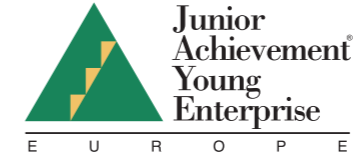




www.ewb.ja-ye.org



JA-YE
ENTERPRISE
Without Borders™

*Building entrepreneurial partnerships
between schools in Europe*

www.ewb.ja-ye.org

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European Partners



Regional Partners



*Catalogue
Best Joint-Ventures 2010*

Catalogue

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WHAT is it?

Enterprise without Borders (EwB) is designed to give students running mini-companies the opportunity to create cross-border international partnerships as part of their JA-YE experience. Through a website, teachers and schools can register for participation and students can upload their company profiles and enter an entrepreneurial 'dating game'.

EwB is about sharing good ideas; selling each others' products in each others' markets; reducing costs by getting certain services or product components from other countries; and visiting each others' markets.

It is a learning-by-doing programme targeted at secondary school students, age 15-18.

"From our joint-venture with a UK student company, I learnt a lot about British culture, economy and style of doing business. In business, British people are very straight forward negotiators and usually make good bargains," said Elena Lilova, JA student from Bulgaria.

PROJECT OBJECTIVES:

- Promote the spirit of enterprise among educators and students
- Promote the spirit of enterprise among educators and students
- Raise awareness of entrepreneurship education in the wider community
- Introduce students to trade across borders, setting up and managing an enterprise, working with business cultures
- Promote attitudes for personal success, lifelong learning and employability
- Foster sensitivity to other cultures, as well as cross-cultural understanding

EWB TEACHING SKILLS FOR THE FUTURE

Analyzing and applying information • Calculating productivity • Comparing • Converting currencies • Critical thinking • Decision making • Drawing conclusions • Formulating an argument • Giving reports • Graphing • Interpreting data • Interviewing • Mathematical interpretation and computation • Negotiating • Presentation • Reading financial statements • Research • Situational analysis • Science • Teamwork • Technology



WHAT is a EwB Joint-Venture?

Entrepreneurship is about activity, initiative, open-mindedness and a willingness to take things one step further. These characteristics are important tools in this programme. One of the biggest challenges is to find a partner on the EwB-portal. It pays off to spend as much time as possible on this as a good partner not only ensures that you succeed in the programme but also that your company may be earning additional revenue.

EwB contains various business models:

EwB Joint-Venture Partnership (JVP)

Within EwB, a JVP is a partnership formed by two companies operating in different countries, with operations complementing each other, sharing the control of the joint projects, with each company controlling its own revenues and expenses.

Business Models of JVP

- Import-Export Business
- Coordinated product/service development and Outsourcing
- Exchange visit with a business content

EwB Joint-Venture Company (JVC)

Within EwB, a JVC is formed by two companies operating in different countries, sharing the control of the joint operations. The individual companies conduct their own business and control their own revenues and expenses. However, both of them are involved in controlling (and sharing responsibility of) the JVC and its "joint operations, revenues, and expenses".

In order to be recognized as an EwB Joint Venture Partnership (JVP) or an EwB Joint Venture Company (JVC), both (all) partner companies must be JA-YE mini-companies FULLY registered on EwB portal (www.ewb.ja-ye.org) – i.e. each participating company must have its EwB account and must be listed among the EwB companies on the portal.

INNOVATION in Education

Mini-companies are among the most successful concepts that the EU has identified in its search for education strategies that can aid long-term growth and employability. The consortium took advantage of its network of complementary infrastructures in **11 European countries** to create **a new innovative tool** that will engage even more teachers and students in entrepreneurship education and in international exchange and cooperation, Enterprise without Borders (EwB).

EwB is designed to **add educational value and attraction for teachers and students**. It is about enhancing skills through enterprise and teaching youngsters about Europe's economic and cultural diversity. The positive learning impact of these cross-cultural activities on young people is well-known and teachers highly value meetings with peers from other countries, too. EwB's advantage is its strong appeal to educators, entrepreneurship education's most important multipliers.

WHAT IS INNOVATIVE ABOUT THE PROJECT?

