

## WHAT WE OFFER, WHAT OUR AIMS ARE

BUSINESS  
EXPERT

If you have already heard about IW JUNIOR, you might like to learn more about our programmes, projects and networks. Perhaps you already have concrete plans to set up a student company, or are considering transferring an existing enterprise run by your pupils to our systematic, professional and legally secure framework? Alternatively, if you would like to collaborate in a working group SCHULEWIRTSCHAFT or make your pupils FIT FÜR DIE WIRTSCHAFT we would be only too happy to advise you - without obligation.

## CONTACT

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Further information is available from our website:

[www.iwjunior.de](http://www.iwjunior.de)

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# IW JUNIOR gGmbH

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IW JUNIOR gGmbH, a registered charity, stands for economic and financial education with high standards of sustainability. As a subsidiary of the Cologne Institute for Economic Research (IW), IW JUNIOR offers an extensive and diverse range of programmes promoting business and financial learning and career guidance for school leavers. IW JUNIOR has long experience in devising and conducting educational and business projects, cooperates closely with schools and coordinates the work of the SCHULEWIRTSCHAFT network at the national level. In cooperation with our partners in schools and companies we continue to develop our programmes, making the topic of business a thrilling journey of discovery where the motto is always „learning by doing“.



## OUR MISSION

- › **We are** the contact of choice for economic and financial education and career guidance in Germany. Our mission is to facilitate successful cooperation between schools and companies.
- › **We enable** teenagers to acquire a better understanding of how business and society work.
- › **We help** teenagers to develop their personalities by offering them a framework within which they can explore their talents and inclinations and broaden their horizons.
- › **We motivate** teenagers to get involved, to commit themselves, to make new contacts outside their school and to shoulder responsibility.
- › **We offer** participants the opportunity to meet people from other countries and cultures and, as partners in a worldwide network, enable them to broaden their understanding of society, culture and business at an international level.





# FROM SCHOOLKIDS TO BUSINESS PEOPLE

## JUNIOR

*Wirtschaft erleben*



JUNIOR's nationwide programmes offer school students the possibility to found a business of their own. The aims of the programmes are: career guidance, improving the competences teenagers will need in vocational training, enhancing their employment prospects, teaching them business knowledge and instilling key skills. The students learn together, trying out the basic principles of entrepreneurship and acquiring the business acumen and core social skills which they will need in their future careers.

Longitudinal studies have shown that participation in JUNIOR programmes improves school students' long-term prospects. Additionally, the programmes enhance schools' profiles and assist teachers in devising lively lessons. JUNIOR programmes thus form an ideal bridge between schools and local business.

With JUNIOR primo, JUNIOR basic, JUNIOR advanced and JUNIOR expert IW JUNIOR currently offers four programmes of varying complexity aimed at different age groups.

For further information please visit:

[www.junior-programme.de](http://www.junior-programme.de)



# IW JUNIOR: EDUCATION NEEDS PRACTICE

**JUNIOR**  
*Wirtschaft erleben*

**» FIT FÜR  
DIE WIRTSCHAFT**

**SCHULEWIRTSCHAFT**  
Deutschland



# CLEVER PUPILS ARE ALSO CLEVER CONSUMERS

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## FIT FÜR DIE WIRTSCHAFT

FIT FÜR DIE WIRTSCHAFT is an educational project for schools in which external experts teach eighth- and ninth-year pupils about key business processes and the fundamentals of finance. In short presentations, accompanied by follow-up tasks, role plays and the „Business Taboo“ quiz, volunteer business trainers pass on their specialist knowledge and use true-to-life situations to point out what school students should pay attention to when dealing with their own money or applying for jobs.

The project, run jointly by IW JUNIOR and the TARGOBANK Foundation, has been operating successfully in all school forms for more than ten years. Since 2003 over 52,000 pupils nationwide have taken part in FIT FOR BUSINESS, while TARGOBANK staff have been active around 1,700 times, serving as volunteer trainers and tutors and, in close coordination with the school's teachers and educational aims, making teenagers „fit for business“.

Teachers can apply online any time for the next school half-year. Please visit:

[www.fitfuerdiewirtschaft.de](http://www.fitfuerdiewirtschaft.de)

# FORMING THE FUTURE IN PARTNERSHIP

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## SCHULEWIRTSCHAFT Deutschland

The SCHOOLBUSINESS network is an initiator and organiser of dialogue between schools and businesses. Jointly, the network aims to ease teenagers' transition from school to career and a work environment and to promote socio-economic education. The network offers its services to teachers, pupils, parents and companies, offering a variety of projects and opportunities for cooperation.

More than 22,000 volunteers are active in the state-level organisations and in over 400 regional working groups in the SCHOOLBUSINESS network. They can look back over more than 60 years of experience in their work, which has always been characterised by cooperation and partnership.

The network's activities at the national level are the joint responsibility of the Confederation of German Employers' Associations (BDA) and IW JUNIOR gGmbH.

For further information please visit:

[www.schulewirtschaft.de](http://www.schulewirtschaft.de)