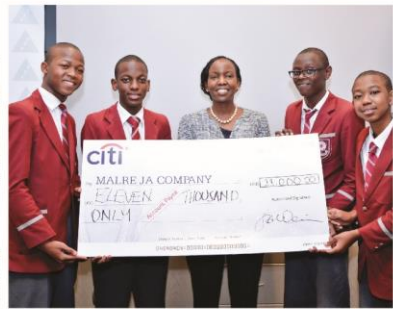


**COMMUNICATION ON ENGAGEMENT (COE)**

2017-2019



Friday, August 2, 2019

TO WHOM IT MAY CONCERN

Our Stakeholders,

**REF: STATEMENT OF CONTINUED SUPPORT**

I am pleased to confirm that Junior Achievement Kenya reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our Organization has taken to support the UN Global Compact and its Principles as suggested for an Organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Yours Sincerely,



John Wali  
**EXECUTIVE DIRECTOR**

Junior Achievement is one of the world's largest youth-serving NGOs; JA prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in financial literacy, work readiness, and entrepreneurship. Supported each year by nearly half a million corporate volunteers, and reaching more than 10 million young people, JA is one of few organizations with the scale, experience, and passion to build a brighter future for the next generation of innovators, entrepreneurs, makers, and managers.

Since 1999, Junior Achievement Kenya has been providing age appropriate, experiential and turnkey in-school and after-school programs for students which focus on three key content areas: **entrepreneurship, financial literacy** and **work readiness** in partnership with Ministry of Education Science and Technology, private sector partners and Kenya Vision 2030 partners we impact on the lives of 30,000 students annually.

In the last two years together with our partners we have managed to engage in the following activities in line with the 10 principles and the SDGS:

### **I. Entrepreneurship Education and Financial Literacy**

In the last two years we have impacted on the lives of over 70,000 young people both in Primary and Secondary school programs.

#### **a) The Company Program**

The company program teaches young people in Secondary School on how to run an enterprise practically. Students self-organise, come up with a business plan and establish an enterprise. The students learn the intricacies of running a business and how to manage money.

#### **b) The Cha Ching Program**

In 2018 together with Prudential Life Assurance that is part of the Prudential Financial Incorporated, we launched a financial literacy program for Primary school going children with the aim to teach them how to earn, save, spend and donate money. The program was run in 10 schools nationally in its pilot year with 1500 participants in its pilot year with an increase of 2000 pupils in the subsequent year.

#### **c) Training persons with disabilities**

In 2017 and 2018 we partnered with Agency for Disability Development in Africa and Kenya Union of the Blind where we were able to train 587 participants on Entrepreneurship and Financial Literacy program. Two key outcomes that were met were: 30 group businesses were set-up; 24 participants went on to train other young people in their communities on entrepreneurship and financial literacy.