- The **name of the project** was registered as a Trade Mark.
- **The idea** – give young people opportunity to create **cross-border international partnerships**.
- **Business people** serving as mentors or coaches are also partnering across borders as they assist both sides of an EwB partnership. This kind of engagement makes good sense particularly for businesses that have a presence in multiple countries—but it has never really been done before at this age level.
- **EwB** is raising students' awareness of 'technology for enterprise' and how critical those skills are to managing a project across borders. Students' e-skills have to be applied in new ways through EwB; 'holding meetings' using virtual applications and video conferencing is more advanced than chat and facebook.
- **The 'trading' platform** – www.ewb.ja-ye.org
- **Networking tools for teachers** – via the platform (JA-YE Connect) and via face-to-face EwB Cafés for Teachers.
- The programme has a well-established **implementation model** in each country which is already embedded in national education systems. EwB endeavors to create lateral connections between these systems—more than twinning and cross-cultural awareness, EwB is about delivering entrepreneurship education content across borders.
- EwB stretches the concept of the mini-company to encourage students to explore an even broader spectrum of product/service ideas and business models—more than the students may have had access to without partners.
- EwB is going beyond the traditional borders of 'Europe' to include other continents—North America and Africa for example.

PROJECT OUTCOMES AFTER 2 YEARS OF ACTIVITY OF THE CONSORTIUM

- *10662 students involved*
- *907 teachers*
- *399 business volunteers, advisors and mentors*
- *1203 mini-companies*
- *275 joint-ventures*



AFREETRADE

Winner of the EwB Collaboration Award 2010
Winner of the EwB High Potential Award 2010

Partners:

ITALY
JA-YE Trade Italy

DENMARK
Scarfy

NORWAY
JA-YE Trade Norway



PORTUGAL
JA-YE Trade Portugal

FINLAND
K M Sport

SWEDEN
JA-YE Sweden

Afreetrade is the first multi-national joint-venture company in the EwB network –created by 6 EwB student companies and African and Indian schools. Afreetrade organized a meeting in Italy - Bergamo in February 2010 where 30 students and 10 teachers from all partner companies signed the JVP agreement and planned the future steps in their joint-venture.

Afreetrade sells and promotes a selection of products like tablecloths, scarves and several accessories. The majority of the products are handcrafted in Africa under technical supervision of Afreetrade following the trend of the market's requirements. The idea of Afreetrade: free and fair trade to create resources in Africa and not to exploit them for the benefits of richer countries.

Every team contributed to the partnership with a special task:

- JA-YE Trade Italy team has developed and imported tablecloths from Togo and was the JVP meeting organiser
- JA-YE Trade Norway team run the website www.afreetrade.com
- JA-YE Trade Sweden team imported handmade and fair trade jewellery produced by Maasai women
- Danish team Scarfy developed and imported scarves from Togo and designed the logo of joint-venture
- JA-YE Trade Portugal team developed and imported oriental earrings and Indian bracelets
- K M Sport team from Finland printed T-Shirts for Afreetrade j.v.

Partner companies individually presented their joint-venture at the national student trade fairs and together participated in the JA-YE Europe Trade Fair 2010 in Lisbon where they won the EwB Collaboration Award.

Website: www.afreetrade.com

ARIVECHE

Nominee for the EwB High Potential Award 2010

Partners:

GERMANY
Arivo11



BELGIUM Fr
De Meche

ARIVECHE joint-venture was established in January 2010 with the objective of promoting and selling products from both partner companies. Arivo11 produces All-in-One-Folders for school and work and De Meche company makes beer-candles and beer glasses.

Both companies met in Belgium to establish the partnership, share experiences and agree on future steps. The joint-venture company created a website and co-operated on product development.

Arivo11 participated at the North Trade Fair in Odense, Denmark where the joint-venture Ariveche was promoted as well. Ariveche sells its products in one of the local retail stores, called "Einzigart".

Website: www.dearvieche.de.tl

"During this past year, our company accomplished many things, from selling our first candle to winning the best website award. However, the most exciting part of De Meche was our partnership with Arivo11, from Trier, in Germany, thanks to Enterprise without Borders. The fact that we were an international Enterprise aroused interest from customers, and frankly, it lit a spark of interest in everyone about us. This partnership not only taught us how to communicate with another team, another company, but most of all it broadened our horizons. From a business point of view, this exchange meant a wider range of customers, and although shipping fees reduced our profit a little bit at first, this meant a lot to us," Philip Craddock, ICT Manager, Mini-Company De Meche, Belgium.



DONE2LISTEN

Nominee for the EwB High Potential Award 2010

Partners:

PORTUGAL
Listen2Me



SWEDEN
DONE UF



The partnership between these two companies was established through communication on the EwB portal. DONE UF was interested in the products made by the Portuguese company (creative earphones and speakers for small audio players) which could be sold any time during the year as DONE UF's products were related to the seasons of the year (e.g. Santa Hats and kikoy). Through communication on the EwB website they got a better understanding of the ideas and desires of each partner. The partnership was based on export/import of the products and to avoid unnecessary costs of exporting/importing, both partners agreed to meet at the JA-YE Europe Trade Fair in Lisbon to sell and buy

the products. Before the meeting both companies had carried out market research in Sweden and in Portugal and carefully selected the products to be re-sold in their countries.

