

2022 ANNUAL REPORT

**Junior Achievement
Macedonia**



**Junior
Achievement
Macedonia**
from North Macedonia

Member of
JA Worldwide



Photo by S. deen

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A WORD FROM THE CEO



A warm thank you to all our teachers, partners, stakeholders, and my team for the past year experiences!

The pandemic challenged us over 2021-22 as well. In spite of the circumstances that we were all facing, many projects brought results and reached targets. We have encouraged more than 600 students to take part in the yearlong JA Company Program, becoming self-confident, proactive, innovative and creative. We supported winner teams to travel within the country and abroad, being part of the new activity: peer-to-peer exchange program with JA partner organizations.

In addition, JA Macedonia used digital technologies at all levels of learning, upgrading them with fun and team building activities and opportunities to socialize during the competitions. Last year we introduced the concept of circular economy to our students as a way to move from a linear economic approach, to a sustainable society. Students have been motivated to use the learning modules, videos and case studies offered on the web platform, including group challenges and desk research activities with teachers.

The year 2022 marked our fifth anniversary, new branding and nomination for Nobel Peace Prize of JA Worldwide network, and the most recent award for us: “Model Nation for 2022 in the network of JA Europe”. We are excited that more and more people know who Junior Achievement is and will move forward from there!

We welcomed new Partners to join us in support of entrepreneurship, work readiness, and financial literacy skills. By creating synergies and collaboration, we have introduced new activities focused on youth, social entrepreneurship, circular economy, youth activism and green technologies and created space for gaining new skills and competencies.

JA Macedonia remains a key actor in entrepreneurship and will continue to work towards our ambitious goal to put all of the good ideas into practice in order to achieve it.

Ljupka Panchevska

CEO Junior Achievement Macedonia

ABOUT US

Junior Achievement Macedonia (JAM) was founded in October 2017, as one of 123 Members of Junior Achievement Worldwide (www.jaworldwide.org), which encourages and helps young people for future jobs. Through trainings, preparation for financial literacy, work readiness and entrepreneurship, we create employment pathways and new jobs. JA Macedonia is part of the Regional Operational Center in Europe – [JA Europe](#).

MISSION

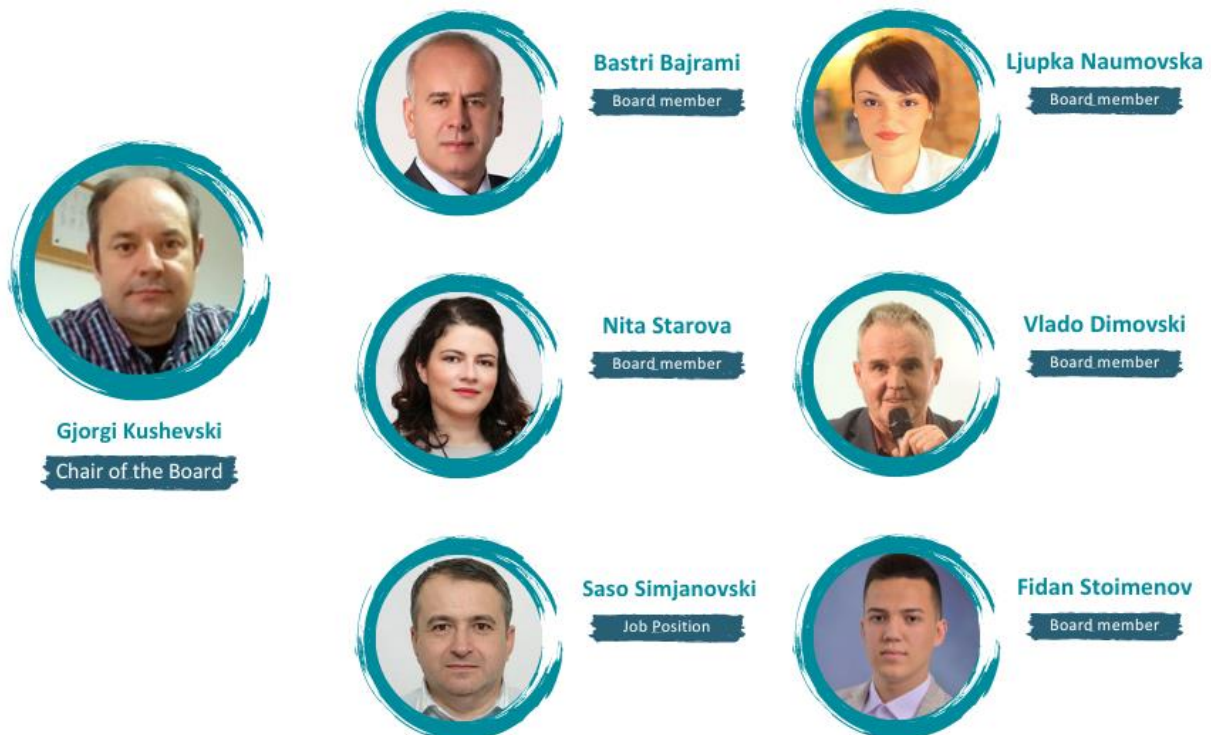
Our mission is to inspire and prepare young people to succeed in the global economy, by developing and implementing programs for entrepreneurial education and building partnerships between businesses and schools.