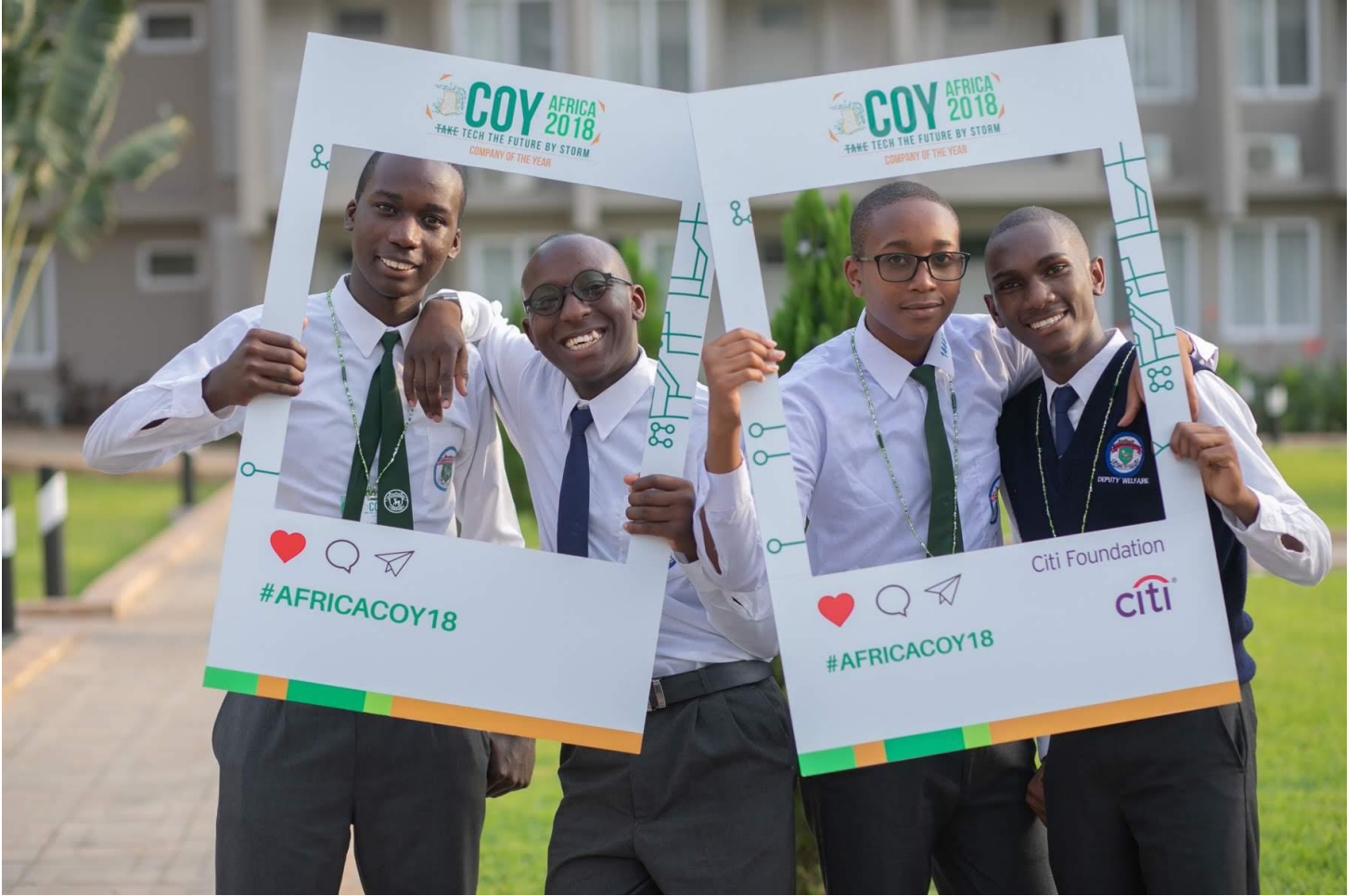
### **II. Work Readiness**

#### **a) Job Shadow**

The Job Shadow program exposes students to a hands-on experience of their future careers. The students experience a 'working day' where they shadow an employee within the firm for the whole day. 4200 young people in secondary schools across the country secured placements in our partners companies and were able to demonstrate the link between careers and education.

#### **b) Mentorship**

Through the support of our private sector partners who volunteer their time to work with students in all of our programs to: provide realistic knowledge, support learning and as an inspiration for the future of our young people



***Nakuru High School represents Kenya in the Africa Company of The Year Competitions***

### III. JA Kenya and the SDGs

#### a) Digital Library

In partnership with SAP during their Volunteer Month Ofafa Jericho High School was set up with a digital library. The Library was modelled using refurbished furniture and fitted with a projector and laptops to enable the students to have a creative reading environment. It was the pilot project among many that will be pursued in the near future. The library will serve a population of 1800 students.

#### b) Innovation Competitions

In the last two years we have encouraged our youth to demonstrate how their enterprises are aligned with the global goals.

#### c) Tree Planting

Following a national environmental crisis we in partnership with a local bank developed a tree planting campaign where students in secondary schools plant and nurture trees while providing civil education on tree planting and the importance of trees to our environment.



*Digital Library at Ofafa Jericho High School*

### **Part III. Measurement of Outcomes**

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- Number of students who participated in Entrepreneurship and Financial Literacy Programs
- Number of students who participated in Job Shadow
- Number of mentors engaged
- Number of private sector partners engaged
- Number of participants in the innovation competition
- Number of trees planted

**JA 100**

“Entrepreneurship is all about finding your own niche and limits, then having the courage to blow past them. That is what separates the good from the great”

**TED MWATHA,**  
Triathlete- JA Alumna

**100 YEARS OF  
CELEBRATING  
ACHIEVERS**

