or does contract for life insurance;
- 83% from of respondents do not use Internet banking;
- 28% from households do not seek information for financial questions and 32 % rely on information from relatives and acquaintances rather than from financial specialists (15%);
- Just one of ten households would approach entrepreneurial initiatives by starting a second job or starting a new business, just to search for an additional source of income.

Executive director of MetLife Bulgaria Mr. George Cankonas commented the results of the survey in a special interview you can see here: [LINK](#). He also reviewed the film on the impact of the joint project of JA and MetLife [HERE](#).

JA Bulgaria and SAP Bulgaria partnership



With the partnership and the support of [SAP](#), JA organized Design thinking workshops for the participants of the School company programs, as well as for students and startups, and for students and 30 students form

university students during 2016/2017. 30 school Universities took part of 2 workshops.

JA Bulgaria and Citi Bulgaria partnership



During 2016/2017 the partnership between JA Bulgaria and [Citi](#) Bulgaria celebrated 10 years. Back in 2006 both organizations introduced for the very first time the term "financial literacy" in Bulgarian education.

The partnership between the two organizations in European level is surprisingly sustainable during all those years of partnership and it keeps growing. During the

period of 2016/2017 – JA Company Programme and Entrepreneurial Skills Pass™ reached more than 300 000 young people in all Europe. In Bulgaria [City](#) supports Ja Company Programme in national level and JA StartUp at American Un University in Blagoevgrad, and University of National and World Economy in Sofia. Annually Citi and JA organized the Financial Innovation Camp for students from all over the country, the company is partner of the Youth Business Forum "Rising Stars.

JA Bulgaria and Coca Cola Hellenic Bottling Company partnership



More than 650 young people from seven Bulgarian cities passed successfully through the educational program “[Youth Empowered](#)”. This educational program was conducted for the first time in Bulgaria and has the goal of increasing the number of economically active youths in our country. National survey from UNICEF Bulgaria shows that 1/5 of adolescents and young people are not in the educational/ social/ or labor system. This places our country at the top for this indicator in the EU.

Organizers of the campaign “Youth Empowered” are JA Bulgaria and [Coca-Cola Hellenic Bottling Company Bulgaria](#). The first edition of the program covered 7 Bulgarian towns, with traditionally high level of youth unemployment – Lom, Samokov, Goce Delchev, Svoge, Koistenetz, Targovishte and Sofia. As final result of the programme in an online educational platform www.youthempowered.bg

JA Bulgaria and Nestle Bulgaria partnership



Junior Achievement Bulgaria and [Nestle Bulgaria](#) hosted and organized a two day camp for students called “**Innovation hunt**” during 14th and 15th of December 2017. 30 students in 14 different specialties participated as follows: Business Administration, Marketing, Social Management, Economy, Telecommunication etc. from 10 Bulgarian Universities took part of the event. Participants worked on real case studies prepared by Nestle Bulgaria Management. All participants were divided in teams and each team consisted of 6 participants. Each team had clues like in scavenger hunting, and those clues helped them to resolve the case study and go through the whole process – from analyzing, to research and idea implementation.

JA Bulgaria and NN Bulgaria partnership



JA Bulgaria and [NN Bulgaria](#) awarded the winners of the seventh edition of the International Social Innovations Relay. The winners in 2017 are the ideas of 3 school teams: system of reaction in emergency medical case; social network for people struggling with obesity, and closed self-sustaining ecosystem for park areas. On a special ceremony the teams received their awards and greetings from the company management, who are conducted partner of JA Bulgaria in hosting the international competition for the third year.

Every year, approximately 1,000 students from the whole country participated in "Social Innovations", divided in about 250 teams. Only 16 teams are qualified for the second round of the competition, in which they are given the opportunity to work with NN mentor, who supports them in their task of developing their idea.

JA Bulgaria and European Institute of Innovation and Technology partnership (EIT WORKSHOPS)

In the 2017 fall JA Bulgaria organized a series of co-creation workshops on the topic of Female Entrepreneurship: from self-doubt to success. The events were supported by the European Institute of Innovation and Technology and aimed to promote the development of motivation, leadership skills and entrepreneurial mind-set among young girls. To feel motivated to excel in both their professional and personal lives young girls need to have an example. This is why, the format of the workshops featured storytelling format presentations by a number of successful female leaders who shared their personal stories.

