“This programme allows interdisciplinary thinking – geography, maths, economy, etc., and the activities are always enjoyed by the students. They have the opportunity to use their economic knowledge in relation to consumer protection, promotional activities, profit and expenses. The students improve their creativity skills and their interest in the concepts of market economies.”

*Teacher, Romania*

“The programme has been enthusiastically received by teachers and pupils alike. It has really excited their imagination and has brought home to them some of the differences in the European family as well as the interconnected nature of European and world wide businesses. The World Fact Book is a real treasure trove!”

*Volunteer, Isle of Man*

“Europe and Me turned out to be really attractive both to teachers and students especially in the context of our country being a new member of the European Union.”

*Teacher, Bulgaria*
Europe and Me is an interactive classroom programme for students aged 10 to 12 which explores the relationship between the natural, human, and capital resources found in different countries and explores European businesses that produce goods and services for consumers. Using hands-on activities students are guided through their learning by volunteers from the business world.

Benefits for teachers:
- High quality materials and training
- Comprehensive support and assistance
- International professional development
- Access to experts from the business community
- Access to numerous best practices and innovative teaching tools
- Opportunity to network and exchange ideas with colleagues from other countries

Helps students investigate:
- How businesses operate in Europe
- Various economic issues such as ‘sustainability’ and ‘interdependency’
- The relationship between the natural, human, and capital resources found in different countries
- European businesses that produce goods and services for consumers

Students learn to:
- Identify the basic what, how, and who decisions that people in all economies face
- Recognize economic interdependence in a region and among different regions
- Identify and analyze different types and uses of resources in different regions and the impact of scarcity
- Investigate how raw materials can have added value
- Understand how businesses choose their locations based on access to resources and the advantages and disadvantages of production in particular countries
- Define income, expense, profit, and loss and understand how a business tracks income and expenses

Europe and Me has been developed for students aged 10 to 12 years and consists of six interactive lessons (approx 1 hour duration each) presented by a business volunteer.