



ACADEMIC YEAR 2014-2015 IN REVIEW

EXECUTIVE SUMMARY





# Table of Contents

<i>Foreword</i>	<b>2</b>
<i>Remarks</i>	<b>3</b>
<i>Year In Review</i>	<b>4</b>
<i>What Is JA All About?</i>	<b>6</b>
<i>What is our Challenge?</i>	<b>7</b>
<i>JA as a Solution</i>	<b>7</b>
<i>Capacity Building</i>	<b>8</b>
<i>Financial Literacy</i>	<b>9</b>
<i>Our Approach</i>	<b>11</b>
<i>Our Impact</i>	<b>13</b>
<i>Our Content</i>	<b>16</b>
<i>Entrepreneurial Potential in Albania</i>	<b>18</b>
<i>JA Alumni Albania</i>	<b>19</b>
<i>Our Activities</i>	<b>20</b>
<i>Media Clips</i>	<b>25</b>
<i>At Our Best</i>	<b>28</b>
<i>Financial Statements</i>	<b>35</b>
<i>Our Partners</i>	<b>36</b>



# Foreword

## Martin MATA

Chairman, Board of Directors  
Junior Achievement of Albania



We believe in the potential of our JA Albanian achievers. Young Albanian students, increasingly, manifest a great zeal for accomplishment, excellence and creativity. They aspire to go above and beyond, making great use of their energy, dynamism, talent, and entrepreneurial spirit, so that they can reach success in their lives and reap the benefits of their labor.

We find it extremely important to appreciate and support young people's efforts, initiatives & entrepreneurial undertakings. Equally, we have a high esteem for their determination to reach higher frontiers and become highly competitive as future skilled professionals. It is imperative to keep in mind that young people today constitute a very important national asset and source of wealth; as such, investing in young Albanian students' education & entrepreneurial demeanor through Junior Achievement, bringing them closer to the labor market, while expanding their minds & enriching their skillset, makes for a colossal investment with high expected returns in the long run.



It is in fact, everyone's responsibility to provide tools, opportunities and furthermore, real access, to these young people to grow and develop as future Albanian entrepreneurs - who will in turn fuel the country's growth & economic prosperity. In this spirit, JA entrepreneurial education empowers young Albanian achievers and connects them better to the real world and labor market.

