



Jonk
Entrepreneuren
Luxembourg

Member of
JA Worldwide

2026

ANNUAL REPORT



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FOREWORDS



Some of the most meaningful moments in education can't be planned entirely from behind a desk. They happen when an experienced mind connects with a young person. Sometimes in a classroom, sometimes over a shared project, sometimes just in a conversation where a student sees, for the first time, what a pathway in their field of interest could actually look like. In the 2025/26 school year, JEL was reminded repeatedly that this is where the real magic happens: not in the curriculum alone, but in the connections between people who show up and the young people they meet.

Our entrepreneurship, financial education, and work readiness programmes only succeed because of the volunteers and partners who lend us their time, their expertise, and their belief in young people's potential. Professionals connecting with students as mentors. Companies opening their doors for job shadowing and real-world projects. Volunteers from all walks of professional life helping students make sense of budgeting, saving, and responsible spending in ways no textbook can. Teachers who go beyond the curriculum to give students space to experiment, fail safely, and try again. Each of these connections turns an idea on paper into an experience a young person remembers.

Our entrepreneurship programmes thrive on that same principle. Mentors and partner companies bring initiative, resilience, and creative problem-solving into the room, not as abstract concepts but as something students watch modelled by someone they respect and can picture themselves becoming.

Financial education gives young people the tools to manage their future responsibly, understanding money, risk, and long-term planning early enough that these become habits rather than afterthoughts.

Work readiness is about more than preparing students for a job; it's about helping them discover what kind of career suits them and giving them a genuine feel for the professional world before they have to navigate it alone.

The past school year, we were fortunate to grow and deepen these partnerships, working alongside businesses, institutions, and individual volunteers who chose to invest in Luxembourg's young people. Their generosity multiplies our impact far beyond what our team could achieve alone, and it is this collective effort, this quiet, ongoing act of showing up for the next generation, that continues to define who we are.

To our dedicated JEL team, to every volunteer who gave their time, every partner who opened a door, and every teacher who made space for us: thank you. You are the ones who help us create magic, again and again.

We invite you to explore this report and discover the stories and people behind JEL's work during the 2025/26 school year.



Patrick Wies

President

Jonk Entrepreneuren Luxembourg

Sven Baltes

Director

Jonk Entrepreneuren Luxembourg

The world in which our young people are growing up in is changing rapidly. To thrive in it, academic knowledge alone is not enough. Young people also need curiosity, creativity, resilience, and the confidence to turn ideas into action. Entrepreneurship education plays a vital role in developing these qualities and empowers pupils to become active, responsible, and innovative citizens.

I am therefore particularly pleased that Jonk Entrepreneuren Luxembourg (JEL) continues to play such an important role in our education system. Through its wide range of programmes, JEL enables pupils to discover entrepreneurship in a practical and inspiring way, encouraging them to develop ideas, take initiative, and learn by doing. With the introduction of the new plan d'études for elementary education, programmes such as Startklar! will also help strengthen transversal competences from an early age. By nurturing creativity, collaboration, problem-solving, and initiative, these programmes equip children with valuable skills that will serve them throughout their education and later in life.

Luxembourg's outstanding performance at Gen-E 2026, Europe's largest festival dedicated to youth entrepreneurship, was another highlight of the year. I warmly congratulate the **Smart4Leak** team on achieving an outstanding second place and Daniel Francisco Silva on receiving the prestigious Leadership Award. These achievements are a testament to the talent, determination, and entrepreneurial spirit of our young people. They also reflect the invaluable support of dedicated teachers, mentors, and the entire JEL community.

JEL remains a key partner in promoting financial education. Its contribution to the **Financial Literacy Label**, launched by the Ministry of Education, Children and Youth, reflects our shared ambition to equip young people with the knowledge and practical skills they need to make informed, responsible financial decisions throughout their lives.

As we prepare to welcome Gen-E 2027 to Luxembourg, we have a valuable opportunity to showcase our country's commitment to entrepreneurship education on the European stage. I am convinced that this event will inspire even more young people to believe in their potential, embrace innovation, and shape the future with confidence.

My sincere thanks go to JEL, its partners and the many teachers, volunteers, and supporters whose dedication makes these achievements possible. Together, we are equipping the next generation with the skills, confidence, and opportunities they need to turn ambition into action.