VISION

Our vision is to create a generation of young people, ready to face all challenges that the future workplace may give.

Junior Achievement programs are recognized by the European Commission as the best practice in entrepreneurial education.

Board of Directors



JA MACEDONIA MODEL NATION 2022

MODEL ORGANISATION 2022

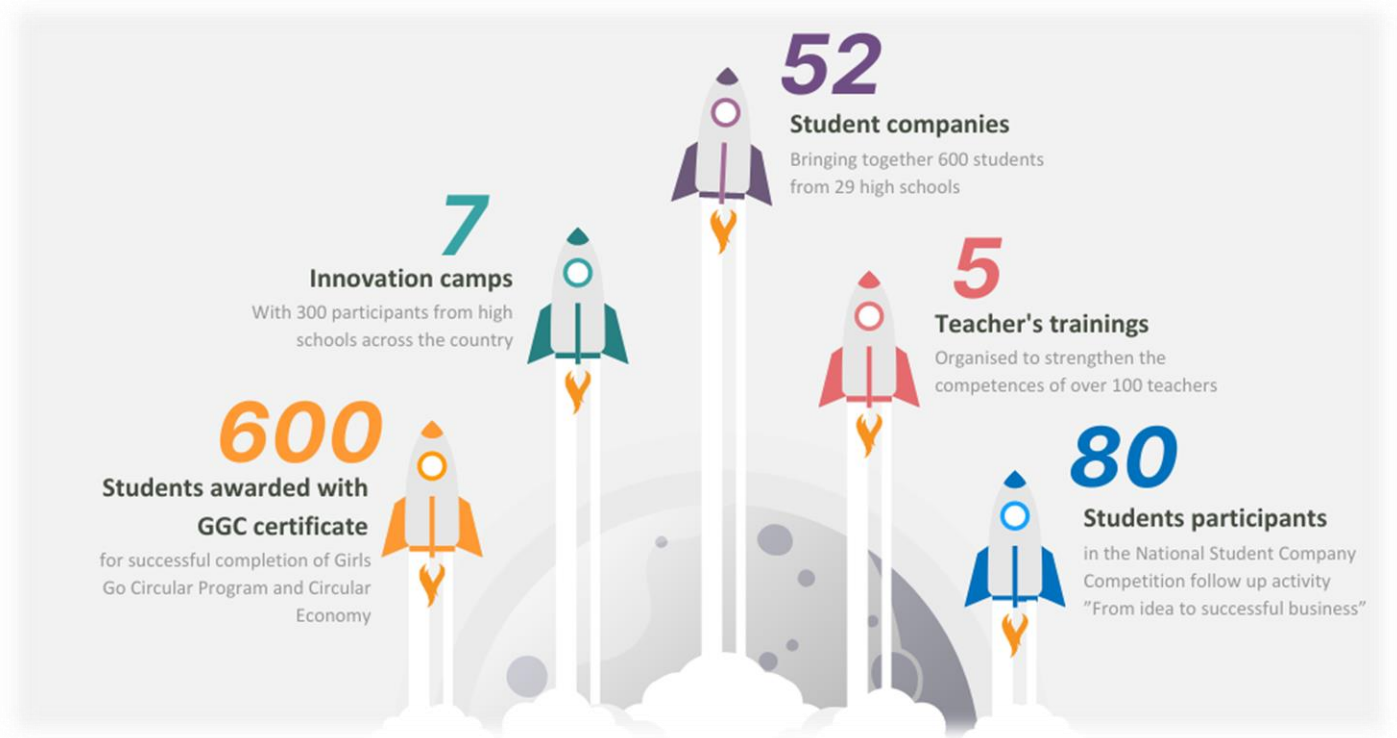


**JA
Europe**

Member of
JA Worldwide

For the second year in a row, JA Macedonia received the Model Nation Award in the JA Europe Network. The Award is designed to recognize the member organizations performing at high - quality standards during the last reporting year, meeting or exceeding benchmarks of JA Europe's key performance indicators (KPIs).

JA MACEDONIA IN 2022 THROUGH NUMBERS



JA MACEDONIA 5 YEARS REVIEW



JA Macedonia celebrated it's 5 year anniversary!!

5 years of teamwork, friendship and learning, successfully implemented projects, completed activities, supporting more than 3000 young people.

Thank you to all partners, students, teachers, friends and collaborators of the big family of Junior Achievement!

WE CREATE A WORLD OF POSSIBILITIES!

CORE PROGRAMS

JA COMPANY PROGRAM

JA Company Program provides basic economic education for high school students by allowing them to organize and operate an actual business. Students not only learn how businesses function, they also learn about the structure of one enterprise system and the benefits it provides.

JA Company Program offers students aged 15-19 the opportunity to learn how to move a business idea from concept to reality. The program provides teachers with a series of learning-by-doing business, economics and entrepreneurship activities, a great way to help students succeed in a global economy.

The aim of the JA Company Program is to enable students to form their own real enterprise and discover first-hand how a company functions.



“The JA Company Program prepared me to be ready for anything, to solve problems with an open mind, not to be afraid of uncertainty and most importantly that it is difficult, but worthwhile to get out of our comfort zone.”

Petar Stojanovski - Student



“Through the JA Company Program, I gained a lot of knowledge about starting a business and managing it, the problems that may arise, and how much it takes for a business to become profitable.”