# Remarks

**Rezarta GODO**  
Chief Executive Officer  
Junior Achievement of Albania

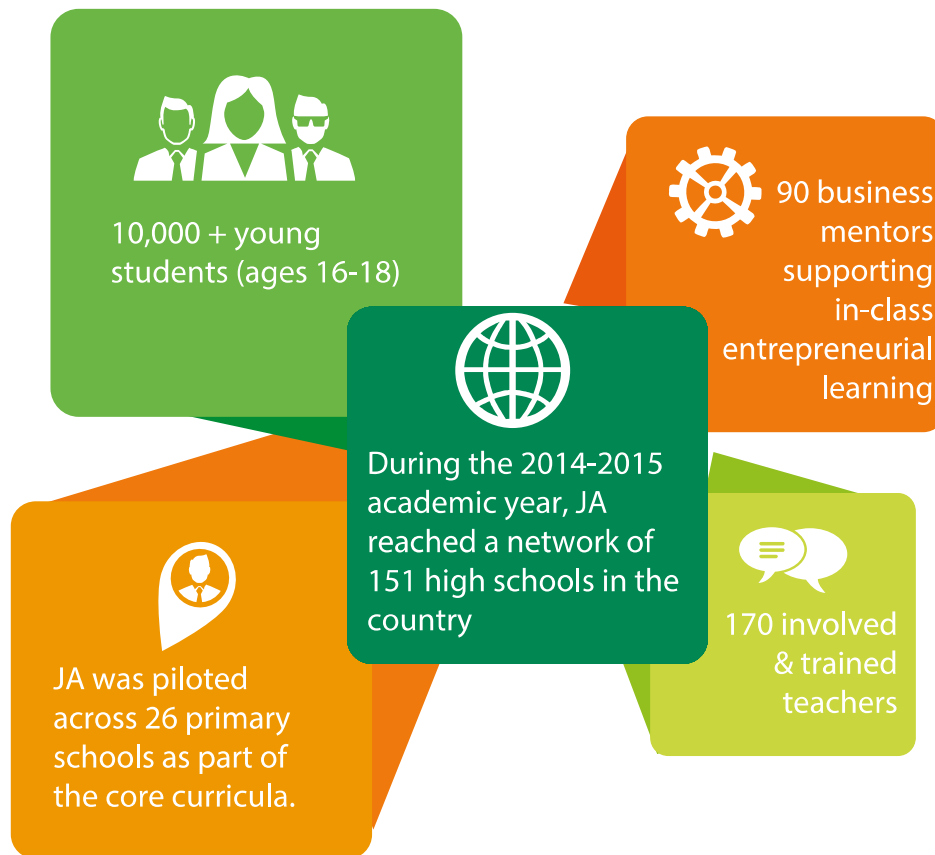


As Junior Achievement has been identified as one of the best practice in entrepreneurial learning by the European Commission and as entrepreneurship has been identified as a core competence and key life skill in the Albanian education system, Junior Achievement seems to make perfect sense as the great solution that refines and strengthens the quality of the education system in Albania and that can help young people gain the right skills to succeed in life and at the workplace.

It is in the belief of the Board of Directors and management team of JA of Albania to instill JA entrepreneurial values in young people, and to ensure sustainability of the JA program by forging strategic alliances with policymakers and collecting support from the local business industry, to embed JA effectively in the education process and lifestyle of young people.



# Year in Review



A great effort is being made to bring hands-on entrepreneurial learning to all young people in Albania, including young children and young students, so that they have a chance to acquire practical skills early on in life.

During the 2015-2016 academic year, JA's network expands to over 170 high schools in the country and to all primary schools, with JA delivered in grades 1 and 6, reaching over 110,000 young students.



# In the last academic year:

75 teachers and 40 business mentors & leaders participated actively in the 2nd annual National Teachers', Mentors' and Alumni conference to discuss about quality education in delivering entrepreneurial know-how to JA students.

110 students in grade 11 participated in 4 different regional camps organized in Tirana, Korça, Berat & Shkoder.

20 brilliant proposals & business ideas were generated out of the innovation camps.

20 business mentors were engaged as advisors in the regional camps.

17 accomplished personal ties of the business industry committed as jury members in the camps to assess the proposals of the young innovators.

23 student companies presented their business ideas and enterprises during a national fair and competition.

138 high school seniors, 23 teachers, 6 jury members and many business entities made this a dynamic event and competition with great learning outcomes for young entrepreneurs.

26 primary schools joined the JA network as piloting schools.

2661 young children & pupils learned about entrepreneurial competence as one of the key competences for life and the labor market.

55 primary teachers were trained for delivering entrepreneurial competence as per JA incorporated into the Civics education core subject.

43 high school seniors and JA achievers got a unique chance to shadow business leaders throughout 43 hosting business entities, in the capacity of being a 'Leader for a Day'.

They experienced a remarkable opportunity of practical learning.

# What is JA all about?

The JA philosophy which is heavily geared on student-centered development fosters:

- New mindset** → entrepreneurial know-how delivered through rich content with practical examples
- New competences** → financial literacy, business planning, teamwork, presentation and sales skills
- Capacity building** → trained & retrained teachers equipped with the capacity to deliver entrepreneurial content
- New business ideas** → developing ideas, converting ideas into real plans and concrete actions, leading new mini-businesses and managing financial assets
- Community-based learning** → involved business community in JA classes and JA activities, locally, regionally and nationally through mentorship and broaden support
- Innovation** → applying JA knowledge and technology to address problems, identify solutions, produce cool and unique ideas to create innovative and sustainable social businesses that can potentially boost domestic economy
- E-learning** → modern learning systems made available through e-mentoring & e-training platformss
- New potential** → JA-inspired businesses and JA achievers can potentially contribute with new jobs, new business ventures, higher employment and employability, and new growth for our economy





# What is our Challenge?

Across many countries there is a skills crisis in the labor market, in particular in the young labor force. Mismatched skills, skills gap, high youth unemployment and an ever-changing labor market landscape, all call for action in order to help young people gain the right skills to succeed in life and at the workplace.



