

### **Students of Public Schools to Develop Entrepreneurship Skills for Lifetime**

The Entrepreneurship education is now available for all students of public schools of Armenia due to the efforts of Junior Achievements of Armenia (JAA) organisation and long-term funding and support of HSBC Bank.

As of 2017-2018 academic year, the public schools of Armenia offer an entrepreneurship course integrated in the Technology course for students in grades 2 and 3. To this end, a teacher's guide has been created and over 1400 teachers have been trained to teach the new subject. Selected tenth and eleventh graders in 215 schools will also continue their studies in entrepreneurship. The programme is officially endorsed by the Ministry of Education and Science and included in the school curriculum. After this year's trial, the programme will be expanded to all schools.

The entrepreneurship course benefits students from all socioeconomic backgrounds by helping them to develop entrepreneurial knowledge and practical skills in financial literacy to succeed in the competitive job market. This course also inspires students to be creative and innovative, improves their critical-thinking and collaboration skills to meet the challenges and opportunities of the future.

This joint initiative builds on the success of the "JA Company Programme", project for students and teachers of the vulnerable communities in the Republic of Armenia, implemented by JAA. HSBC has financially supported this project to help students understand the role of businesses in our society and have their input into the development of their communities. As part of the project students learn to form a business enterprise and implement a project to address problems of their communities. In 2016-2017 academic year they have brought to life over 156 community projects ranging from building a bus stop and renovating a school hall to creating a museum and procuring benches for a church.

Anahit Avagyan, a student of Voghjaberd, shared her impressions: "We learned about Corporate Social Responsibility (CSR) and why it is important for the companies to have such a policy. We allocated part of our student entrepreneurship project profits for building an outdoor sports ground".

In June 2017 alone HSBC Holding plc awarded \$36,750 to Junior Achievement of Armenia to work with 598 students. The total contribution of HSBC since 2009 has been \$227,000. HSBC volunteers have also contributed to the project by offering professional mentorship and training to help students develop viable business skills.

JAA Executive Director Armine Hovhannisyan said:

"Investing in education is essential for building thriving communities and economies. Introduction of entrepreneurship education at schools marks another successful stage in our decade-long cooperation with Junior Achievement Worldwide. The programme helps students develop a sense of social entrepreneurship from an early age and become agents for sustainable change in tomorrow's world. It encourages them to gain valuable skills and guide them to bring social benefit rather than gain pure profit."

HSBC Armenia CEO, Paul Edgar noted:

"As part of our commitment to the community, we provide financial contributions to community projects, and thousands of our employees across the world get involved by volunteering their time and sharing their skills. For many young people, education is key to prosperity – it offers them the chance to develop their skills, realise their potential and make a meaningful contribution to society. Thus, HSBC has proudly supported this programme for 9 years and have recently renewed the partnership till 2019."

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### **HSBC Holdings plc**

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### **HSBC in Armenia**

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