

ENTREPRENEURS PITCH IN TO SUPPORT JEP

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



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.



96%
OF TEACHERS
who facilitated
JEP described
it as beneficial
to both pupils
and school.



96%
of participating
students
enjoyed
working in a
team.



89%
of participating
teachers
said that JEP
facilitated
the delivery
of the core
curriculum.



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



They said it!

JEP in pupils' and teachers' own words



"I felt like JEP hit on all subjects in the primary school curriculum. The social skills and social interactions between the senior children and the younger children was remarkable. I would highly recommend JEP."

Fiona Santry, Teacher, Castlemartyr NS, Co. Cork.



"You got 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 everyone, 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



"When we had our showcase day, we sold our products, and it was really exciting to see that people actually wanted to buy our products, and that people were buying both the small and large Re-Wrappers."

Sumi-Anna O'Sé, pupil, Scoil an Spioraid Naomh Cailíni, Co. Cork



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www.juniorentrepreneur.ie



JEP 2020:

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 67,000 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.



ACADEMICALLY APPROVED

JEP's classroom kit was developed in collaboration with Mary Immaculate College of Education in Limerick and has also been reviewed and welcomed by the Council for the Curriculum, Examinations and Assessment (CCEA), Northern Ireland.

When your child completes their participation in JEP, they'll receive an official certificate recognising and commemorating their learning and practical involvement in the programme.



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.



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 play such an important part in encouraging the children as the project develops and a product is created for Showcase Day.

This is real world education which will benefit these children for the rest of their lives. We're privileged to be involved and congratulate every teacher who is doing 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 67,000 young people have started classroom businesses on JEP since we launched in 2010. In 2019 17,000 children started 730 classroom businesses in schools all across the island - and produced profits of €198,000. A great achievement by any standards.

Here's looking to a bright future for our young people

Jerry Kennelly, Chairman, JEP
jerryk@tweek.com

