

# The company program

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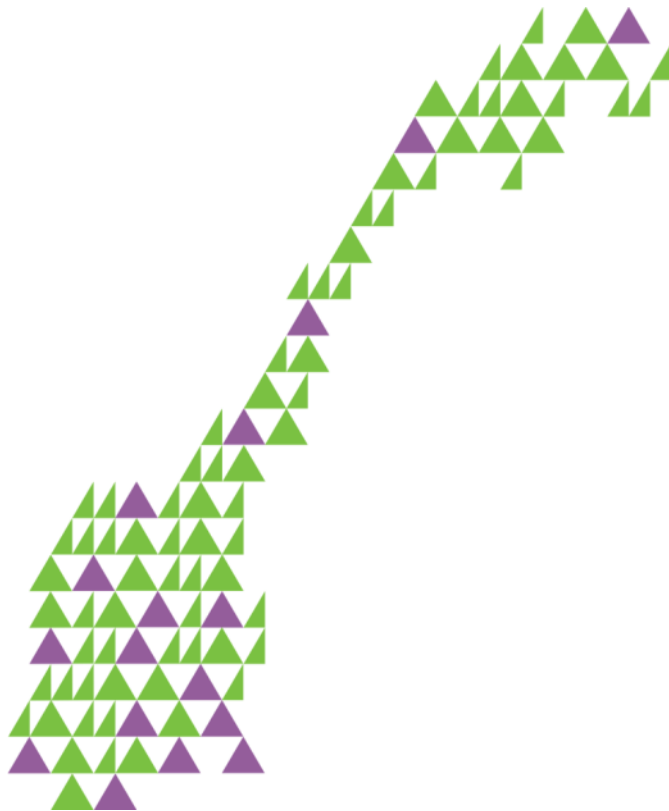
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## JA Norway

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**17** county organisations

**20** individual programmes

**378** municipalities

**1 447** schools

**20 533** teachers

**27 008** volunteers

**261 617** student activities





Vision: JA Norway inspires young people to innovate and create value

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Vision: JA Norway inspires young people to innovate and create value

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## Core values:

### Future

- Develop young people's skills and ability to master their future
- Be a driving force for value creation and innovation
- Make a significant contribution to the development of thriving local communities and sustainable global development



Vision: JA Norway inspires young people to innovate and create value

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## Core values:

### Future

### Teamwork

- Teach children and young people to work as a team
- Be a reliable and long term collaborator that bridges the gap between schools and businesses
- Create meeting places and build networks; locally, nationally and internationally



Vision: JA Norway inspires young people to innovate and create value

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## Core values:

### Future

### Teamwork

### Enthusiasm

- Give young people opportunities to develop their creativity, enterprise and self-confidence
- Motivate young people to innovate and to create value
- Centre all activities on "Learning by Doing"



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# Entrepreneurship





## Entrepreneurship in Education

Develop personal skills and attitudes  
Ability and willingness to take initiative  
Innovation and creativity  
Willingness to take risk  
Self-confidence  
Social- and collaborative skills

Learning academic subjects and basic skills using entrepreneurial methods

Gaining the knowledge and skills of business development and innovation processes

From the Government Action Plan: "Entrepreneurship in education - from compulsory school to higher education 2009-2014."



## Four primary motivations for entrepreneurship in schools

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....Entrepreneurial motivations