Claude Meisch

*Minister of Education,
Children and Youth*



A new school year brings new ideas, new ambitions and new opportunities for young people to discover entrepreneurship.

Encouraging an entrepreneurial mindset from an early age is essential for the future of our economy. It gives young people the confidence to take initiative, solve problems, work together and develop innovative solutions. For more than two decades, Jonk Entrepreneuren Luxembourg has played a vital role in this mission by building bridges between education and the business world and enabling students to experience entrepreneurship first-hand.

The results achieved at Gen-E 2026 in Riga are a remarkable illustration of this work. Smart4Leak secured second place in the 'JA Europe Innovation of the Year Award' at University Level, while Daniel Francisco Silva received a 'JA Europe Alumni Leadership Award'. These successes demonstrate the talent, creativity and entrepreneurial spirit of Luxembourg's youth.

The new JEL Launchpad programme marks another important step forward. Building on the Mini-Company and Startup Programme, it

provides young alumni with a structured pathway to further develop, test and validate their ideas beyond their initial school-based experience. Through practical support, mentoring and connections with key actors in Luxembourg's innovation ecosystem, the programme helps participants explore whether their projects can be transformed into viable and sustainable businesses.

This momentum will continue in 2027, when Luxembourg will have the honour of hosting Gen-E 2027 from 6 to 9 July. It will be a unique opportunity to welcome Europe's most promising young entrepreneurs and showcase Luxembourg as a dynamic hub for entrepreneurship and innovation.

I would like to thank JEL, as well as all the teachers, mentors and partners involved, for their commitment. Above all, I congratulate the young participants whose ideas and ambition will help shape tomorrow's economy.



(c) SIP - Claude Piscitelli

Lex Delles

*Minister of the Economy, SME,
Energy and Tourism*

A group of five young men, likely entrepreneurs, are posing together in business suits. They are standing in a row, with the man in the center slightly behind the others. They are all smiling and looking towards the camera. The background is a dark blue wall with a large white '01' in the foreground. The overall image has a professional and modern feel.

01

Jonk Entrepreneuren Luxembourg

OUR IDENTITY AND PURPOSE

Since 2005, Jonk Entrepreneuren Luxembourg, A.s.b.l. (hereafter 'JEL') has been fostering the entrepreneurial spirit of young people aged 9 to 25 through educational programmes delivered across all levels of education. The association strengthens the connection between the world of education and the business community.

With the support of volunteers from the business world, JEL's programmes provide young people with practical, hands-on and collaborative experiences that help them develop entrepreneurial, professional and life skills.

Our Mission

Inspire and prepare young people to innovate, create, take initiative, and be responsible.

Our Vision

Learn entrepreneurship.

Our Pillars

FINANCIAL LITERACY

Focuses on financial capability, covering smart spending, saving, investing and understanding the role of taxes.

WORK READINESS

Prepares young people for future careers by teaching critical skills needed in the labour market.

ENTREPRENEURSHIP

Focuses on fostering an entrepreneurial mindset, allowing students to create, innovate and develop businesses.

Skills and Competencies We Foster

 CREATIVITY	 PROBLEM SOLVING	 PUBLIC SPEAKING	 RESILIENCE AND PERSEVERANCE	 POSITIVE ATTITUDE AND DYNAMISM	 SELF-CONFIDENCE
 TAKING INITIATIVE AND RESPONSIBILITY	 COMMUNICATION AND SOCIAL SKILLS	 ETHICAL AND SUSTAINABLE THINKING	 TEAM SPIRIT	 ENTREPRENEURIAL SPIRIT	 FINANCIAL LITERACY

A YEAR OF IMPACT

For the 2025/26 school year, JEL provided **12,200 learning experiences** to young people. These practical, real-life, hands-on activities are designed to build skills, boost confidence, and foster real-world understanding through interactive projects, challenges, and programmes.

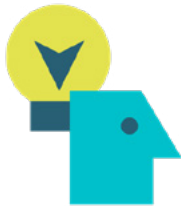


Learning experiences are structured through Junior Achievement's Inspire-Prepare-Succeed framework:



INSPIRE

Introductory learning experiences that spark curiosity, ignite creativity, and motivate young people to explore new ideas and possibilities.



PREPARE

Learning experiences that equip youth with the skills, attitudes, and competencies needed for meaningful work and sustainable entrepreneurship, fostering confidence, problem-solving, and a growth mindset.