## JA as a Solution



It has become more and more evident that young people should acquire key competences before leaving school, in particular practical skills. JA helps young people to master skills such as creativity, teamwork, determination, resilience, self-confidence, initiative taking, responsibility and self-control -- all skills that add value and improve a young person's professional prospects. Eventually, if each young person leaves school equipped with such skills, the labor market becomes highly competitive and the economy is bound to experience growth and higher quality of skilled labor force.

# Capacity Building

Across 3 academic years, approx. 170-200 JA teachers have received training and preparatory sessions to best deliver entrepreneurial know-how. JA teachers have been exposed to practical learning methodologies and have been inspired by accomplished business figures; this has helped to considerably shape and mold entrepreneurial teachers. In fact, entrepreneurial learning processes work twofold, by transforming both teachers and students into active thinkers & doers.

Given that teachers are in daily contact with students, they are instrumental to attracting students to new ways of thinking and new entrepreneurial approaches. Passionate teachers who take a serious interest in the best possible education and preparation of young students do indeed inspire, nurture and encourage students to be self-confident, initiative-takers, and problem-solvers.



# Financial Literacy

In today's world it is rather important for young people to understand finance and economics, because they have to be able to make financial decisions in the future that impact their lives.



Businesses, in particular banks, have a stake and social responsibility in teaching young people about financial literacy, financial management and sound financial decisions. It is highly pertinent and beneficial to teach young people early on about earnings, spending and saving, as the young generation will likely be the banks' best customer, or future bank teller (employee), their loan applicant (client) or their big business investor with savings and checking accounts.



“JA is an exciting experience that helps students to gain knowledge and how to manage their resources.”

JA Business Volunteer  
& Mentor



“JA has been a worthy experience and has taught me the basics of managing a business and has helped me improve decision making skills.”