Eleonora Achkovska - Student

THE ENTREPRENEURIAL SKILLS PASS (ESP)

The Entrepreneurial Skills Pass (ESP) is part of the European Business Campaign on Skills for Jobs, an initiative promoted by CSR Europe and JA Europe, and convening companies to provide an answer to business risks related to skills and employability.

The Entrepreneurial Skills Pass (ESP) is an international qualification that certifies students (15-19 years old), who have been part of the JA Company Program, have gained the necessary knowledge, skills and competences to start a business or to be successfully employed.

TEACHER TRAININGS



Junior Achievement greatest partners are the teachers and we are dedicated to their constant professional development, providing numerous learning experiences.

All teachers who are joining the JA family and are interested in implementing the JA Company Program in their school for the first time, complete the initial two days training. Through this training the teachers are becoming fully integrated into the Junior Achievement modules.

Junior Achievement teachers' trainings, also include **FOLLOW UP TRAININGS** on various topics, such as:

- Developing a business plan
- Developing a marketing plan
- Production plan
- Organization and management
- Financial plan
- Creating quality company report
- Social Entrepreneurship
- Digital Marketing
- Green businesses
- Project management

COMPETITIONS

As part of the JA Company Program, students participate in local, regional, national and international competitions as a student company or getting involved in teams created by students coming from different schools. During each competition, all participating students and their teacher-mentors, have the opportunity to test the skills and knowledge acquired throughout the work in their student companies, as well as meet and make new friends in the country and Europe.

INNOVATION CAMPS



Junior Achievement Innovation Camp is a first-hand experience of how to move from theory to practice. This is a creative exercise where students learn teamwork, how to turn their ideas into action and how to agree on a final concept. Each camp is designed around a specific and real industry or sector and tech related businesses.