SUCCEED

Applied learning experiences that allow young people to put their knowledge into practice, showcase their abilities, and achieve tangible results while reinforcing mastery and real-world understanding.

Beyond direct programme participation, our impact extended digitally: through targeted social media knowledge-building resources, more than 100,000 learning opportunities were delivered across platforms, significantly extending the reach and diversity of our educational initiatives.



20+ years
of impact

13
programmes

12.000+
learning experiences
in 2025/26

100.000+
learning opportunities

15%
of the student
population

600+
volunteers

800+
teachers

100+
schools

60+
private and public
partners

300+
alumni

TEAM



SVEN BALTES

Director



YVES WILTGEN

Deputy Director

Fit for Life, Practice Enterprise



MYRIAM BAUSTERT

Manager – Programmes

Mini-Company, Innovation Camp,
Sustainable Entrepreneurial Schools,
Youth Start Challenges, Startklar!



AMANDINE GUERRIER

Programmes Coordinator

Startup Programme, Engineering Trainee Days,
Job Shadow Day, JEL Launchpad



LAURE WAGNER

Programmes Coordinator

My First Enterprise,
My First Practice Enterprise, Diplom+



SERENA MAMER

Programmes Coordinator

Startup Programme,
Youth Start Challenges,
JEL Launchpad, Startklar!



TAHRA NARR

Programmes Coordinator

Job Shadow Day, My First Enterprise,
Practice Enterprise



MANDY MELONE

**Communication
& Community Coordinator**



ISABELLE SEFFER

Administrative Assistant



JOY SANCHIS DA SILVA

Programmes Coordinator -
Pedagogical Support
Practice Enterprise, Fit for Life



PITT SCHNEIDER

Programmes Coordinator -
Pedagogical Support
Startklar!, Mini-Company,
My First Enterprise, Innovation Camp



PAUL KOHNEN

Programmes Coordinator -
Pedagogical Support
Fit for Life



VITTORIO SICILIANO

Programmes Coordinator -
Pedagogical Support
Fit for Life

BOARD OF DIRECTORS

PATRICK WIES

President

JONAS BOSSAU

Retired Client Executive

GILBERT ENGEL

General Secretary

PHILIPPE WEISEN

Senior Business Developer
Wealth Management Luxembourg
Banque Internationale à Luxembourg

LUC BELLING

Responsable

Division de la coordination d'initiatives
et de programmes pédagogiques,
Ministère de l'Éducation nationale,
de l'Enfance et de la Jeunesse – SCRIPT

MURIEL MORBE

CEO

House of Training,
Chambre de Commerce

BLANCHE LAMESCH

Head of Department

Promotion et Sensibilisation
aux Métiers, Chambre des Métiers

PATRICK SCHON

Audit Partner

PwC Luxembourg

CATHY LEESCH

Direction Marketing

Cactus

CHRISTOPHE HOUYOUX

Head of Quality

ArcelorMittal

CHRIS WELTER

Attachée – Conseiller économique

Ministère de l'Économie

AMÉLIE MADINIER

Executive Director

Aureus Ars & Scientia

JOHNY GOEREND

Digital Project Manager

Arcus asbl

HONORARY PRESIDENTS

NORBERT FRIOB

Honorary President

CHARLES DENOTTE

Honorary President

YVES ELSÉN

Honorary President



02

Our International Footprint

JA EUROPE & WORLDWIDE



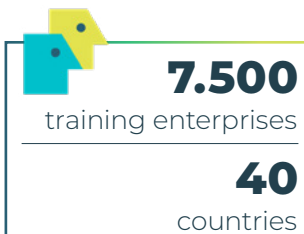
Jonk Entrepreneuren Luxembourg is part of Junior Achievement (JA) Worldwide, the world's largest youth-serving non-profit organisation dedicated to entrepreneurship, work readiness and financial education. Active in over 100 countries, JA delivers more than 23 million student experiences each year, building a brighter future for the next generation of innovators, entrepreneurs and leaders. For over 100 years, JA has been operating around the world, including in communities affected by political instability, violence, war, unemployment, poverty, and despair.