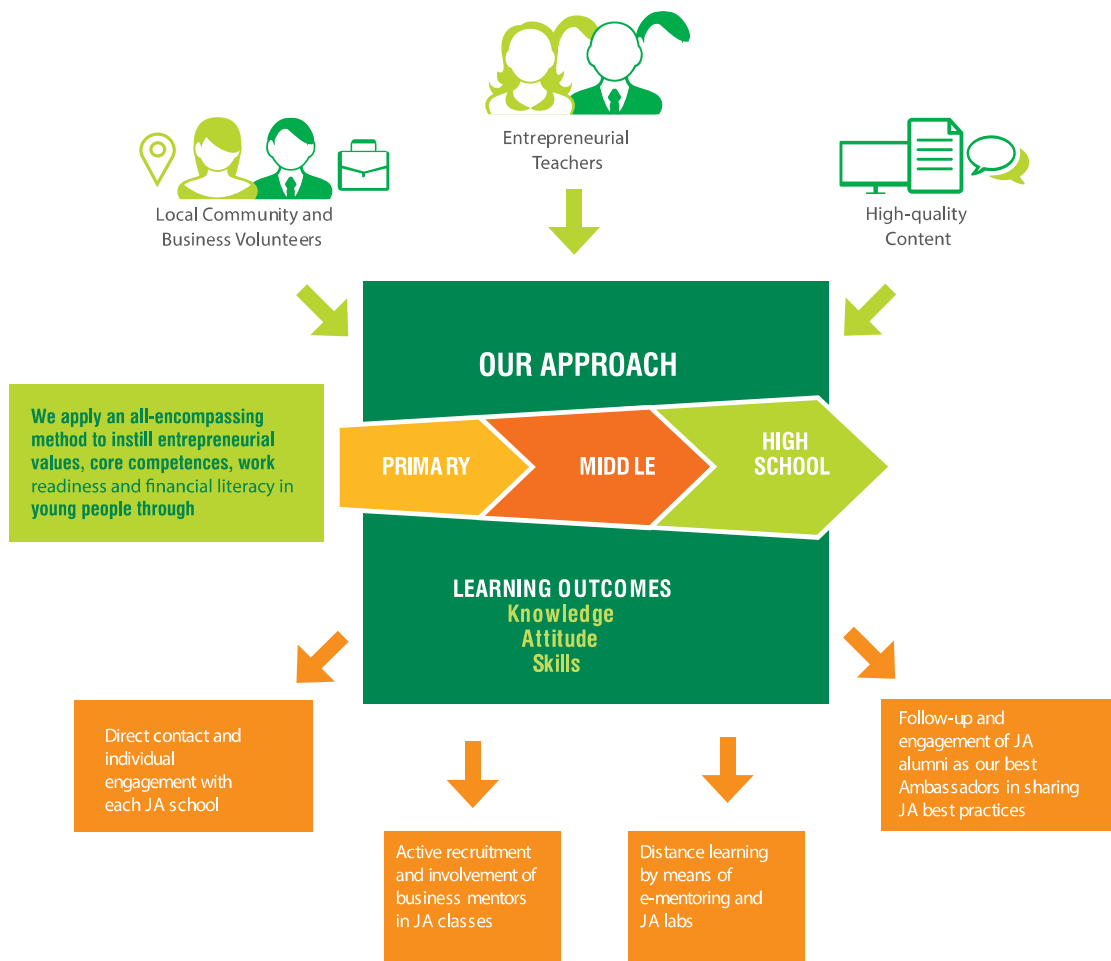
Sara Nuredini  
JA achiever

“JA helps young students to gain key competences improving their practical approach in life, by and large.”

Genci Nelaj  
JA Teacher



# Our Approach



During the 2014-2015 and 2015-2016 academic years: Pricewaterhousecoopers (PWC) and Altelecom & have invested in setting up 5 JA Labs across the network. Tirana International Airport (TIA) has invested in 3 additional JA Labs. This investments have provided the proper means to setup the adequate infrastructure in beneficiary JA schools to enable distance learning and distance mentoring.



# Empowering YOUNG people who CARE!



Young people need encouragement and support, someone who believes in them and/or inspires them, in order to gain enough self-confidence to try and test new ideas and apply new skills. Youth development and youth empowerment is a huge undertaking. On the one hand, it means investing in the future of a country and ensuring future growth, prosperity and sustainable development.



On the other hand it compels a multi-actors approach at multi-levels: systemic intervention in the education system, systematic action with teacher & delivery capacity development, persistent lobby with business partners, etc. This approach demands considerable resources ranging from financial capital, to human & intellectual capital, to facilities, etc.

# Our IMPACT

Junior Achievement helps young people in a number of ways:

## Individual development

- Teamwork
- Public relations
- Self-management
- Positive outlook
- Presentation skills
- Financial literacy
- Communication skills

## Professional development

- Creativity
- Self-confidence
- Teamwork
- Resourcefulness
- Persistence
- Taking responsibilities
- Taking initiatives



**Reinforced set of skills thanks to JA**





"JA instills wonderful values in young people; it inspires and teaches them that with hard work and team spirit everything is feasible."

Maria Prifti  
JA Achiever

"The JA experience has been both entertaining and edifying. Through JA I got to know the basics of doing business. JA has also helped me in making a smarter choice in my academic pursuit."

Denisa Koci  
JA Alumni



"Through JA, teachers get a wonderful gratification when they note that their students have gained self-confidence and have uncovered many talents."

Adelina Xharo  
JA teacher

"JA presents a unique opportunity to young students to face the reality of the business industry and labor market, helping them obtain practical and resourceful approach in dealing with different challenges."