The joint-venture was then promoted through the website of both partners.

Websites:
www.doneuf.se
www.listen2me.pt.la

DREAM OFASET

Nominee for the EwB High Potential Award 2010

Partners:

ITALY
Dream Company JA



GERMANY
OFASET

Dream Company JA established a commercial partnership with a corresponding German company, Ofaset, founded by students of Berufskolleg Barmen Europaschule in Wuppertal. The main aim of the partnership between the two companies was to expand their markets by promoting and marketing their products on both company's websites. Both the companies are sensitive to innovation and environmental issues and share the same values and goals. They are also greatly aware of the importance of international trade in their entrepreneurial experience. The Italian students visited their partners in Germany in order to strengthen their relationship, finalize the

partnership and share ideas and experiences on the project. The constant exchange of information through the respective websites and the EwB portal plus the direct contact established in Wuppertal allowed the students to coordinate their different competences, facilitating a more integrated and structured development of the two companies.

Websites:
www.adc-ja.it
www.BK-Barmen-Europaschule.wtal.de



EXPERIENCE THE WORLD

Nominee for the EwB High Potential Award 2010

Partners:

NORWAY
Gran Turismo UB



ESTONIA
Youth Unlimited

Both companies offer tourist services, and helped each other with marketing. Youth Unlimited and Gran Turismo UB want to make the world a little smaller, by inviting people to visit their regions.

Gran Turismo UB helped Youth Unlimited to write a guide on Norway. The companies came in contact with each other on the EwB portal and continued the co-operation through e-mails. Gran Turismo UB successfully applied for a scholarship from Young Enterprise Norway so both companies were able to meet in Tallin – Estonia in March and organized a business meeting there.

Both companies presented each others products in different fairs. Youth Unlimited participated in Latvian student companies' festival and in several Estonian fairs.

At the Norwegian National Company of the Year, Gran Turismo won 1st Prize in the EwB National Award.

“Gran Turismo had a packed, content rich and very impressive five day programme in Estonia. They got a lot for the time they invested in Estonia. It was very clever to establish contact with the Norwegian Embassy in Estonia – to provide local knowledge. It shows that the students understand it is important to use a network,” said the jury about Gran Turismo at the National Company of the Year Competition

Websites:

<http://sites.google.com/site/granturismoub/home>
<http://www.youthunlimited.eu/>



GREENSMASH

Nominee for the EwB High Potential Award 2010

Partners:

BELGIUM FI
Smash Up



BULGARIA
Green Team

Both companies met during the JA-YE Europe Trade Fair in Lisbon in Portugal. At the Fair they had the opportunity to discuss future steps for their cooperation and also cultural differences. They presented their products and after the meeting they established a partnership. Both companies exchanged their products - Green Team produces CDs “World of Herbs” and a “Diary about the herbs and their usage” while Smash Up’s product is “store dwarf” – a tennis ball serving as a holder for towels, wash-cloths, writing equipment - with the main aim of expanding their markets by promoting and marketing the products on the companies websites and through local sales opportunities.

“EWB is an invaluable experience that shows young people the great importance of business communication. It breaks down boundaries and creates a world of business full of endless opportunities. Young people forget about cultural differences and become more tolerant of one another. We got to know the world full of new horizons to fulfill our dreams. We made friends in Turkey, UK, Belgium, Serbia, Romania, Italy, USA and so on,” Green Team, Bulgaria.

Websites:

www.green-team.hit.bg
www.smash-up.be



K – G TEAM

Nominee for the EwB High Potential Award 2010

Partners:

BULGARIA
Green Team



BELGIUM Fr
Kwiatki

The companies developed a coordinated product - a CD, containing useful information on rare herbs from both of their regions. The cooperation started and continued through the EwB portal. Students have developed an English website for the new joint venture company - <http://kgteam.free.bg/index.html> and through it have promoted their joint venture product. The product itself has no competitors on the Bulgarian and Belgium market. Green Team promoted the joint-venture also in an international forum in Turkey – Istanbul.

“Having been a volunteer for a while, it was the first time I participated in EwB; it’s with thanks to this that I discovered the interest and enthusiasm of youths. This was an experience which I would gladly do again as soon as possible,” said Daniel Michel, Volunteer for Mini-Company Kwiatki, Belgium.