JA Europe, the European branch of JA Worldwide, coordinates and supports programmes in 42 countries, creating over 7 million learning experiences annually. It is the largest and leading organisation in Europe dedicated to inspiring and preparing young people to succeed. Its initiatives focus on entrepreneurial thinking, financial literacy and career readiness, helping students to gain practical skills, build confidence and prepare for a successful future in education, work and society.



PEN



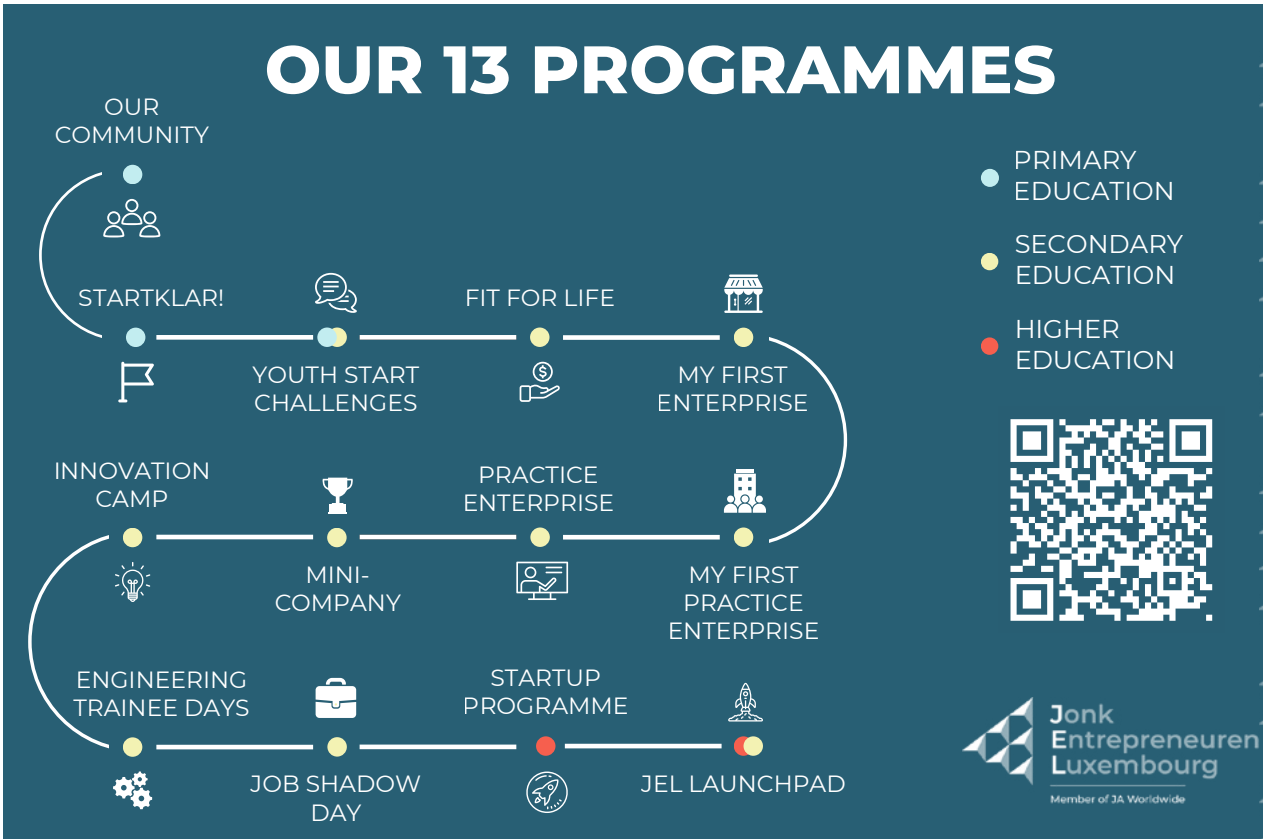
PEN Worldwide is an international network that supports education and training organisations in delivering work-based learning in business and entrepreneurship skills. They use the Practice Enterprise 'learning-by-doing' methodology, which allows students and trainees to gain practical, hands-on experience in running simulated businesses. Through this approach, PEN Worldwide empowers learners with skills that are tailored to the needs of tomorrow's labour market.

As a member of PEN Worldwide, JEL contributes to this network and benefits from it by connecting with over 7.500 training enterprises in more than 40 countries, including schools, universities, and institutions.



