

Increasing social awareness and improving entrepreneurial skills

JA Europe and NN Group have been working together since 2015, empowering young people to tackle societal challenges by using innovation and entrepreneurship. The Social Innovation Relay, an innovative programme designed to impact essential skills of secondary school students while underscoring the link between business and society, is at the core of the partnership.

Participating in the Social Innovation Relay helps young people think like social entrepreneurs, giving them access to the latest technology and showing them that starting their own business can be a viable career choice. Alongside the SIR, the partnership also supports the implementation of Job Shadow Day events, which allow young people to shadow a business professional. The third activity of the partnership are the Social Innovation Camps, intensive idea-generating workshops where students gather to address a specific societal challenge over one day.

The extensive partnership between NN Group and JA prepares young people to enter the labour market, creating jobs and new enterprises, and developing innovative youth employability-enhancing solutions. The collaboration covers fundamental actions required to address the most pressing youth-centred social problems around the world. The greatest value of this partnership is offering access to high quality programmes that can change the mindset among educators and students, encouraging new business ideas that focus on social change.



63,722
young people



1,512
NN volunteers



€ 1,478,200
investment



13 Countries:
BE, BG, CZ, GR, HU, JP,
NL, PL, RO, SG, SK, ES, TR



Participating in the SIR improves entrepreneurial behaviour, communication and creativity skills, and social awareness



“Through the Social Innovation Relay, young people are provided with a unique learning experience that sparks their entrepreneurial spirit. It teaches them the day-to-day skills that are required in any job or business. We also believe that the SIR offers our NN employees a great opportunity to interact on societal challenges, helping teenagers improve their problem-solving skills in a fun and rewarding way”

Fleur HUDIG,
Head of Corporate Citizenship, NN Group



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