Arjeta Keja  
JA Business Volunteer & Mentor





# How does JA impact beneficiaries?



## Teachers' feedback:

Appreciate JA's effect on all students, including high-performers and typically low-performers, who are driven and attracted by JA's practical appeal and dynamic methodology

JA helps young students with financial literacy

JA instills positive teamwork in class

JA helps young people with conflict resolution and negotiation

JA triggers the sense of responsibility in young students

## Business Mentors' feedback:

Appreciate young people's enthusiasm to do something of their own and create a mini-business, thanks to JA

Appreciation for new, young & fresh ideas that come out of JA experience

Note & respect for a can-do attitude in young people

JA helps bring young people closer to the real market by virtue of exposure and interaction



## Students / Alumni feedback:



JA helps young people to get to know themselves and market themselves better

JA helps young people make better career choices and smarter decisions

JA strengthens organizational skills in young students

# Our Content

*In grade 11 JA students learn about the labor market and business industry, learn how to solve ethical dilemmas at the workplace, draft cover letters & curriculum vitae and position themselves in the labor market.*



*In grade 12 JA students learn to start and manage a business of their own, experiencing the complete business lifecycle.*



*In primary education: 8 JA modules have been incorporated in the Civics Education mandatory subject, delivered as a chapter dedicated to learning about life skills & entrepreneurial competence.*



# Entrepreneurial Potential in Albania

Reliable surveys across European countries with far more experience in JA, suggest that 15-20% of JA alumni across Europe start a business within 5 years. Another interesting fact is that JA students find it easier to get a job, as opposed to non-JA students.

## Some of the JA company programs established in 2015

No	School Name	City	Company Name	Product
1	Naim Frasherri	Durres	GOLDEN ELITE	Social Business
2	Hasan Pulo	Orikum	ACROPOLIS	Habitats for different pets
3	A.Z. Cajupi	Tirane	Çajupi Technologies	Stamping Services and technological prototypes manufacturing
4	Nazmi Rushiti	Peshkopi	DIAS	Wood processing, manufacture of wood products
5	18 Tetori	Lushnje	Photon Energy	Telephone charger with solar energy
6	Hasan Tahsini	Sarande	A-Decor	Small multifunctional table
7	Vasil Kamani	Elbasan	Recycling ART	Manufacturing facilities through recycling
8	Ali Demi	Vlore	A 12	Telephone charger
9	Myslym Keta	Tirane	JDG	Tourist Guide
10	28 Nentori	Shkoder	IRIS Design	Creations in the field of design and marketing
11	Kostandin Kristoforidhi	Elbasan	B - CARD	Production of software for enabling information for teachers and parents, using magnetic cards
12	Halim Xhelo	Vlore	WebMaster	Web Design
13	Industriale Pavaresia	Vlore	ART NË MEKANIKË	Manufacturing vase holders
14	Kristaq Rama	Tirane	Happy Kids	Books with lullabies, stories and scientific content for each age group, associated with a CD
15	Muhamed Kondi	Polican	CREATEEN	Multifunctional pen
16	Gjergj Pekmezi	Pogradec	EURIDIT	Web page where you can read online or download books
17	Babe Dude Karbunara	Berat	BDF Health	APP
18	Petro Nini Luarasi	Tirane	H-Revelation	Games and interactive exercises to help pupils to be social people
19	Ismail Qemali	Tirane	Retro Ink Albania	Comic Books
20	Harry T.Fultz	Tirane	Future Generation Ideas	Web site for advertisements for professionals and craftsmen (plumbers, electricians, etc.)
21	Gjimnazi Kuçove	Kuçove	ORION	A bike that recharges your mobile phone during driving
22	Qemal Stafa	Tirane	Rum Rums	Characters for children produced by hand (thread, wool etc)
23	Partizani	Tirane	Invisible	Cups and glasses with transformative effect



# JA Alumni in Albania

JA alumni are eager to promote and share their experience with other younger people and adults likewise, while bringing to the surface what JA is all about. The Alumni Association aims to be vitally instrumental in raising public awareness on JA and its valuable learning outcomes, among parents, teachers, young students and more. Also, the Association's members will act as Ambassadors on behalf of JA and mentor younger generations as needed. JA alumni, members of the Association, are devoted to pay forward the benefits and the thrill they got out of JA.



