



SUPPORTING ENTREPRENEURIAL EDUCATION IN EUROPE & EURASIA



Goals

Prepare youth to succeed in the global economy and modern workplace

Secondary school students learn how to create their own venture by taking an idea from conception to reality

Duration

Feb 2017 – Jan 2026

USAID Funding

\$6.1 million for activities in North Macedonia as well as Serbia, Georgia, and Moldova.

Implementing Partner

- Junior Achievement Worldwide/
Junior Achievement Europe

Key National Partners

- Fund for Innovations & Technology Development
- Ministry of Education & Science

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BACKGROUND

With high levels of youth unemployment, many of the country's youth look to the government to help them find jobs in the already oversized public administration or emigrate to more developed countries, therefore contributing to the growing problem of "brain drain." While seeking employment, youth rarely see themselves as innovators or possible job creators who could use their potential to find solutions for the problems their communities face and thus also create economic opportunities for themselves by setting up their own businesses. USAID contributes to North Macedonia's efforts to engage youth in social and economic opportunities.

PROGRAM DESCRIPTION

This program assists high schools in preparing youth to succeed in the global economy through programs on entrepreneurial education, financial literacy, and work readiness. This effort involves students, teachers, business associations, financial institutions, and other organizations and companies that support entrepreneurial education.

Through this partnership, teachers are trained in delivering entrepreneurship education and they, in turn, conduct the Junior Achievement Student Company Program as an extracurricular activity. The Student Company program offers secondary school students the opportunity to learn and apply in practice all aspects of establishing a company—from conducting market research at the conceptualization stage to developing a product or service, management structure, and marketing policy. The program organizes an annual national competition for the Best Student Company, and the national winning team participates in the international Junior Achievement competition in Europe.

This program also hosts Innovation Camps, which are creativity competitions during which students receive a task to solve a real industry problem. Teachers and business volunteers act as mentors during the camps. In addition, the program offers an online Entrepreneurial Skills Pass (ESP) to students who completed the Student Company Program. The ESP test validates students' knowledge and skills, and provides a certificate that is recognized throughout

ACHIEVEMENTS AND IMPACT

- At the start of the 2021/2022 school year, the Junior Achievement Student Company Program was adopted for use as an elective course for all professions/sectors and educational profiles/qualifications offered in vocational high schools throughout the country.

- Since 2017, the program has trained almost 260 teachers from 79 high schools across North Macedonia as mentors in the Student Company Program, encouraging practice and sharing of methods and techniques they use to teach entrepreneurship during the school year.
- Through seven Innovation Camps, more than 700 students from 54 secondary schools from 26 cities competed in business challenges that involved creating a business plan and pitching the product or service to a panel of judges.
- Almost 400 students took part in four national competitions for the Best Student Company of the Year, with the winners representing the country at the European Junior Achievement Competition for Best Student Company.

