

# Building the case for Financial Education in the EU

JA Europe

# JA, a partner of choice

100 YEARS OF ACHIEVEMENT



**Empowering 10M**  
**students** in over 100  
countries

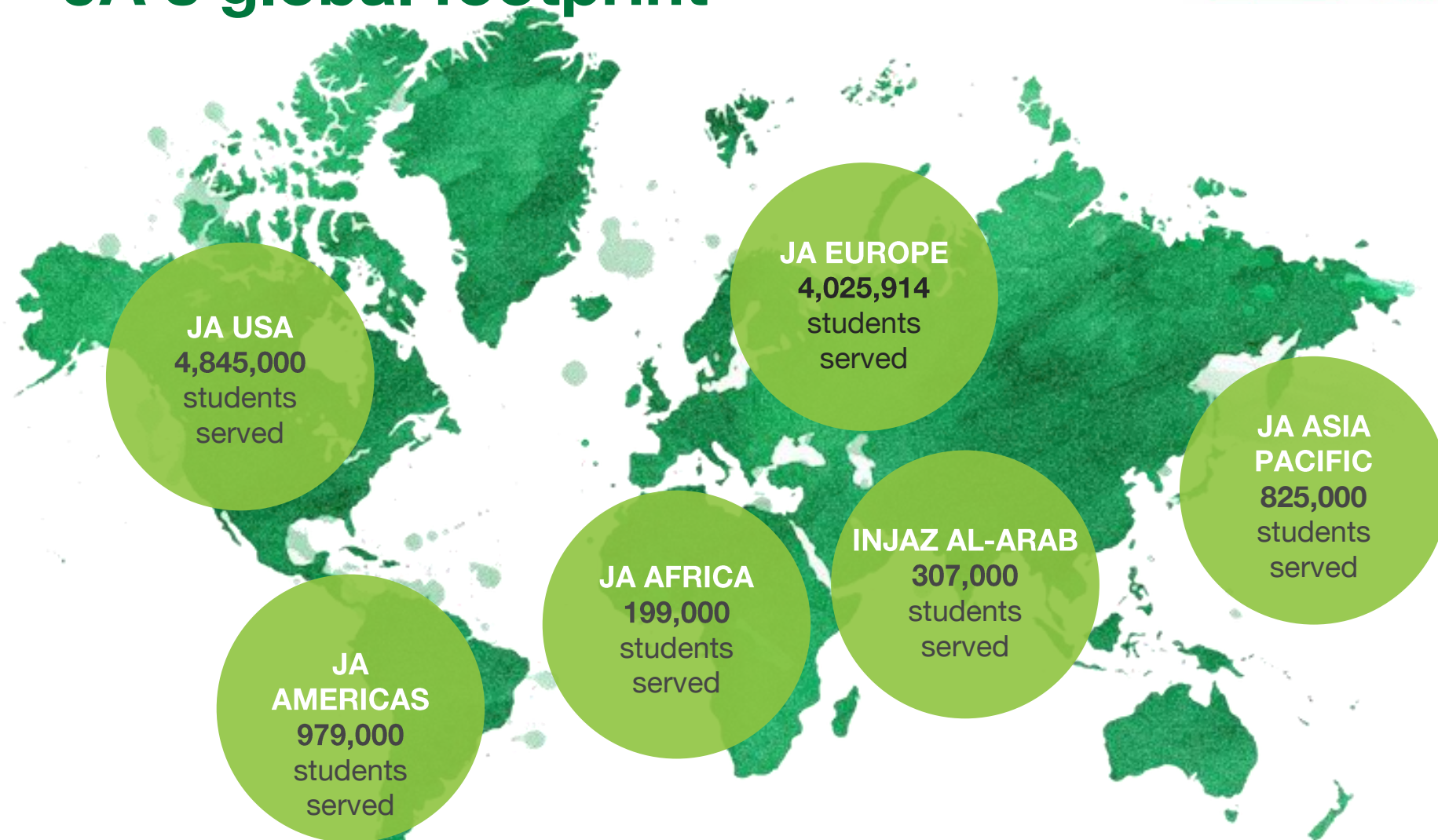


Thanks to a network  
**+470,000 business**  
**volunteers**



Funded by **business,**  
**institutions, foundations**  
**& individuals**

# JA's global footprint



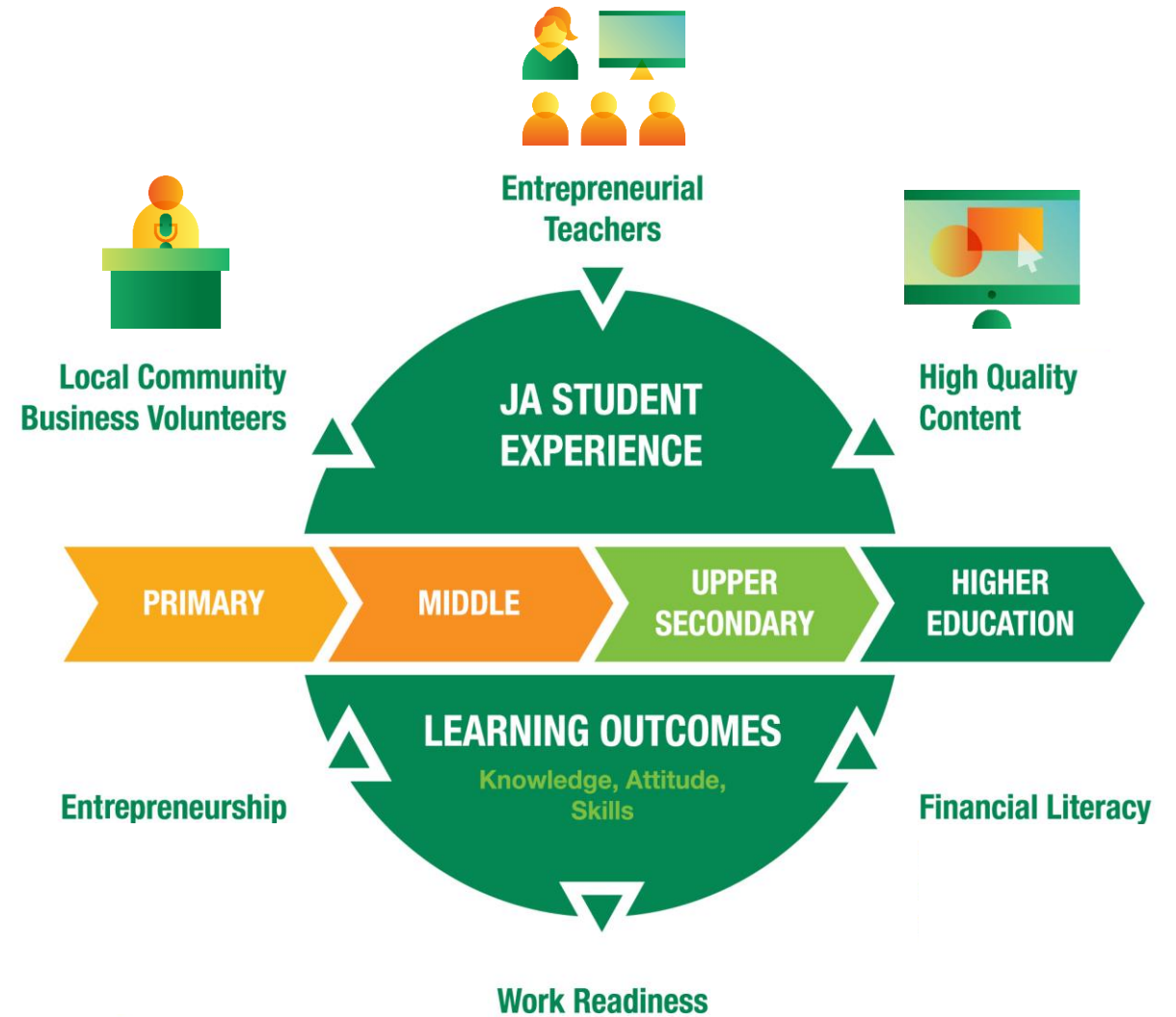
5 CONTINENTS   Δ   110+ COUNTRIES   Δ   450,000+ GLOBAL VOLUNTEERS   Δ   10 MILLION YOUTH

# Leader in education

Long and extensive **experience** in providing skills development programmes for students and teachers

Facilitating **business-education collaboration**

Strong **connections** with European institutions and national Ministries



## Skills Learned: Financial-Literacy Pillar

JA's hands-on, role-playing financial-literacy programs expose young people to smart saving and investing, thoughtful spending and credit, the role of taxes, the value of employment and community involvement, and the opportunities of global trade.



Money and risk  
management



Higher-order  
thinking



Adaptability



Negotiation