Two of the workshops took place in JA Bulgaria's co-working space – JA Startup Hambar in Sofia (Oct 7th and 12th) targeting high-school students (13 – 18 years old) and the third one – in the Economics University – Varna (Nov 4th) targeting university students.

The agenda featured renowned speakers from the public and the private sector, as well as JA Bulgaria alumni who emphasized on the strategic importance that JA's programs have had on their choices in life.

Some of the lecturers included:

- Dr. Anna-Marie Vilamovksa, representative of Bulgaria in the European Commission's Board on Digital Entrepreneurship
- Milena Stoycheva, CEO, JA Bulgaria
- Sasha Bezuhanova, entrepreneur, founder of MoveBG
- Meglena Plugtschieva, Ambassador Extraordinary and Plenipotentiary of the Republic of Bulgaria to the Swiss Confederation (2012 – 2017); Advisor to the Minister of Foreign Affairs of the Republic of Bulgaria
- Radoslava Krosneva, HR Department Manager, Societe Generale Expressbank
- Lilyana Savova, Chairman of the Management Board of the Institute of Mediation and Out-of-Court Dispute Resolution.

Junior Achievement Bulgaria at regional level

JA Bulgaria has concluded a series of long-term, effective partnerships and cooperation agreements with **19 Bulgaria municipalities** to work together in the field of youth entrepreneurship training. These collaborations are part of our "Strategy for the Development of Education in Municipalities", aimed at modernizing the education in the regions through effective cooperation between municipalities, local businesses and educational institutions. The main idea of the strategy is to reduce young people immigration by introducing pupils to the different types of jobs and job opportunities that local businesses offer, which would help them in early career guidance.

Renaissance 28.0 initiative – developed regions through good education

In 2017, we launched a "Renaissance 28.0" strategic initiative to modernize education in the regions through effective cooperation between the municipalities, the local businesses, the educational institutions and non-governmental organizations. The initiative seeks to find new ways to solve the long-standing problems of most Bulgarian regions related to depopulation, the lack of attractive opportunities for professional development for young people and the immigration of talents. The main results of the initiative at regional level are:

- More than 130 pupils are already informed from early age about different professions and work opportunities, offered by the local business;
- More than 45 companies have been involved in the initiative for the development of good relation between the business and the education;
- Young people realise the real opportunities for internships and local business opportunities;
- Innovative school receive support with a programme that is directly linked to the need of the region;
- Wide entry of new technologies into the learning process.

In 2017 we implemented 3 editions of the initiative as follows: Haskovo, Vidin and Gabrovo on the topic of "How to revive the connections between the business, the education and the local authorities". More about the initiative you can find at the following [interview](#).

Innovation camp Gabrovo



More than 100 active, committed, competent and artistically oriented young people from across the country took part in an innovation camp. The event, which took place from 20 to 22 October 2017, was organized for a second consecutive year jointly by JA Bulgaria, the Regional Information Center - Gabrovo and Gabrovo Municipality. More information about the ideas presented and the jury of the initiative can be found [HERE](#).

Entrepreneurship school of the year 2017 competition



JA Bulgaria invited all schools working in the field of entrepreneurship education to apply for the nomination of the European Entrepreneurship School of the Year award for 2017 (TES Awards 2017).

For its excellent achievements the school selected to participate in the TES Awards 2017 due to its 10 years of dedicated work in the field of entrepreneurship education is **Gergji Benkovski High School in Pazardzhik**. The school received the “Entrepreneurship School of Bulgaria 2017” award.

For its 20 anniversary JA Bulgaria organized the Investing in Europe's Transformers forum



JA Bulgaria
A Member of JA Worldwide
20th Anniversary Forum

Investing in Europe's Transformers Through Education and Innovation

November 29th, 2017, Nu Boyana Film Studios
Register at: transformers.jabulgaria.org

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Who are the “transformers” who transform Europe, Milena Stoycheva Executive Director of JA Bulgaria, shares:

I believe that Europe is on the stage to make a huge change and the people who will be helped by this change will be the “transformers” – we at JA Bulgaria think that these people will be lead of entrepreneurial way of thinking and behavior, who have the attitude and believe that the change is possible and it is for good. These people are the people who have the abilities, and the ideas for the future and people who at the same time are ready to go and explore Mars.