Students are asked to come up with solutions to the given problem. Each team is assigned a business mentor, who guides the students through the development of their business idea.

In 2022 Junior Achievement Macedonia organized 7 innovation camps, which brought together over 300 students.



NATIONAL STUDENT COMPANY COMPETITION 2022

The National Student Company Competition is the main event dedicated to the hard work of the students and their teacher-mentors, who work throughout the academic year within their JA student companies. This is the place where students present the products and services they have developed to the public and jury.

In 2022, the competition took place on the 26th and 27th of May in Struga.



The on-site parts of the competition were split into two phases:

- 3 minutes stage presentation and
- stand exhibition and interview with the jury members.



The summary scores from the 6 jury members have determined that out of 20 competing student companies, the **student company „Beauty & Health - Elladont“, from OSU Aco Ruskovski from Berovo** is the winner of this year's National Student Company Competition. Beauty & Health is focused on production of an ecological toothpaste - Elladont, which is made from natural and healthy ingredients.



The second prize was awarded to **“InnoPazzio”, student company from SUGS Rade Jovchevski Korchagin from Skopje**. InnoPazio produces a modernized hot drink mat, which converts heat energy into electricity, allowing it to power mobile devices.



The student company **“MIDORI” from SEPUGS Vasil Antevski Dren from Skopje, won third place**. The student company Midori offers a platform in the form of a virtual video game, as an internship for

high school students who want to develop and nurture an entrepreneurial spirit. The platform will be available to all categories of students, including people with learning disabilities such as dyslexia and students with motor difficulties.



BEST ENTREPRENEURIAL SCHOOL OF ACADEMIC YEAR 2021/2022

Third year in a row, Junior Achievement Macedonia published a call for nominations for “The best entrepreneurial school” award.

According to the jury’s scores, “The best entrepreneurial school” award for 2021/2022, was received by **SOU Ljupcho Santov from Kochani**.

TEACHER OF THE YEAR

The “Teacher of the Year” is an award given to a teacher mentor of a student company, for his/hers efforts in promoting entrepreneurial education, expressed passion in working with the students and a clear entrepreneurial attitude. This year teacher **Vesna Crneska Simovska from SUGS Josip Broz Tito from Skopje**, was selected for the “Teacher of the year” award.

ETHICAL DILEMMA IN BUSINESS



JAM awarded **Vedrana Petrova, student from high school Josip Broz Tito in Skopje, for the best written essay in ethical dilemma in business**. In order to encourage young people to develop skills, moral principles and values that should be respected in future job places, each year JA Macedonia is opening a call for selection of best student essays.

EUROPEAN COMPANY OF THE YEAR COMPETITION

GEN-E EUROPE LARGEST ENTREPRENEURSHIP FESTIVAL - 12-14 JULY 2022 – Tallinn, Estonia



Gen-E is Europe's largest Entrepreneurship event, a celebration of entrepreneurship and the achievements of European youth. Thousands of European students, from 15 years old onwards, showcased their cutting-edge business ideas online and on-site. The Gen-E Festival also combined two annual European entrepreneurship contests for the winners of the JA Company Program and the JA Start-Up Program from 40 countries.

This year, **Gen-E took place in Estonia, from 12th till 14th of July 2022**, gathering over 800 direct participants.



JA Macedonia participated in Gen-E 2022 with the student company "Beauty and Health - Elladont", winners of the National Student Company Competition.



FOODATHON - Virtual competition hosted by EIT Food and JA Europe – 17 October -10 November 2022

The Foodathon is an innovation and creativity hackathon which seeks to empower young innovators from Europe and Africa to transform our food systems. It is focused on building young people's entrepreneurial skills through an intensive program in which they had the opportunity to develop and pitch a business idea. The Foodathon is an initiative organized by [EIT Food](#) and [JA Europe](#) in partnership with [EUROPEN](#), with the support of [Bayer](#) and [FoodDrinkEurope](#) and included more than 300 students (aged 15-19) and over 50 teams of students across Africa and Europe.

JA Macedonia participated with 5 students from high school Ljupcho Santov from Kochani (team "Foodzilla").