Resilience



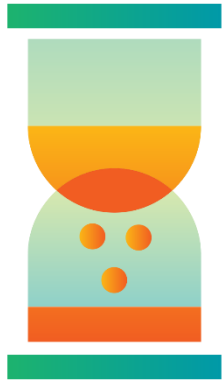
Intuitive  
decision-making



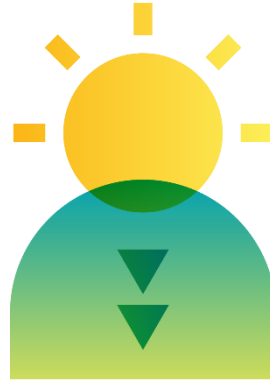
Self-efficacy



# What are the barriers to achieve quality and effective financial education?



**Lack of  
time**



**Lack of  
confidence**



**Links with the  
real world**



## What are the recommended solutions?



Holistic approach to child development



Teachers training and support



Embedded in the school curriculum



Collaboration between education & business





## What can we do together? A global vision.

1. Provide a **highly effective way to teach financial education** by looking to the development of the child as a whole (holistic approach).
2. Deliver programmes in a **progression model** (from primary to university) providing multiples **touch points**.
3. Equip teachers with **adequate training and support** in order to develop confidence in delivering appropriate financial education.
4. Establish **links between the school system and business community**.
5. **Measuring impact**.





# JA Europe

**100 YEARS OF ACHIEVEMENT**

A Member of JA Worldwide

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