

2019 – 2020 Fact Sheet

JUNIOR ACHIEVEMENT (JA) HONG KONG

Junior Achievement Hong Kong is a member of Junior Achievement Worldwide, the world's largest organization dedicated to activating youth for future of jobs. Through delivery of cutting-edge, experiential learning in **entrepreneurship, work readiness** and **financial literacy**, JA creates pathways for young people to realize their passion and potentials to the fullest.

JA collaborates with businesses, educators and policymakers around the globe to advance the **United Nations Global Goals for Sustainable Development (SDGs)**; and JA has been recognized by the UN for contributing to Global Goal 8 – promoting development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and grow of micro-, small- and medium-sized enterprise.

MISSION

JA inspires and prepares young people to succeed in the global economy.

THE NEED

As the world continues to rise to meet the opportunities and challenges of the Fourth Industrial Revolution with which the future of jobs has never been more uncertain, career paths change faster and become less linear than ever before, JA aim to get our young people **future-ready** by giving them the platforms and experiences to become active lifelong learners who understand and play to their strengths, and instilling youthful optimism that is essential to deliver hope for a better future.

Through activities-based programs and mentoring support from business volunteers, JA programs equip young people with core skills of the 21st century identified at the World Economic Forum:

- Complex problem solving & critical thinking
- Collaboration across networks & leading by influence
- Agility & adaptability
- Initiative & entrepreneurialism
- Accessing and analyzing information & digital literacy
- Curiosity & imagination

PROGRAMS

JA Programs serve primary to tertiary students with age-appropriate activities-based curricula enriched by business volunteers with their experiences. **JA programs are taught by business volunteers in over 100 countries, serving over 10 million students each year.**

PROGRAM REACH

Since its establishment in 2001, Junior Achievement Hong Kong has engaged the support of over **22,000 business volunteers** from **700 companies** and served over **360,000 students** from more than **600 schools**.

PARTNERSHIP & COLLABORATIONS

JA Worldwide is recognized as one of the **Top 10 Most Influential NGOs in the World** by NGO Advisor in 2019. JA's impact is the direct result of collaborations with businesses and individuals. Each diverse partnership enhances and grows existing programs, enables the launch of new JA initiatives, or provide funding for innovation and technology.

Every year, through:

- **financial investment**
- **volunteer engagement**
- **service on JA board**
- **pro-bono services**

the effects of our partnerships flow through our entire organization and enable us to transform the lives of our young people who, in turn, transform their communities.

Junior Achievement Programs

JA Company Programme | JA 學生營商體驗計劃 (Form 4-6)

The program has been JA's flagship program. Students produce a product, create a company, and manage their business from start to finish, all in 5-7 months, under the guidance of business volunteers. JA Asia Pacific Company of the Year Competition is held every year for best-performing companies from the region to gather and exchange experiences.

JA International Trade Challenge Workshop | JA 國際貿易挑戰賽工作坊 (Form 4-6)

Students learn about international trade and develop market entry strategy plans under the guidance of business volunteers. They can then enter the annual Hong Kong International Trade Challenge, and the winning team will represent Hong Kong in the Asia Pacific Challenge.

JA It's My Business! | JA 小生意大創意! (Form 2-4)

Students anticipate customers' wants and needs, create a detailed business plan, participate in a pitch session, and embrace entrepreneurial thinking.

JA Be My Own Boss | JA 小小企業家 (Primary 4-5)

Students learn basic yet latest entrepreneurship skills and tools. Through an engaging board game, they have a taste of the real business world, develop the most important 4C skills of the 21st century.

JA Success Skills | JA 成功技巧 (Form 4-6)

Students engage in activities focusing on communication, collaboration, learnability, technological fluidity, and other interpersonal skills that lead to success in the workforce.

JA Career Dimensions | JA 職業 3D (Form 4 or above)

Students broaden their understandings of career alternatives in the 21st century. During a visit to a professional work environment, students face a series of challenges to problem-solve.

JA Job Shadowing | JA 工作影子計劃 (Form 4 or above)

The program bridges classroom with the real workplace. Through sharing and job shadow activities, students relate their passion and strengths to their future careers.

JA Personal Finance | JA 個人理財 (Form 4-6)

Students explore the fundamental elements of personal finance, from identifying needs and wants, personal and family budgeting, to healthy financial management habits.

JA Personal Spending 101 | JA 個人消費 101 (Form 2-3)

Students learn from the sharing and experiences of a business volunteer the importance of personal financial management. They learn the reasons for having a budget and the basic features and characteristics of budgets, and develop their own personal budgets

JA More than Money | JA 財富小天地 (Primary 4-6)

introduces students to financial literacy and entrepreneurship. Through hands-on activities, students learn a practical approach to starting a business and making smart decisions about managing money.

JA Business Ethics | JA 商業道德課程 (Tertiary) is a program designed for students to explore their own personal and ethical values. Students are challenged to analyze his/her own personal set of beliefs, values, and character on an ongoing basis through discussions and a case study of employees faced with a series of ethical dilemmas throughout every level of the company.

JA Play Lab | JA 玩學室 (Primary 1-6) consists of six age-appropriate activities that focus on the whole person development for primary students. The program aims to develop creativity, communications skills, critical thinking, and collaboration skills through interactive and engaging group activities on business related topics. It prepares students for academic learning and lifelong achievement and reinforces the joy of learning.