Website: <http://kgteam.free.bg/index.html>

HOPE IN GREEN

Partners:

ROMANIA
SC Big Brother SRL



BULGARIA
Green Team

Both teams were interested in promoting “green products” and services so when they found each other on the EwB portal they thought of creating a partnership based on the promotion of this green concept and finding the products that support it. Big Brother recycles computer parts and Green Team produces a disc ‘World of Herbs’ in which they gathered information about the most effective healing properties of endemic herbs in the Rhodopes, offering also a wide variety of ecologically clean tea flavors. The students learned how to use the resources available in an ecologically friendly way in everyday life and both teams aimed to help the environment even if it’s a little bit hard.

The Green Team made their website in English <http://www.green-team.hit.bg/> , promoting all the partnerships that they have succeeded in doing business with in EwB.

After communication through e-mail they reached the conclusion that both teams could promote their products in Bulgaria and Romania. Both partner companies also promoted their joint-venture by participating in the national trade fairs in their countries. By doing this they saw the potential of their products for the next year, both teams are planning to continue the program, participate in the EwB project and organize a student exchange.

Websites:

<http://www.green-team.hit.bg/>



WISE & GREAT

Partners:

ROMANIA
Wise Enterprise



BELGIUM FI
GR8

Wise Enterprise was contacted by GR8 in order to create and register a partnership. They required services of the Romanian company in web-design and advertisements to find out whether their product was suitable for the Romanian market. All the products are surprisingly impressive in shape and aspect, although they are made entirely from recycled materials (decorative products - mirrors, bowls, wall-clocks). To evaluate the eventual effectiveness of the products, Wise Enterprise conducted some market research, structured on two main bodies: online and face-to-face surveys. The online survey was done on a special section of the Wise Enterprise site, whereas the face-to-face survey was conducted by their marketing department.

Afterwards, they enhanced the marketing strategy by creating a common logo and starting a common website where they could keep track of the progress of the partnership. Their future plans include daily-based updates on the website, producing a video commercial and doing special promotions, according to the extent of their sales.

Website: www.wiseenterprise.weebly.com

"Without any doubt, this partnership has helped us improve our entrepreneurial skills, our communication skills, our management capabilities and our human relationships," said Wise&Great, joint-venture company.

RO-BE

Partners:

BELGIUM FI
Kiddie Place



ROMANIA
SC Gamal SRL

The purpose of the partnership was to establish a joint-venture to sell their products in each others markets.

Although products of both companies are different - Kiddie Place develops and sells educational placemats for schools and restaurants to teach children in a fun way about the countries of EU, time-tables etc, while SC Gamal's product is a natural yoghurt.

Both companies communicate through the EwB portal promoting each others products in their school and local market and for the next academic year they are planning to organize a student exchange, an exchange for the product and development of a common product.

Website:
www.kiddieplace.be



SNOJAC - GREEN

Partners:

GERMANY
Snojac



BELGIUM FI
Green Sun
the Technology



Like many other companies in EwB, Snojac and Green Sun teams met at the JA-YE Europe Trade Fair in Lisbon. Green Sun the Technology produces a solar charger. Snojac's product is "Cajon", a musical instrument that originally comes from Peru. In Lisbon both companies created an EwB partnership and agreed on the next steps of the partnership: to exchange and share experiences about founding and administrating a company, to share knowledge about marketing strategies, requirements of their customers, to buy and

resell each others products and in the future to invent new environment-friendly products. They developed a joint-venture website to promote the products of both companies.

Websites:

www.snojac.de

www.mini-green-sun.be

www.snojac-green.de.vu

CULTURE & MARKETING

Partners:

FINLAND
Gaffe Marketing Ny



ESTONIA
Culture Cube

Accenture in co-operation with JA-YE Finland organized a video-conference for EwB students from Finland, Estonia, and Italy in March 2010. Accenture enabled the conference call by providing equipment, connections and a conference room in each country. Since there are no Accenture offices in Estonia, students from Estonia joined JA-YE Finland and Accenture Finland in Helsinki.

This was a great opportunity to create a partnership with the Finnish team – to get to know more about each others activities, markets and culture plus share experiences about the development of their products. Both companies are now communicating through the EwB portal and planning future steps for their co-operation for next year.



“Establishing a mini-company is a great challenge and gives great insights in your own capabilities. You will have to deal with dilemmas, choices, team dynamics and day-to-day business issues. It is a rewarding experience where you gain a lot of experience in a short period. Also, you will meet many new people which will enrich this journey. On top of this, the Enterprise without Borders

programme is all about interacting with student-companies from other countries. This is a very nice way to get first-hand experience of other cultures and working in an international environment. In the end, it’s all what you make of it,” said Anand Briedjlal, Consultant and Member of the EWB Jury in Bodo, Norway