03

Our Programmes



FINANCIAL LITERACY

1. Our community

NOTRE COMMUNAUTÉ

Our Community is an educational programme for pupils aged 9-11, designed to help them understand how their local community functions, explore the world of work, and develop informed citizenship through interactive, volunteer-led activities. The programme is delivered in primary schools and is open to classes that register through participating schools. During the 2025/26 school year, 437 pupils from 31 classes across 20 primary schools took part, supported by 18 dedicated volunteers from the business community. Together, they delivered engaging learning experiences that strengthened pupils' understanding of their community, decision-making, and the links between education and working life.



'Taking part in the "Notre Communauté" programme by Jonk Entrepreneuren Luxembourg was a truly rewarding experience. The course is very well structured, with interactive games, constant variety and activities that keep the children engaged from start to finish. Through this dynamic approach, pupils discover essential concepts such as how a community works, why cooperation matters and what role money plays in everyday life. Seeing how curious and engaged they were throughout the activities was truly rewarding. The project helps young people understand the importance of community life in a practical and playful way.'

Diego Stojadinovic

Student at Ichec Brussels Management School,
Volunteer for Our Community



2. Fit For Life



Fit for Life is JEL's financial literacy programme for 14 to 16 year olds. Through interactive, volunteer-led sessions, students build practical money management skills covering budgeting, saving and investing, helping prepare them for financial independence in adult life. The programme aims to give young people the confidence and knowledge to make informed financial decisions as they transition into adulthood.

This year has seen significant progress, with numerous new volunteers being trained to support delivery, and a newly developed ALFI investment module being successfully piloted in two high schools. In total, *Fit for Life* reached 2,800 students across 127 classes in 27 schools and structures, delivered with the support of 73 trained volunteers - a testament to the growing community behind young people's financial futures.

'Being a Fit for Life instructor in Luxembourg's secondary schools is a very rewarding experience for me. I have always been passionate about teaching, and I believe that financial education is extremely important for young people. What I appreciate most is their interest, curiosity and willingness to participate. The sessions also give me the opportunity to exchange ideas and perspectives with the younger generation. Their questions and views often lead to very interesting discussions and make every class different.'

Bob Morbach

Banking Supervisor, CSSF



'Spending two half-days at the Ecole Privée Marie Consolatrice in Esch with Jonk Entrepreneuren's Fit for Life programme was one of the most rewarding things I did last year — and one of the most humbling. Talking about budgeting, taxes, insurance, credit and job applications with a group of students reminded me how much of this we are all expected to figure out on our own, more than ever.'



'In a world where pensions and the job market may look very different in a few years, early financial literacy is not a nice-to-have but a must-have. I will gladly be back next year!'

Anthony Dault

Audit and Advisory Partner (Insurance), PwC



WORK READINESS



1. Job Shadow Day

JOB SHADOW DAY

Job Shadow Day gives students aged 16 and above the opportunity to spend a full working day alongside a company executive or department head, gaining first-hand insight into professional life, workplace collaboration and career opportunities.

The 17th edition took place from 23 to 27 March 2026, bringing together 158 students from 23 secondary schools and 75 companies. The initiative is supported by FEDIL, the Chamber of Skilled Trades and Crafts, the Chamber of Commerce, and the Ministry of Education, Children and Youth.

The programme concluded on 16 April 2026 with a roundtable discussion featuring career advice from professionals, followed by the presentation of participation certificates to students and companies.

More information about the closing ceremony [here](#) 


158
students

23
secondary schools

75
companies

'Welcoming three young women to Institut St. Joseph (Elisabeth Handicap) during Job Shadow Day 2026 was a great pleasure. Initiatives like this provide a valuable opportunity for young people to discover the diversity and meaning of careers in the disability sector. Throughout the day, our guests experienced first-hand how we support people with intellectual disabilities to lead self-determined and fulfilling lives. They met our residents and staff, explored different services, and gained an authentic impression of the dedication, professionalism, and compassion that define our daily work. We believe that opening our doors is an important step towards breaking down stereotypes and inspiring the next generation of professionals. We hope the experience encouraged our visitors to consider a future career in social care and inclusion. We sincerely thank them for their curiosity, openness, and enthusiasm, and we are proud to have been part of their Job Shadow Day journey.'