The “Investing in Europe’s Transformers” forum is a special gesture, with which JA Bulgaria is celebrating 20th anniversary

The history of our organization is as long as the history of a whole generation, that is why we decided to organize such a forum – to debate what is coming for this generation, and what the future will bring. We believe that it is worth to share all perspectives and ideas for the future and that is why we decided this forum to happen on our anniversary. During the event the audience had the opportunity to meet people, who actually are working for the transformation – the real transformers. Youth entrepreneurs, politicians – visionaries, people from business, who are building the transformation in practice and who actually are helping our organization to move forward it’s mission and to follow the goals in a way that we already recognize.

You can receive more information about the forum in the a report of one of our media partners Economy.bg.

Our ALUMNI STARS

The best JA student company of the year “Noetic”



* Team members Venelin Chakalov, Hristiyana Beleva and Daniela Badeva are answering to our questions

Tell us more about the E-food scanner, how did you come up with the idea and the realization of it so far?

E - food scanner is a mobile app that scans for harmful additives in the food products. When we joined the JA competition, our main priority was to define a problem. And we did so. We have found many issues, but we needed more global problem. We wanted to go big, to find the one thing that mankind can't live without. And then two things came up into our minds. The first was oxygen and air pollution. But these are problems that all major eco-organizations focus on. So we decided to look up to the second thing that we can't live without, and sadly this thing do more harm than good - it's the food. We did a research about what can the food cause and the results were terrific. We wanted every user to know what they eat. Noetic thinks that information is the most powerful tool and it should be given for free. And this is how we ended up developing our app. The only thing we invested into it was every single minute of our spare time. The results are great, now over 2600 people use our app.

What are your future plans as individuals and as a start-up in the next year?

JA Bulgaria have developed the entrepreneurship spirit in me. I have found my passion, which is programming and now I am sure what my future job will be. The ideal situation for me is to combine the entrepreneurial skills and my passion for technologies. My teammates have got motivated and many of them decided to focus on their goals, because we are example of "hard work pays off". Now we are preparing for the next JA competition and we can't wait to see what solution we will develop for another global problem (*no spoilers*).

What are the lessons learned from your participation in the Company Program of JA Bulgaria?

We have learned a lot from our participation in the Company Program of JA Bulgaria. Besides gaining knowledge in the field of entrepreneurship, we learned how to turn an idea into a reality, how to introduce our products in an attractive way, how to speak in public, how to compete, how to win and how to lose. But the most important thing we have learned is how to work as a team. We did not know each other at first but we were united by the idea of creating E-Food Scanner and this way help people understand what they eat. At the beginning we were just a group of students who did not share the same interests but now, after we joined the JA Company Program, we are a family. We support each other and I am sure that NOETIC will always be in our hearts! We are extremely grateful to the whole team of Junior Achievement and we hope we will meet again next year!" Alone we are strong, together we are stronger"

You became national winner and then represented the Bulgarian student company program at the COYC in Brussels. Can you compare the two forums and the competitors in both final events – of JA Bulgaria and JA Europe?

Both competitions were extremely well organized. The rivalry was great, of course the European rivalry was much more competitive. We were nervous during both competitions but we were also having fun. The contestants at both places were exceptionally nice and cheerful people. The difference is that when we were in Brussels we were not able to create as many friends as at the competition in Bulgaria.

