

Endorse

## the Entrepreneurial Skills Pass

WHY?

Benefit from a certified standard that meets the requirements for qualified employees, and help ensure employability of youth and tomorrow's workers.

HOW?

By choosing the solution that best suits your organisation: Engage, Support or Recognise.

ENGAGE

### Become a Volunteer

Engage your company's human capital and expertise by: coaching or mentoring; sharing your expertise through on-site or online presentations; or join the jury of a competition.

SUPPORT

### Sponsor a Student

Support ESP participants with individual donations sponsoring the exam fee (€35,00 excl. VAT).

RECOGNISE

### Further Opportunities

Recognise achievement by offering successful ESP candidates further opportunities in the form of: training; work experience; or start-up support.

### Companies endorsing ESP:



entrepreneurial skills pass

Wednesday, 4 March 2015

## Policy Stakeholder Lunch Roundtable

## The Launch of the Entrepreneurial Skills Pass

## THE EUROPEAN PASSPORT TO TRAIN, WORK & START-UP

### Hosted by:

Petra Kammerevert, Coordinator of the Committee on Culture and Education

Jutta Steinruck, Coordinator of the Committee on Employment and Social Affairs

### Organised by JA-YE Europe and its partners:



Supported by Visa Europe



## Event Programme & Speakers

### Welcome & Opening remarks

- **Petra Kammerevert**, Coordinator of Committee on Culture and Education
- **Jutta Steinruck**, Coordinator of Committee on Employment and Social Affairs

### The role of entrepreneurial learning in enhancing financial literacy and problem solving skills

*Roundtable discussion moderated by Christophe Leclercq,  
Board Member of JA-YE Europe, Founder and Publisher of Euractiv.com*

- Understanding the impact of entrepreneurial learning at EU level (European Commission)  
*Marko Curavic, Head of Unit 'Entrepreneurship', DG Enterprise and Industry European Commission*
- PISA research results  
*Adele Atkinson, Policy Analyst, Organisation for Economic Co-operation and Development*
- The strategic role of partnerships in entrepreneurial learning  
*Ben Butters, Director EU Affairs of EUROCHAMBRES*
- Blending financial literacy into the curriculum - a case study the role of corporate partnerships  
*Nick Jones, Head of Digital Comms & Corporate Responsibility, Visa Europe*

*Open question marks on the topic - Inputs from the audience*

### Launch of the Entrepreneurial Skills Pass

- **Trudy Norris-Grey**, Managing Director Central & Eastern Europe, Public Sector Microsoft

### Closing remarks

- **Andrus Ansip**, Vice-President for the Digital Single Market European Commission
- **Jo Deblaere**, Chairman of JA-YE Europe, Chief Operating Officer Accenture



**Petra Kammerevert** is a member of the European Parliament, political group of the Progressive Alliance of Socialists and Democrats (S&D), since 2009. With a background in sociology and political science, she is S&D Coordinator in the Committee on Culture and Education - in charge of education, culture, information-society, media, youth and sports policy.



**Jutta Steinruck** is a member of the European Parliament, political group of the Progressive Alliance of Socialists and Democrats (S&D), since 2009. With a background in business economics, she is S&D Coordinator in the Committee on Employment and Social Affairs and Substitute Member of the Committee on the Internal Market and Consumer Protection.



**Marko Curavić** is Head of the Unit Entrepreneurship in DG Enterprise and Industry since May 2009. Before joining the European Commission, Marko worked inter alia for the World Bank Group, Deutsche Telekom Group and McKinsey & Company. His main areas of professional interest are entrepreneurship, venture financing, management and development economics.



**Ben Butters** is the EU Affairs Director for EUROCHAMBRES, the European association of Chambers of Commerce and Industry, since 2008. As such, he covers a wide range of policy issues at EU level that are of relevance to Chambers and the European business community, including education & training, finance, energy, the internal market, enterprise and regulatory reform.



**Adele Atkinson** is a policy analyst within the OECD Financial Education and Consumer Protection Unit. She has over 15 years experience of conducting empirical research and analysis on aspects of personal finance, education and policy evaluation and has written or co-authored over 40 research papers and articles.



**Nick Jones** is Visa Europe's lead on Digital Communication and Corporate Responsibility. He joined Visa in March 2013 after a decade in public service. Prior to working with VISA Europe, Nick was the Head of Digital for the Prime Minister's Office and Cabinet Office. Nick tweets from @njones .



**Trudy Norris-Grey** is the Managing Director for Public Sector in Central and Eastern Europe within Microsoft. She has a breadth of experience in a range of high tech industries where she worked as Senior Vice President, President and Managing Director levels both within the UK and Internationally.



**Andrus Ansip** is the Vice-President for the Digital Single Market at the European Commission. Before to join the European Commission and Parliament, he was Mayor of Tartu (Estonia) from 1998 to 2004, then, at national level, Minister for the Economy from 2003 to 2005, and Prime Minister from 2005 to 2014.



**Jo Deblaere** is Chief Operating Officer of Accenture since 2009. He is responsible for leading Accenture's business operations globally, executing Accenture's business strategy and ensuring operational excellence company-wide. He is the Chairman of JA-YE Europe Board of Directors.