"The JA experience gave another meaning to my future. It helped me make a better choice in selecting my field of study. Student Company program helped me in particular because it provided a unique opportunity to see up close what it takes to establish a business and follow the progress of your business through"

*Izabela Grabocka  
JA Alumni*



# Innovation camp

Innovation camps promote problem-solving skills and teamwork as JA students must work in random teams with students they do not know, must learn to create together against tight deadlines, and must come up with realistic solutions. Students work under the mentorship of professionals who help students shape their ideas better.



Increasingly, camp challenges have in focus science, engineering and technology. Students are challenged to propose 'out of the box' solutions, push beyond the frontiers of possibilities, and think big using latest technology, digital tools, math, engineering, etc. The camp is a unique experience as it allows for unlimited creation and unlimited thinking processes and it provides students with an ownership feeling, as the owners of a cool invention. Such ideas and proposals coming out of the camp represent new potential, subject to further exploration and careful consideration, because such ideas can lead to new products that hit the market with prospective large-scale commercialization and high returns. Polls and studies show that students that get to experience an innovation camp come out of it with a sense of self-realization, higher confidence and determination, growing up and pursuing professional and non-professional goals relentlessly.



# Leader for a Day



Leader for a day is a super cool way to learn about leadership and the working environment. This is a one-day intensive activity, just as a live workshop, that brings together young aspiring achievers and real-life professional leaders. Adult leaders give back to the younger ones by sharing their wisdom, expertise and lessons learned with them. Leader for a day helps to mobilize professionals of the business industry as well as young achievers so that they can jointly contribute to the growth and educational process of young people and future professionals, equipping them with skills, insights and guidance on how to be successful or how to get a job.

“I’m happy to be here with you today. As chic as you all look wouldn’t recognize who made practice and who is the executive but with the hope that those executive. I would like to say thank you all those leaders who took one day of their busy days to dedicate a high school graduate who has all the potential of this world to be like them, maybe and better one day. Really I wish you success in this initiative that you take”



**Erion Veliaj**  
**Minister of Social Welfare and Youth**



“It is a great privilege for me to offer some remarks on behalf of Junior Achievement of Albania. Although I did not have a chance to attend a Junior Achievement class as a student growing up in the US, Junior Achievement was a major part of my early years as a young professional right out of college. Junior Achievement is an educational program of international scope and dimension. We are proud to see and support this program in Albania.”

**David French**  
**President and Chief Executive Officer**  
**Bankers Petroleum**

"This was an impressive experience. I find this happening not often that a teenager spend the day with the leader of an important company such as Bankers Petroleum. I was always taught that leaders are viewed as selfish but with David compelling happened completely different. He doesn't leaves the impression of a leader. He was simple, modest and treat me like a friend."

**Elis Gjana**  
**JA Achiever**



"It was a beautiful day, very interesting the fact to have someone beside to bring you back in time with more aspiration to understand to learn and create in some ways/ideas how will be your future."

**Heriola Spahiu**  
**Chief Executive Officer**  
**NOA**

"I want to cordially to thank Junior Achievement of Albania since its dedication has made possible the emergence and development of our managing skills."

**Beqir Llani**  
**JA Achiever**





# JA National Trade Fair & Company Competition

The Fair & Competition of mini-companies owned and led by JA students is a public display of young achievement. Students get to publicly display their business, through products and services they run. The fair is opened to public visitors, to the business industry and to the media; everyone can view in person what young people are capable of.

The fair is intertwined with the competition for the best company of the year, at national scale. A Panel of jury members from the business world engages throughout the fair to select the national winner who further competes at European level.



“This is a remarkable program that promotes new talents and highlights young potential.”