Christian Happ

Yolande asbl

'I had the great pleasure of hosting a young student as part of the Job Shadow Day organized by Jonk Entrepreneuren Luxembourg. This immersive experience gave him the opportunity to discover the wide range of responsibilities involved in my role, from human resources management and workplace safety management to overseeing invoicing and monitoring customer receivables.'

Jonk Entrepreneuren's motto, "learn entrepreneurship" reflects an ambition that I fully share: encouraging young people to develop an entrepreneurial mindset, foster innovation, and take initiative.'

Clément Wampach

TK Elevator





'At Deutsche Börse Group/Clearstream, our partnership with Jonk Entrepreneuren reflects our commitment to strengthening financial literacy and supporting the young generation in Luxembourg. In our first year of collaboration, we proudly hosted six students during Job Shadow Day. Additionally, we trained eleven colleagues through the Fit for Life programme, who are now ready to bring financial education into schools from September 2026. We also welcomed Sven Baltes from Jonk Entrepreneuren to an internal panel discussion on the importance of financial literacy.'

Beyond benefiting young people, these initiatives strengthen employee engagement by creating meaningful opportunities to contribute to our local communities.'

Deutsche Börse

JEL thanks all the companies that participated:

A Beautiful Green | ABBL | Accenture Sàrl | ArcelorMittal Belval & Differdange S.A. | ArcelorMittal Luxembourg S.A. | Arendt & Medernach | Association of the Luxembourg Fund Industry | BIONEXT | Bourse de Luxembourg | Burger Bros Sàrl (LëtzeBurger) | CapitalatWork | Cargolux Airlines International S.A. | cebi | cegecom S.A. | CERATIZIT Luxembourg S.à r.l. | CFL – Luxembourg | Chambre de Commerce – House of Entrepreneurship | Chambre des Métiers | CK S.A. | Clearstream | Cofralux S.A. | Concept Factory | CONTERN S.A. | Creos S.A. | Croix-Rouge Luxembourgeoise | Drees & Sommer Luxembourg | DSV Air Services | DuPont de Nemours (Luxembourg) S.à r.l. | Encevo S.A. | Enovos S.A. | EWA Fiduciaire | Goblet Lavandier & Associés Ingénieurs-Conseils S.A. | Goodyear | Guardian Luxguard II Sàrl | HSBC Luxembourg | ING Luxembourg | ISOMONTAGE ISOLATION S.A. | Joint Allocation Office S.A. | KPMG | Liberty Mutual Insurance Europe SE | LPEA | LSC360 | Luxembourg City Incubator | Luxinnovation GIE | MARTIN-CONDROTTE Avocats à la Cour | MATE Sàrl / MOAST Creative Studio | Michelman | Neurofeedback Luxembourg (Servicium S.A.) | NO-NAIL BOXES | NOVUS Renovation S.à r.l. | Peakside Capital Advisors S.à r.l. | PERRARD | PGIM | PwC Luxembourg | Rinnen Constructions Générales | Rockhal CMA | Sablière HEIN Sàrl | Schroeder & Associés S.A. | SECO | SECUREX LUXEMBOURG S.A. | TK Elevator Luxembourg | TRALUX | Transports HEIN Sàrl | Veolia Luxembourg S.A. | Vinçotte | Webasto | Wellington Luxembourg Sàrl | XLG | Xtend Sàrl | Yolande asbl

2. Engineering Trainee Days

ENGINEERING TRAINEE DAYS

During the November school holidays, the *Engineering Trainee Days* offer students aged 16 and over the opportunity to experience the world of engineering and science first-hand over the course of two days. Far beyond a standard company visit, participants shadow professionals in their daily work, observe team collaboration, tackle technical challenges, and grasp the value of precision and clear communication. The programme aims to spark curiosity, expand career horizons, and help young people make informed choices about their future.

The 15th edition of the programme brought together 82 students from 17 secondary schools and 31 companies and institutions, from 3 to 7 November 2025. It has been organised with the support of the Association of Engineers and Scientists of Luxembourg and the Ministry of Education, Children and Youth.

The closing ceremony, where students and companies received certificates for their participation, was held on 2 December 2025.

More information about the closing ceremony [here](#) 



82
students

17
secondary schools

31
companies



« Dans le cadre des ETD, nous avons été accueillis par ArcelorMittal dans des conditions extraordinaires. A l'occasion d'une douzaine de présentations dédiées, des spécialistes ont pris le temps de nous présenter leur quotidien, leur parcours mais également la technicité de leurs missions sur des thématiques très variées et à la pointe de la technologie. Nous étions assez impressionnés de découvrir que l'industrie dite "lourde" puisse embarquer des sujets aussi High-Tech et une telle variété de métiers.