Students worked together in cross-continent teams to come up with a business solution to one of three focus areas, reflecting some of the biggest challenges currently faced by the agrifood sector:

- Food loss and food waste;
- Tech, data and digitalization for sustainable agriculture;
- Nutrition and prevention of non-communicable diseases (NCDs).

Out of more than 300 students and over 50 teams from Africa and Europe **TEAM FOODZILLA ENTERED THE TOP 10 TEAMS OF THE FOODATHON AND WERE INVITED TO PARTICIPATE AT THE EY IDEATHON!**



INTERNATIONAL PITCH BATTLE - Virtual competition hosted by JA Lithuania – 11 November 2022

JA Macedonia participated in the International Pitch Battle with two student companies from high school Rade Jovchevski Korchagin from Skopje - “Inno Pazzio” and “Urban Space”.



The International Pitch Battle is an online event organized for the first time by Junior Achievement Lithuania, which provides a platform for students to present their business idea to an international audience in different forms, hear presentations of other participants of the Company Program and receive feedback from the jury. During the competition the teams had the opportunity to prove the prospect of their business idea through 3 different pitch techniques held in 3 rounds:

- traditional accelerator_x pitch,
- elevator pitch, and
- pitch and Q&A with jury.

In competition with more than 100 students and over 30 teams from Spain, Italy, North Macedonia, Serbia, Estonia, Cyprus and Lithuania, **STUDENT COMPANY INNO PAZZIO WAS ONE OF THE TOP 5 FINALISTS THAT ENTERED THE 3RD ROUND OF THE COMPETITION!**

JA MACEDONIA CREATES OPPORTUNITIES FOR NETWORKING AND ENHANCING STUDENTS AND TEACHERS SKILLS

NATIONAL STUDENT COMPANY COMPETITION FOLLOW UP ACTIVITY “FROM IDEA TO SUCCESSFUL BUSINESS”



For the first time this year 80 students from 14 high schools, who were part of the National Student Company Competition, participated in the follow up activity for students and teachers for enhancing entrepreneurial skills “From idea to successful business”.



This type of event focuses on strengthening the soft skills in students, their teamwork and presenting their business idea in front of an investor. It provides detailed information and directions on how to transform a business idea into reality, available financial sources and provides an excellent opportunity for nationwide networking and experience exchange.





This event provided the teachers engaged as mentors and co-mentors with information, tools and exercises to directly implement in their work with students in the Company Program. It enabled peer-to-peer experience and knowledge exchange and nationwide promotion of the Company Program, amongst teachers and high schools as well.



The training “From idea to successful business” organized in August 2022, was the most exciting and impressive JA experience by far. Through games and presentations, we developed tremendous knowledge that we can apply in the future.

Matea Gjorevska - Student



All the JA experiences were wonderful, so it's hard for me to choose my favorite. But if I had to, I would choose the training "From idea to a successful business". It will always remain in my memories because of the amazing friendships I made during the training.

Andrej Popchevski- Student

“After the National competition, my teammates discussed what we could have done better in order to win, how to better present ourselves and our student company in front of the jury, and how to further develop our business idea. Coming to this training, I realized that the trainers could answer most of these questions! From extensive workshops on pitching a business idea in front of investors and how to develop soft skills, to opportunities for financial support, this training was the answer to all our previous questions. We even got a chance to explore our future career options!”

Jovana Sekova - Student

ANNUAL TEACHERS CONFERENCE IN VRNJACHKA BANJA – SERBIA 09-11.10.2022

The Annual teachers conference is organized by JA Serbia every year in October, celebrating achieved results, success stories and awarding teacher-mentors involved in the Student Company Program. The 3-day Teachers' Conference is bringing together teachers who are implementing Junior Achievement Programs in schools across Serbia and N. Macedonia. Teachers had the opportunity to hear lectures from people coming from different fields and backgrounds, share experiences and good practices with colleagues from other schools and countries.