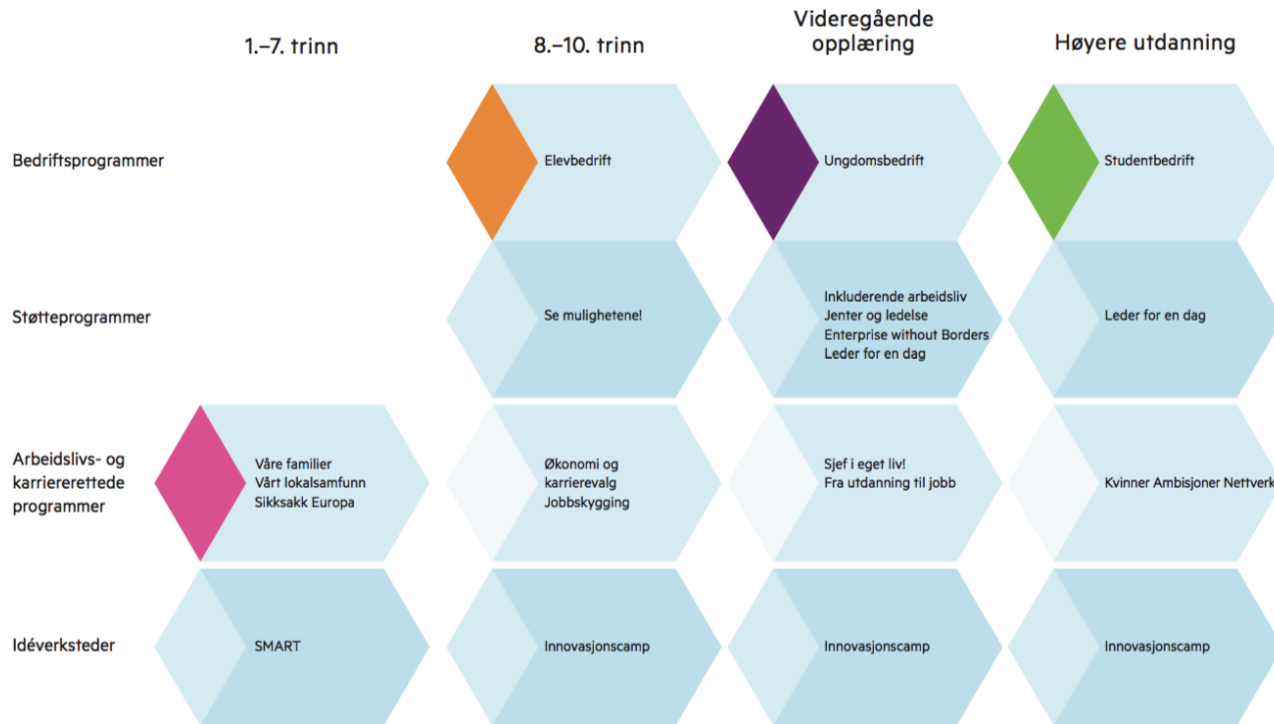
....District political motivations

....Business development motivations

....Public education motivations



## How do we do it? - JA Norway programs





## UEs PROGRAMMER OG AKTIVITETER

### VEKST-KRITERIER

**Verdiskaping**

**Erfaringslæring**

**Kreativitet**

**Samarbeid  
utdanning/  
arbeids- og  
næringsliv**

**Tverrfaglighet**



## The Company Programme (UB)

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**The Company Programme (UB)** gives students in upper secondary school the experience of starting up a business within a supported framework. Over the course of one school year, the pupils start up, run and liquidate a mini-company supervised by teachers and a mentor from the local business community. Students start with a business idea and realise their product/service through production, marketing and sales. Via JA-YE Norway, the companies go through a real registration process, as separate legal entities in Norway's Brønnøysund Business Register.



## Unique framework in Norway

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VAT-registration number (organisasjonsnummer) and is registered in the national database for companies.

Each company can have a revenue of 140 000 NOK without having to pay any taxes (including sales tax).

The company can not have any loans/debth.

Each company can sell share certificates for 100 kr each

Each company has to have a teatcher that is responsible for the company since it's a part of school for the students. The teachers job is to be the companys mentor and oversee that it follows the regulations for being a student company.



Bedriften arrangerte fritidsaktiviteter  
for barn i SFO tiden





## Garden switch UB

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## Earthcase UB

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## Wrappy UB

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## Piffi UB

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**KJØP  
BÆRENETT I  
KANTINEN**

**ONSDAG  
14.01**

**100,-**

**HANK**



## Dialog UB



«Vi skal lage en bildeordbok med lyd som gjør språkopplæring lettere over hele verden.»





+ Mentor 

Minstekravet til en ungdomsbedrift





# Courses and events for company students



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Kick-off

HR-focus (IA) course

Pitch and feedback

Design Thinking/Marketing

Accounting

Presentation and stand-design course before the regional fair

Regional fair

National fair

**We also do school visits on demanded topics if possible.**



# Courses and events for teachers running the company program

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Introduction course – How to run the company program

How to think about sustainability in business – course

Networking arenas

Hot topics – minicourses/lectures at the regional fair

Courses during the national fair

**UNGT  
ENTRE  
PRENØR  
SKAP**

**SUSTAINABILITY**

