

COMMUNICATION ON ENGAGEMENT (COE)

BASIC TEMPLATE

Period covered by your Communication on Engagement (COE)

From:2020 To:2022

1. STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE OFFICER (CHAIRPERSON OR PRESIDENT OR THE HIGHEST EXECUTIVE OF THE NON-BUSINESS ENTITY OR ORGANISATION)

Please use the box below to include the statement of continued support signed by your company's chief executive.

24th May, 2022

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 on Engagement, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



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 75,000 young people both in Primary and Secondary schools and University programs.

a) Innovation Challenge

In 2018, we partnered with NCBA Bank towards an Innovation Competition targeted at Youth in Secondary Schools, Colleges, TVET's, Universities and Hubs. The objective of this program is to encourage program beneficiaries to develop transformative Innovative solutions that will help solve everyday problems and help to create social change.

b) 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.

In 2021, the winners of our National Competition Project Yoof from NOVA Pioneer Tatu Girls won the Grand Prize at Junior Achievement Africa's 13th Pan African Student Entrepreneurship Competition that was hosted by JA Mauritius. Their business idea was a website that allows youth suffering from mental health problems to seek medical assistance from qualified mental health practitioners.

c) 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. To date the program has impacted over 6,000 pupils and in 2022 Program cycle we have expanded the program into Mombasa County in Partnership with Ministry of Education, Science and Technology and County Government of Mombasa Department of Education and ICT.

d) Digital Literacy Programs

In 2019, we partnered with AFDB Bank on the Coding for Employment (CFE) Program and Google to offer digital literacy programs for young people in Colleges, TVET's and Universities. Through the AFDB program, we have trained over 3,000 learners and in the Google Program, we have trained over 500 learners on various modules like Project Management, Google IT, Data Analytics and we are also providing job linkage for

program beneficiaries so that they can get exposure to different careers in the IT field.

e) Center of Excellence (COE)

We have partnered with AFDB Bank to set up two centers at University of Nairobi and United States International University – Africa. These centers will be equipped with the necessary ICT infrastructure including internet connectivity, computers and other hardware and software. Through these centers, youth will receive training in ICT skills (Basic, Intermediate and advanced), entrepreneurship and soft skills to facilitate their employment readiness and transition in the work place.

f) Job Shadow

Job Shadow exposes students to a hands on experience of their future careers. Due to challenges of the COVID 19 pandemic, we were not able to arrange for program beneficiaries to physically visit host organizations but we organized webinars i.e. The Creative Business Economy Conference and STEAM UP webinar in partnership with Citi Foundation and Safaricom Foundation.

Through these webinars, we engaged over 25 mentors and directly impacted over 2000 program beneficiaries.

g) Building Achievement through Sports and Entertainment (BASE)

The objective of BASE is to expose program beneficiaries to career possibilities in the areas of Sports, Arts and Entertainment. In 2021, we partnered with Mombasa Sports Club, Mombasa Sports Club Rugby Club, Kenya Rugby Union, Minerva University, Kigoda Pwani, Malmo RFC and Spartacus RFC and focused on the Sport of Rugby in Mombasa County and of our Alumnus participated in the Boston Virtual Marathon. We organized a Rugby Tournament, Ran a monthly mentorship series where most notably we engaged former Kenya Team Captains Derrick Wamalwa and Andrew Amonde and we organized a Rugby and Entrepreneurship Boot Camp.

Through these interventions, we directly impacted over 700 Program beneficiaries.





2. DESCRIPTION OF ACTIONS

Human Rights

Please use the box below to describe **actions** your company has taken in the area of human rights. Examples include:

- Ensure workers are provided safe, suitable and sanitary work facilities
- Protect workers from workplace harassment, including physical, verbal, sexual or psychological harassment, abuse or threats
- Seek consent of stakeholders before using their images or testimonials for organizational marketing campaigns by ensuring that they understand the objectives of the campaign and they sign off on relevant consent forms
- We are a volunteer driven organization and we ensure proper orientation of volunteers willing to support different projects to ensure alignment to our expectations and those of our program beneficiaries to ensure a quality learning experience

Labour

Please use the box below to describe **actions** your company has taken in the area of labour. Examples include:

- The organization does not participate in any form of forced or bonded labour and we have a streamlined process of recruitment, orientation and engagement of staff
- The organizations comply with minimum wage standards and ensures staff are supported to effectively execute their roles by being facilitated with airtime, transportation and accommodation in cases when they are out of work station
- The organization has a streamlined Staff Appraisal process and supports staff to pursue educational programs that will enhance their career progression on a need basis.
- The organization provides an annual medical cover for its core staff.

Environment

Please use the box below to describe **actions** your company has taken in the area of environment. Examples include:

- The organization office premises is located in buildings that have modern infrastructure and by extension comply with safety standards
- The organization procures new and state of the art equipment and has outsourced qualified personnel to provide the necessary maintenance support on a need basis

Anti-Corruption

Please use the box below to describe **actions** your company has taken to fight corruption. Examples include:

- The organization does not engage in any form of corruption and ensures obligations to government agencies are met in a timely manner and using the stipulated procedures.

3. MEASUREMENT OF OUTCOMES

In the box below, please include the most relevant indicators to **measure outcomes**. Examples include:

- Over the last two years, we have directly impacted over 15,000 students through our Entrepreneurship and Financial Literacy programs.
- Over 3,000 learners have benefited from Job Shadow exposure
- Over 800 business ideas generated and 100 student enterprises and 200 startups established respectively

- We have engaged over 100 mentors from our partner organizations to enrich the quality of our programs delivery

- We have engaged 60 partners (Private and Social Sectors)