Peer-to-Peer exchange, Visit to mentor organization JA Albania – 12-15 December 2022



Students who are part of the JA Company Program, very often have few opportunities for networking or cross border exchange with peers. Taking in consideration that the European competition gathers only the finalists from each country in two intensive days, it provides little space to share knowledge and experience. That's why in December 2022, JA Macedonia organized a peer-to-peer exchange, between students and teachers involved in JA Programs in Macedonia and Albania.



During the visit to Tirana, students and teachers exchanged experiences and knowledge on topics related to the Student Company Program and good practices, which they can apply in the teaching and learning process. Participants also made contacts with individuals, entrepreneurs, start-up organizations, schools and alumni, who are involved at various levels in the organization. The activity intended for students in Durres, also brought the young people closer to more creative thinking and generating business ideas.

JA MACEDONIA AS PART OF NATIONAL AND INTERNATIONAL EVENTS AND INITIATIVES

AGM General Assembly and Board meeting in Brussels

JA Macedonia CEO Ljupka Panchevska and Chair of the Board of Directors Gjorgji Kushevski, were part of the at AGM General Assembly and Board meeting in Brussels in September 2022, JA member countries, JA Europe Board members and Asheesh Advani JA Worldwide CEO.



GLOBAL MONEY WEEK 2022 “Build your future, be smart about money”



GMW is an annual global awareness-raising campaign on the importance of ensuring that young people from an early age, are financially aware and are gradually acquiring the knowledge, skills, attitudes and behaviors, necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience.

As part of the Global Money Week, during February and March 2022, JA Macedonia organized a series of workshops dedicated to entrepreneurship and financial education, in order to raise financial awareness and inspire young people to learn about money.

GLOBAL ENTREPRENEURSHIP WEEK 2022



The Global Entrepreneurship Week is a massive campaign to celebrate and empower entrepreneurs in every country and community around the world – especially those individuals who face structural barriers or may have never considered the idea of launching a startup. Each November, 10 million people take part in tens of

thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

JA Macedonia participated in the Global Entrepreneurship Week for the first time in 2022, by organizing an Innovation camp on 14th and 15th of November.

JA MACEDONIA ALUMNI



National coordinators meeting in Tirana, Albania



JA Macedonia Alumni members participated in the National Coordinators Meeting (NCM) organized from 1st till 3rd of April 2022 in Tirana, Albania. This three-days event, enabled our organization to connect with other Alumni networks, to gain knowledge and exchange experience with alumni representatives from other countries.

Game night in collaboration with Vidi Vaka

Junior Achievement Macedonia Alumni, on the 21st of May organized a game night event, which purpose was networking among the new and **senior** alumni members. The event was held at Mladi Hab in collaboration with [Vidi Vaka](#), a media company, which provided the alumni with an interesting board game called Spinokio. The game's goal is to teach young people how to recognize fake news in an innovative competitive way.

Alumni workshop “Youth in the Circular Economy”

On the 21st of December, the online workshop “Youth in the Circular Economy” was organized by Junior Achievement Macedonia Alumni. The main goal of the workshop was to encourage all participants to develop their digital and leadership skills, while learning about the circular economy concept and sustainable development solutions. 22 participants had the opportunity to learn more about online safety and etiquette, the concept of circular economy and its application, as well as the basic elements of a business and marketing plan.



SUCCESS STORY: Student Company MP Settings cares about cyclists' safety



Being a participant in the traffic as a cyclist requires responsibility, attention and respect for the traffic signals. Traffic accidents are becoming more common, and cyclists usually use the old method by using hand signals.

A team of students from the vocational high school Mihajlo Pupin from Skopje, was determined to find a solution to this problem and at the same time apply the knowledge gained by their school education.

"I often ride a bike and the misunderstandings that happens due to the lack of signaling are really common. That's why our Student Company MP Settings came up with an innovative solution for greater safety of cyclists in traffic - electronic signaling, with a display that is placed on the back of the bicycle." – explains in his own words Fidan Madzoski.



"Our device is composed out of 3 boxes, the central box where the battery is located, the box with the circuit board containing the switch, and a box with a joystick for giving commands that are displayed at the back of the bike." – continues Nikola Atanasovski.

