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JEP 2019:

PRACTICAL, ENJOYABLE LEARNING FOR LIFE

If anyone knows just how creative and curious your 11 or 12 year old is, it's you. They're at a great stage in their lives right now, and it's also a crucial one for their future development.

At this age, your child's old enough to know a bit about how the working world works, enthusiastic enough to learn and work together with their peers, and still young enough to be unaffected by the growing "career pressure" that comes with secondary education.

That's why it's the perfect time for them to take part in the Junior Entrepreneur Programme, and get a practical taste of real-world experience that'll stand to them for life.

WHAT IS JEP?



Since 2010, the Junior Entrepreneur Programme (or JEP) has given more than 26,000 primary school pupils on the island of Ireland the opportunity to experience practical, real-life business learning as part of their formative education.

Running over a 12- to 16-week period during the school year, JEP nurtures creativity, independence and problem-solving among pupils of all abilities, with every aspect of the Programme seamlessly blending into the primary school curriculum. JEP doesn't interrupt your child's education - it enhances it. And because it's a not-for-profit initiative, it's completely free of charge for all schools to participate in.

Under their teacher's guidance, and with the inspiration of participating local entrepreneurs, your child and their classmates will discover their strengths as individuals and as part of a team. Together, they'll choose, develop and produce their own product or service from scratch, all the way to making it available for sale at a school-hosted JEP Showcase Day. They'll even be able to invest a small amount of their own money in their idea - and maybe even earn some profits.



HOW CAN YOUR CHILD PARTICIPATE?

If you're interested in having your child take part in JEP, speak to their teacher who, if they wish to proceed, can sign up the class with JEP. The Programme is free of charge and the signup deadline is Friday September 28th 2018. The JEP team will be delighted to speak to your teacher, but we do not engage directly with parents. There are extensive videos on the JEP website. www.juniorentrepreneur.ie



A word from the Founders

There's something about the energy that exists in a primary school classroom. The eleven and twelve year old pupils have not been impacted by the points race. They are open, creative and quick to learn.

It is uplifting and inspiring to visit primary school classes where our Junior Entrepreneur Programme is running.

It mirrors almost exactly the atmosphere in a start-up. Passions run high, children find solutions to very challenging problems and the dialogue is rivetting to listen to. Watch their videos at juniorentrepreneur.ie and you'll see what I mean.

The creativity that emerges during brainstorming and having their ideas challenged by a panel of entrepreneurs and local business people is a joy to watch. Parents, grandparents and local businesses get involved as the project develops.

This is real world education which will benefit these children for the rest of their lives. We're privileged to be involved and would urge every teacher and parent in Ireland to do their bit to ensure that the next generation will stride onto the world stage with even more confidence than the generations which have gone before them. It's great to witness these children proudly saying "I'm an entrepreneur".

Over 50,000 young people have started classroom businesses on JEP since we launched in 2010. In 2018 12,000 children started 480 classroom businesses in schools all across the island - and produced profits of €140,000. A great achievement by any standards.

Parents should speak to their 5th and 6th class (P6 P7 in Northern Ireland) teachers to consider signing up their classes before the deadline of September 28th 2018.

Jerry Kennelly, Chairman, JEP
jerryk@tweak.com



WEEK BY WEEK

Week 1

The class is introduced to the idea of entrepreneurship, and identify local entrepreneurs in their area.

Week 2 to 3

Pupils brainstorm, present their ideas to a panel and choose the project that they're going to turn into reality.

Week 4

A local businessperson visits the classroom to share their business story.

Week 5

Pupils research their idea and learn about surveys and their market.

Week 6

Pupils identify their own talents and skills, and those of their classmates.

Week 7 to 11

Pupils turn their idea into reality by designing, producing, costing and marketing their product/service.

Week 12

Pupils sell their product/service at a fun Showcase Day, then evaluate the project and reflect on their achievements.

2019 RDS SHOWCASE



Teacher Caroline McCarthy and her 'Class of the Year' from Gaelscoil An Inbhir Mhoir, Arklow, Co. Wicklow pictured at the JEP All Ireland Showcase Day at the RDS with JEP Chairman Jerry Kennelly.

More than 3500 pupils from all over Ireland took part in the Showcase in a wonderful celebration of Ireland's Junior Entrepreneurs.

The next Showcase Day will be held at the RDS on May 20th 2019. Every class that completes the programme on schedule is invited to participate.

Inset: Every child who attends receives a specially struck commemorative medal.



JEP SUPPORTERS

JEP is supported by some of Ireland's leading entrepreneurs including:

Niall Norton & Joe Hogan
Openet

Peter Cosgrove
ATA Group

Frank Salmon
CMS Distribution

Sam McCauley
Sam McCauley Chemists

Diarmuid & Tadhg Geary
LimeTree Global

John Purdy
Ergo

Bill Walsh
Aspire Technology

Jerry Kennelly
Tweak.com

LEARNING BENEFITS

Skills and benefits which pupils gain through JEP include literacy (oral language development, reading, comprehension and purposeful writing); presentation; drawing; technology; financial skills; consumer awareness; storytelling; listening skills; creative thinking; problem-solving; collaborative skills; and team-work.

Real-life mathematical skills such as data collection and profit/loss calculation are developed, while there's also the potential to include aspects of Physical Education through team-building games.



100%
OF TEACHERS
who facilitated JEP described it as beneficial to both pupils and school.



85%
said it enhanced Maths teaching.



97%
of participating pupils said they would recommend JEP to a friend.



Teachers listed **CONFIDENCE, TEAMWORK, COMMUNICATION & INDEPENDENCE** as among the biggest benefits for pupils.



They said it!

JEP in pupils' and teachers' own words



"It's had huge impacts on the class as a whole in terms of teamwork and themselves individually. I find it a wonderful experience both for myself professionally and for the pupils."

Jenny McKeown, Teacher, Irvinestown Primary School, Co. Fermanagh



"You get to really experience what it's like to work and what it is like to be an entrepreneur. I think that's really important for every child to experience because it's really helpful in your social skills and in your communication skills as well!"

Deirbhile Gavaghan, Gaelscoil An Inbhir Mhoir, Arklow, Co. Wicklow



"The JEP Programme has really opened up their minds to different ideas and things they might like to investigate further down the line in secondary school."

Edward Looney, Teacher, Scoil Bhríde Loreto, Killarney, Co. Kerry



"Our honey is called Spa's Buzzing Honey because we thought it would be good to have a kind of a joke in there, like we were going to have Hilariously Good Honey, but that was just too long to fit on one label!"

Alice Fitzgibbon, pupil, Spa National School, Tralee, Co. Kerry