



JA Africa

100 YEARS OF ACHIEVEMENT

A Member of JA Worldwide

JA AFRICA OVERVIEW

ABOUT JA AFRICA

- JA (Junior Achievement) Africa is one of Africa's largest organizations working on youth economic empowerment
- We empower young people to grow their entrepreneurial ideas, hone their work skills, manage their earnings and secure better lives for themselves, their families, and their communities
- We do this through the delivery of hands-on, experiential learning in financial literacy, digital literacy, work readiness and entrepreneurship



OUR MISSION

To Inspire and Prepare Youth
to Succeed in a Global Economy



WHERE WE WORK

- Côte d'Ivoire
- Eswatini
- Gabon
- Ghana
- Kenya
- Mauritius
- Nigeria
- Senegal
- South Africa
- Tanzania
- Uganda
- Zambia
- Zimbabwe



OUR 11-YR REACH (2010-2021)



2,354,631
Students



27,413
Volunteers



23,478
Schools

OUR CORE COMPETENCIES

- Curriculum Development
- Program Delivery (to wide school network across multiple countries)
- Public/Private Partnerships (PMI Educational Foundation, Prudence Foundation, UNEP, Governments & Ministries of Education)
- Corporate Employee Engagement/Volunteer Programs (Citi Group, Total, Delta Air Lines)
- Digital Skills Delivery (Google, African Development Bank)
- Complementary Program Delivery (Mastercard Girls4Tech, Facebook SafeOnline)

OUR PROGRAMS

FINANCIAL LITERACY

CHA-CHING

MORE THAN MONEY

BANKING ON AFRICA'S
YOUTH CAMPAIGN

ENTREPRENEURSHIP

COMPANY PROGRAM

ITS TYME

JA DEEP

COMPANY OF THE YEAR
COMPETITION

WORK READINESS

JOB SHADOW

GIRLS LEADERSHIP CAMP

INNOVATION CAMP

SUCCESS SKILLS

JA COMPANY PROGRAM

- The [Company Program](#) encompasses business, entrepreneurship, and economics curriculum for young people in high school
- This program emphasizes business content, while providing hands-on experiences for starting, managing, and liquidating a business
- The youth participating in this program use innovative thinking to learn business and explore corporate career aspirations
- The **Company of the Year** Competition is the culminating event for the program that provides a showcase for the student businesses and JA's sponsors. National winning teams represent their countries at the Africa competition

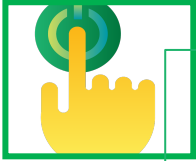


JA DEEP

- [JA DEEP](#), JA Africa's first program offering in its virtual skills lab, is an online-based interactive entrepreneurship curriculum, created specifically for young African learners, including those who live in countries or go to schools where JA is not present.
- JA DEEP builds on JA's existing entrepreneurship programs (JA Company Program and JA ITS TYME) in an online format that teaches the same principles in an engaging and fun way.
- JA DEEP also builds digital literacy skills in young people as they explore entrepreneurship opportunities where technology can help solve problems within their communities



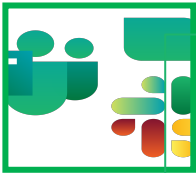
Key Features of JA DEEP



The platform is accessible via web, desktop and a mobile application, with the option for offline access.



The platform and content uses names, currencies, visuals and references that are relevant and familiar to African youth



The platform includes various interactive resources including game features, videos, audio, puzzles, popups, chat functions etc. to make the learning process fun and engaging



Assignment/workspace components allow students a chance to have hands-on practice with the concepts they are learning. Students also have to establish a business and track business progress.



Students have the option to complete a comprehensive one-hour exam, called the **Entrepreneurship Skills Pass**, to certify their business and financial knowledge and skills

ITS TYME

- The Immersion Training Strategy Targeting Young Marginalized Entrepreneurs ([ITS TYME](#)) is a hands-on, highly impactful immersion training program that provides life skills, business education, mentoring and access to finance and industry specific apprenticeship opportunities to marginalized African youth.
- The ITS TYME experience enhances the ability of young semi-literate young men and women in Africa to acquire business skills and use innovative thinking to expand and enhance their career options and livelihoods.



JOB SHADOW

- Job Shadows offer students a unique opportunity to visit a professional work environment and gain insights into how to find and keep a fulfilling career
- Students participating in the program acquire and apply the skills needed in demanding and ever-changing workplaces
- Students are able to recognize career clusters and potential job positions; understand the importance of researching the requirements needed to earn a position; and develop job-hunting tools, such as networking, CV-writing, and interviewing skills



LEADERSHIP CAMPS

- JA Girls in [Leadership Camps](#) bring together girls from the ages of 14-19 to help them develop their life plans; learning important lessons on a variety of subjects including health, wealth, family, professionalism, etc.
- During a three-day period up to 200 girls are coached by prominent and accomplished professional women from influential companies, government and civil society



INNOVATION CAMPS

Innovation Camps are JA experiential education programs which encourage creativity, critical thinking, team work and problem solving among young learners. At Innovation Camps, students gather in order to address a specific business challenge and come up with ideas which solve the problem.



CHA-CHING

- The [Cha-Ching](#) Curriculum targets primary school students and teaches financial literacy concepts around earning, budgeting, spending and saving. They also learn about donating to make the world a better place for the less privileged
- Six lesson plans of 45 minutes each are designed to run either as a stand-alone sequential programs, or independently as additional learning that can be added on to any school programs.
- The structure of each lesson includes learning activities based on the Cha-Ching lesson, a cartoon and a board game.



MORE THAN MONEY

- JA More Than Money teaches learners about earning, spending, sharing, and saving money, and businesses they can start or jobs they can perform to earn money.
- MTM encompasses economics and business curriculum for learners in grades three through five.
- The program emphasizes social studies content while providing a strong focus on mathematics, reading, and writing skills.



DIGITAL PROGRAM DELIVERY



Integrating the Google IT Support Professional Certificate - a Coursera-hosted curriculum in IT support skills to prepare young people for jobs in IT Support



Plastics Tide Turners is a global campaign that is designed to help young people learn more about specific issues related to plastics, plastic waste, and plastic pollution. It consists of a series of challenges complemented with background information.



The Banking on Africa's Youth campaign aims to teach youth how to internalize basic knowledge and principles of financial literacy, leveraging JA Africa's vast online community to educate and mobilize 600,000 young people with financial literacy knowledge

Selected Partners

Citi Foundation



facebook®



Ecobank
The Pan African Bank



FedEx®

Google



UN 
environment
programme

CONTACT

Simi Nwogugu

CEO, JA Africa

Simi.nwogugu@ja-africa.org

www.ja-africa.org