The student company was part of the National Student Company Competition in 2022 and Stefana Hristovska, the teacher mentor reflects on the hard work her students did during the



implementation of the company program. *"A good team is half the work. Additionally, with guidance and research during the school year, we managed to come up with a solution to a problem that affects many people. I am honored to have worked with such talented and ambitious students, and I hope that we will continue working on many other interesting ideas, within student companies in the following years."*

JA MACEDONIA PROJECTS

SUPPORTING ENTREPRENEURIAL EDUCATION IN EUROPE AND EURASIA

Launched in February 2017, the Supporting Entrepreneurial Education in Europe and Eurasia Project, implemented by Junior Achievement Europe, aims to inspire and prepare young people to succeed in the global economy, by developing and implementing programs for entrepreneurial education, financial literacy and work readiness.

In North Macedonia, the project started in October 2017 with the opening of the regional office - Junior Achievement Macedonia. The project collaborates with high schools' students, teachers, and other supporting organizations and businesses willing to support entrepreneurial education. The project is improving partnerships between businesses and schools, to create a generation of young people who are capable of applying innovative approaches and techniques in their curricular activities and are better prepared for the modern workplace.

HOW DOES IT WORK?

- Scaling education about entrepreneurship in general and vocational education and training (VET) secondary high schools, with a particular focus on the Junior Achievement (JA) Student Company Program. The program offers students aged 15-19 years the opportunity to learn how to create their own venture taking an idea from conception to reality, while still in school;
- Training teachers to guide their students through the JA Company Program;
- Measuring the impact on young people, especially girls, using pre and post competence-based assessment through JA's unique [Entrepreneurial Skills Pass™](#) (ESP) certificate, an international qualification that certifies students who are part of JA Student Company Program;
- Organizing JA Innovation Camps focused on specific high-growth industry sectors, which bring together students into a team-based challenge event;
- Providing students, the opportunity to participate in national and international competitions.

PROJECT “PANDA LABS JUNIOR FOR JUST TRANSITION”

["Panda Labs Junior for Just Transition" project](#) aims towards promoting renewable energy, energy efficiency, circular economy, climate mitigation and adaptation solutions. This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the main objective is to contribute to just transition and timely development of knowledge and entrepreneurial capacities for younger generation in coal regions.

This project applies the Panda Labs approach in implementing tailor made interventions in key coal regions in N. Macedonia, Montenegro, Bulgaria and Serbia. In each country a cohort of at least 100 high school and 50 university students are educated and trained to work on development of sustainable business solutions and start-ups in their local communities, by participating in series of trainings, hackathons, networking events, economic council simulations and regional meetings.

The project inspires partnerships with schools and municipalities, and our young participants are empowered to stay and found businesses, or work for emerging green start-ups in their communities.

ACTIVITIES CONDUCTED SO FAR:

- Baseline sociological survey on youth awareness of climate change, just transition, innovations and green entrepreneurship;
- [Study of the local context of just transition](#);
- Developed and implemented an educational program for high-school students in key coal regions about climate change, soft skills, design thinking and green entrepreneurship;
- [Developed and implemented a training program for university students about just transition, climate change issues and policy advocacy](#);
- [Training of trainers for the project partners](#);
- [Teacher training](#);
- [National networking events for knowledge and experience exchange between the young participants and relevant stakeholders](#);
- [Two solutions generating events – Hackathons](#);
- [Engaged relevant policy stakeholders and investors](#);
- [Economic Social Council simulations with youth, business leaders, trade unions and government](#);
- [Round table](#);
- Collaboration of young people and cross-border support among the partners;
- [Regional Panda Labs Conference](#).



PROJECT “RELY ON YOUTH”



“Rely on Youth” project aims towards improved life quality of youth in local communities, through encouraging and increasing youth activism and volunteerism.

The project has a specific objective of increased youth capacities for organized action in the local communities in the Northeast, Pelagonija, Polog and Southwest planning regions by providing them technical support through trainings, mentorship and financial support for realization of their ideas.

The project is financed by the European Union, and is implemented by the Macedonian Development Foundation for Enterprises (MRFP) in partnership with Rural Coalition, Junior Achievement Macedonia and ELIT - Association of Women Managers.