**Bujar Nishani**  
President of the Republic of Albania

"We have realised through the JA program that nobody can do this alone and we need to establish teams of people working together from the Foundation from the Government, from the business community, from students, to be able to create a kind of program that Junior Achievement is representative of."

**Michael Granoff**  
**Chairman of the Board of Trustees**  
**AADF**



"It has become evident that JA yields real products, output and great ideas. It is astonishing to see such ideas transform into inspiring enterprises."

**Lindita Nikolla**  
**Minister of Education and Sports**

"It is fantastic to see that young people come up with great ideas and are able to convert their ideas into real businesses."

**Arben Ahmetaj**  
**Minister of Economic Development, Trade**  
**and Entrepreneurship**

"I'm very proud to be here, in support to young and brilliant students of Albania. You are the future of Albania."

**Christian Canacaris**  
**Chief Executive Officer**  
**Raiffeisen Bank**









Programi "Drejtues per nje dite", i Junior Achievement. Veliaj nxit te rinjte  
Kanalin YouTube Albanian Radio Television  
63 Views



# At Our Best

Leader for a Day  
2015



National Fair and  
Competition of Young  
Entrepreneurs  
2015



Memorandum of Understanding  
Ministry of Education and Sports  
2015



Memorandum of Understanding  
Ministry of Welfare and Youth  
2015





Photon Energy in  
Berlin / Company  
of the Year 2015



Teacher Training  
(2014 - 2015)



Regional Innovation  
Camp/ 2014-2015



Korça



Tirana

Berat



Shkodra



# At Our Best

2<sup>nd</sup> Teacher  
Conference  
2015



# Mentors And Volunteers Certificate Awards Ceremony 2015



# Junior Achievement of Albania

## Financial Statements

31 December 2014, in LEK

Balance Sheet	2014
<b>ASSETS</b>	
Current Assets	
Cash and Bank	1,565,649.98
Accounts Receivable	2,107,127.10
Total Current Assets	3,672,777.08
Fixed Assets	6,986,018.38
<b>TOTAL ASSETS</b>	<b>11,611,681.59</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	26,212.40
Other Current Liabilities	
Wages, Taxes and Social Security	433,161.30
Deferred Grant Revenue	
Total Other Current Liabilities	433,161.30
Total Liabilities	459,373.70
Equity	
Unrestricted Net Assets	6,526,644.68
Total Equity	6,526,644.68
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,986,018.38</b>

Income Statement	2014
<b>Income</b>	
Turnover (grants, sponsorships, donations, sales, etc)	31,492,158.23
<b>Total Income</b>	<b>31,492,158.23</b>
<b>Expense</b>	
Gross Payroll	10,930,169.00
Fringe Benefits and Allowances	2,501,708.00
Travel & Transportation	1,092,507.00
Equipment	38,426.00
Equipments for JA Labs	467,112.27
Reimbursement of student books	59,563.73
Administrative Costs	3,706,983.00
Deprec & amort - allowable	1,651,018.00
<b>Programme Costs</b>	
Teaching and Learning Materials	4,447,586.00
Teachers & volunteer training	943,729.00
Inter-school events	4,515,483.00
Miscellaneous	1,114,462.00
Total Programme Costs	11,021,260.00
<b>Total Expense</b>	<b>31,468,747.00</b>
Net Ordinary Income	23,411.23
<b>Other Income/Expense</b>	
Exchange Gain or Loss	23,412.00
Total Other Expense	23,412.00
Net Other Income	-23,412.00
<b>Net Income</b>	<b>0.00</b>

# OUR Partners

JA of Albania is an investment of



Albanian-American Development Foundation

## Institutional Partner



## Innovation Camp

Tirana

Korça

Berat

Shkodra



## National Teachers', Alumni & Business Mentors' Conference



## Leader for a Day



## National Trade Fair & Company Competition



## E-mentoring Support



## JA Labs

## Teacher Training



## Expocity



## Mentors and Volunteers Certificate Awards Ceremony





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