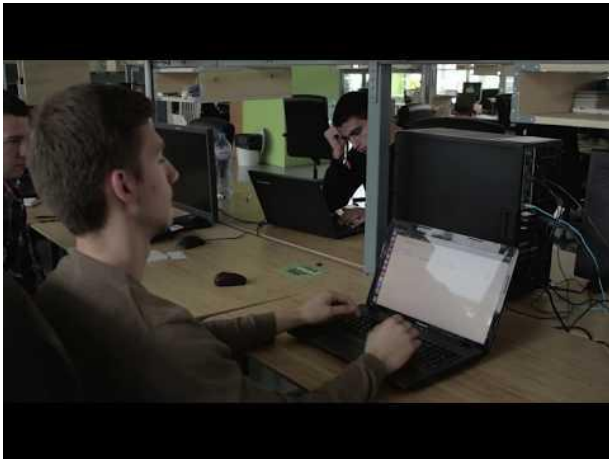
Do you think Smolyan and young people there need more programs like JA Company Program and more supporters – as Vladimir Urutchev, who helped JA Bulgaria to launch the program in your school?

I think that Smolyan needs more programs like JA Company Program and more supporters, because the more opportunities we have, the more likely we are to be successful. Also the town will develop more and will be a more pleasant place to live in.

Which are the advantages of JA alumnus vs. students who had not the chance to participate in similar practical entrepreneurship program?

Experience. It's the main advantage that JA alumnus have over those who have never participated in a single JA program. And another thing is the different point of view. I have met people with interesting and very promising business ideas which unleashed my inner competitive spirit.

The best JA student company of 2017 year “LEXIS”



Tell us more about Lexis and your service, how did you come up with the idea and the realization of it so far?

What Lexis is - Lexis is a plugin for your favourite mail client. Its job is straightforward - suggest the right answer for your incoming emails.

How it does it - Lexis analyzes written inquiries and searches for an appropriate response in past emails, templates or knowledge bases.

Why use it - finding the answer yourself takes time, writing the same answer over and over again is toxic, being the helpless rookie means being inefficient and using copy paste equals old data.

Who is it for - people who write the same emails over and over again, businesses with support departments, customer support centers

The team - the team got together at the HackFMI 8 hackathon that we won.

The idea - we started off with an algorithm for extracting emotions in texts but later pivoted to process optimization - namely the email response cycle

Lexis right now - Lexis is fully operational for Outlook and offers 3 main features - templates, history, articles. The templates are pieces of text that can be reused between emails and change dynamically - for example the name of the recipient. History represents previous emails you and your colleagues have written and is all about knowledge sharing - even the new guy can now answer appropriately based on the email the employee of the month has sent 3 days ago. Last but not least - articles. The articles are the building blocks of a knowledge base. With Lexis you can access a detailed walkthrough and link it in your answer so that the clients look up their specific problems or any questions that are yet to come.

What are your future plans as a start-up in the next year?

Our main focus is talking to client and solving the first one. We strive to deliver a product that will meet the needs and wants of the business that the competition is not satisfying thus creating our own niche. One year from now I expect that Lexis will have had monopolized the Bulgarian market and crossed the borders.

What are the lessons learned from your participation in the Startup Program of JA Bulgaria?

We value the process of learning and shifting our mindset. JA gave us understanding and awareness but more importantly kickstarted our thirst for knowledge. Having to put the wisdom in words some of the bottom lines that come to our minds are:

The team comes first when building a successful business.

Start with the problem, not the solution.

Validate your idea as fast as possible.

Never decrease price, always increase value.

Don't be afraid to change your idea; don't fall in love with it.

Which are the advantages of JA alumnus vs. students who had not the chance to participate in similar practical entrepreneurship program?

At the bottom of it all JA offers an accelerated process of learning. Learning about the industry and the mistakes of others. Meeting the successful and the champions of tomorrow. Presenting, validating, ever-expanding your comfort zone. You reap what you sow - it's an opportunity which true value can only be amassed through full commitment.

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РЕПУБЛИКА БЪЛГАРИЯ
МИНИСТЕРСТВО НА КУЛТУРАТА



Министерство
на младежта и спорта



ПРЕЗИДЕНТ НА РЪБЛГАРИЯ



РЕПУБЛИКА БЪЛГАРИЯ
Министерство на икономиката



МИНИСТЕРСТВО
НА ОБРАЗОВАНИЕТО
И НАУКАТА



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Община
Бургас



Община
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Община
Враца



Община
Габрово



Община
Карлово



Община
Монтана



Община
Пловдив



Община
Перник



Община
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