PROJECT “GIRLS GO CIRCULAR”



“Girls Go Circular” is implemented in **33 schools** from the JA Macedonia network through the [educational platform](#), and over **860 students** had the opportunity to deepen their knowledge of circular economy, while acquiring digital and entrepreneurial skills. The platform and courses are designed to engage students

in practical activities, individually and in groups, and to encourage them to work on solutions for important and innovative social and environmental challenges. During the educational program, students do online research, plan social media campaigns, record videos and presentations, and develop business plans.

By strengthening the skills of girls aged 14-19 years in Southern and Eastern Europe, the Girls Go Circular project is expected to reduce the digital gender gap and contribute to Action 13 of the Digital Education Action Plan 2021 - 2027 - Encourage the participation of women in STEM (science, technology, engineering and mathematics).

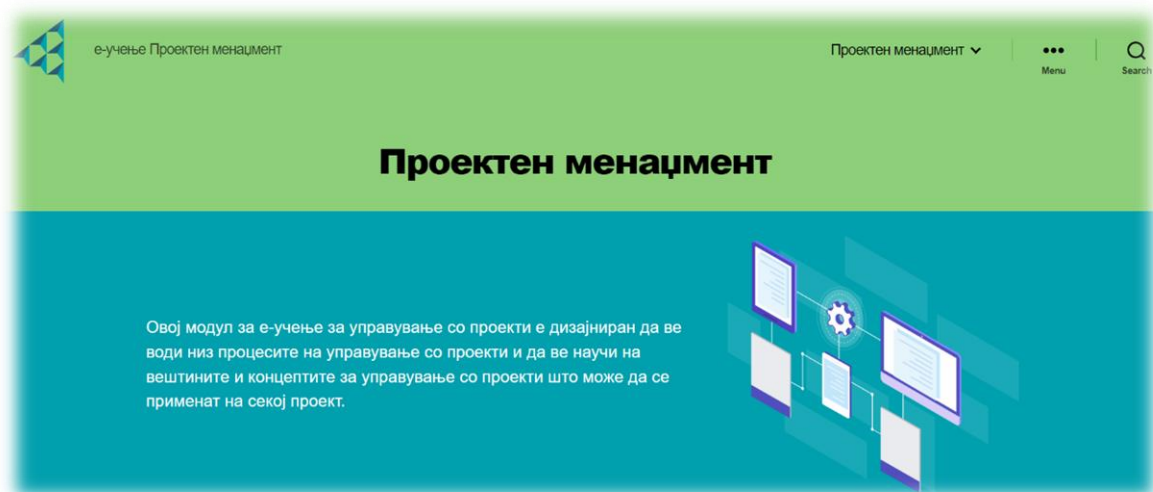
PROJECT: INTEGRATE PROJECT MANAGEMENT INTO THE JA COMPANY PROGRAMME – Project Management Institute Educational Foundation

**Educational
Foundation**Project
Management
Institute.

Junior Achievement (JA) Europe in collaboration with the [Project Management Institute Educational Foundation](#), the supporting charitable organization of Project Management Institute (PMI), aims to integrate project management into the JA Company Program. This also includes support to the professional development of the organization's staff in project management, providing fundamentals training and expert coaching.

PMIEF's support will enable JA Europe and the JA network to integrate project management into the JA Company Program in 21 member organizations, reaching an estimated 293,000 young people by the end of 2023. As a result of the project, students will learn and apply project management to the student company they launch, as well as to their pursuit of academic and professional aspirations beyond the Program.

As part of the project, JA Macedonia created an [online learning platform](#), enabling students and teachers to strengthen their knowledge and skills in project cycle management.



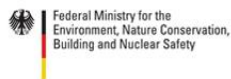
WHO SUPPORTS US?



Member of
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Supported by:



based on a decision of the German Bundestag



INSTITUTIONAL PARTNERS



Република Северна Македонија

Министерство за образование и наука

Центар за стручно образование и обука



Qendra për Arsime Profesional dhe Trajnim



БИРО ЗА РАЗВОЈ НА ОБРАЗОВАНИЕТО



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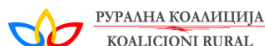
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Национален младински совет на Македонија



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