

JEP MEDIA GUIDELINES

JEP MEDIA GUIDELINES FOR PARTICIPATING SCHOOLS

Media relations are co-ordinated by JEP HQ. Please contact JEP HQ before engaging with national media – if one school moves ahead and grabs publicity for itself, it may spoil coverage of the overall JEP story and coverage for key events such as School Showcase Days, Certificate Presentation and County Showcase Days (where applicable).

JEP has County Partners in the following counties: Carlow; Cavan; Dublin; Limerick; Louth; Mayo; Wicklow. If your school is in one of these counties, please consult with your local project manager before engaging with local media.

It is the responsibility of the school to ensure that pupils who engage with mainstream and social media have parental consent.

When speaking to the media, it's important to describe the programme accurately and deliver a consistent message. The following pointers have been provided to guide your communications with the media.

WHAT IS JEP?

JEP is a real-life entrepreneurship skills programme for primary school children.

It nurtures independence, creativity and problem-solving, and engages pupils of all abilities.

It encourages pupils to discover their own unique skills, and successfully create a real business through teamwork.

JEP has been developed in collaboration with Mary Immaculate College, Limerick and has been reviewed by the CCEA in Northern Ireland. This means that pupils are learning important life skills while covering their core subjects in a new and engaging way.

JEP is a not-for profit initiative, it is provided free-of-charge to schools.

FACTS & FIGURES

JEP was founded in 2010. The first pupils completed the programme in the 2010/11 academic year.

This is the 8th year of the programme, it started in Kerry in 2010, it has experienced phenomenal growth since it began to expand nationwide in 2014.

Close to 40,000 pupils have completed the programme to date. It is now available in all 32 counties on the island of Ireland.

JEP produces customised Classroom Kits for Northern Ireland Schools and Gaelscoileanna

WHAT'S DIFFERENT?

The Junior Entrepreneur Programme is the only entrepreneurship initiative that enables primary school teachers to develop entrepreneurial skills among their pupils, as an integral part of their education, over a sustained period.

It is the only programme that facilitates children to build a real business over a school term, make a real investment in it and hopefully reap the rewards.

The programme provides children with meaningful interaction with role model entrepreneurs as they follow their own entrepreneurial journey.

WHAT IS THE PURPOSE?

To give primary pupils a chance to be part of a real business at an early age.

To show young people that anyone can be involved in setting up a business by meeting entrepreneurs and by talking to them about their business.

To get a chance to understand what it feels like to invest your own money – and hopefully get it back with profit – from an idea that you've helped conceive and execute.

To show young people that it takes lots of different types of skills – not just people who are good with money – to make a business work.

DESCRIBE THE PROCESS IN YOUR SCHOOL

The class began by learning about entrepreneurs in the community

Pupils then evaluated their own entrepreneurial skills

They came up with different ideas

They pitched a selection of ideas to a panel of Dragons

One Big Idea was selected for the class project

Our Big Idea was.....

Pupils carried out market research to gather information on their customers

Then we formed teams

Everyone had a clear job to do as we all worked towards our Showcase Day

The result is that we made/lost €XXXX. The class plans to spend their profits on.....

We learned X, Y and Z...

PHOTOGRAPHY

Please try to ensure that the JEP materials showing the JEP logo are used in press photography.

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