Une expérience extraordinaire offerte conjointement par Jonk Entrepreneuren et ArcelorMittal et qui illustre, parmi d'autres initiatives, l'investissement remarquable que met le Luxembourg dans la sensibilisation des futures générations aux Sciences et à l'ingénierie.

Merci infiniment ! »

Laure Albigot & Maxence Albigot

ETD Students at ArcelorMittal

JEL thanks all the companies that took part:

ACCUMALUX S.A. | ArcelorMittal Luxembourg S.A. | BEST Ingénieurs-Conseils | BSC - BUILDING SOLUTIONS & CONSULTING, INGENIEURS-CONSEILS | Cargolux SA | CFL Société Nationale des Chemins de Fer Luxembourgeois | CFL technics | Creos S.A. | DuPont de Nemours (Luxembourg) S.à.r.l. | Goblet Lavandier & Associés Ingénieurs-Conseils S.A. | Goodyear Operations S.A. | GRADEL | HITEC Luxembourg S.A. | IEE S.A. | INCA | ispace EUROPE | KARP KNEIP | LSC360 | LUXPORT S.A. | LuxTrust SA | Michelman International SARL | NOVUS Renovation s.à.r.l. | Paul Wurth Geprolux | Paul Wurth S.A. | Redwire Space | Rinnen Constructions Générales | Rockhal CMA | Schroeder & Associés S.A. | SEBES | SnT - Université du Luxembourg | Ville d'Esch-sur-Alzette Service des Eaux.

INNOVATION CAMP

3. Innovation Camp

Innovation Camp brings together students aged 16 and above to solve real business and societal challenges in intensive one-day sessions. Working in mixed teams and guided by professionals, they design innovative and feasible solutions while strengthening creativity, teamwork, and entrepreneurial thinking. Innovation Camps are organised in collaboration with external partners.

Across the three 2025/26 editions, 115 students from 17 secondary schools participated.

Innovation Camp with the Ministry for Gender Equality and Diversity

On 13 November 2025, the *Innovation Camp* with the Ministry for Gender Equality and Diversity brought together 43 students from 11 secondary schools to explore the challenge: 'How can we envision a city where everyone – women, men, and people of all gender identities – feels represented and valued?'

More information [here](#)



Innovation Camp with A&O Shearman

The *Innovation Camp*, organised in collaboration with A&O Shearman, took place on 24 March 2026 and challenged students to rethink the future of work. Participants had to consider the following question: 'How might companies design workplaces, tools, or programmes that align with young people's definition of success (e.g., balance, purpose, impact) while driving business performance?' The event brought together 43 students from 17 secondary schools.

More information [here](#)






29
students



Innovation Camp with IFSB

On 23 April 2026, the *Innovation Camp* organised with the Institut de Formation Sectoriel du Bâtiment brought together 29 students from 9 secondary schools to explore the theme, 'Imagine 2050: What will our neighbourhoods look like, and how will we live there?' During the day, the students not only worked on a presentation and a concept paper but also built a small model of their neighbourhood to help them visualise their ideas more clearly.

More information [here](#) 

'Listening to how young people define success is essential for jointly shaping the world of work of tomorrow. By hosting the Jonk Entrepreneuren challenge, we sought to foster a genuine dialogue between the expectations of a generation that refuses to choose between purpose and performance, and the realities of the professional world.'

Magali Maillot

HR Director and COO at A&O Shearman



ENTREPRENEURSHIP

1. Startklar!



Designed for pupils aged 10 to 12, *Startklar!* is an entrepreneurial programme based on the European Youth Start Challenges originally developed in Austria to foster entrepreneurial, financial and sustainability competences from an early age.

Startklar! consists of nine educational modules in which pupils learn through hands-on activities how teamwork, creativity and initiative can turn ideas into action. From developing their own concepts to experiencing their first sales, pupils gain an early introduction to entrepreneurship while strengthening key transversal skills and learning the importance of sustainable, real-world problem solving.

The 2025/26 school year marked the first implementation of *Startklar!* in Luxembourgish primary schools. Building on the positive results of its first year, the programme has been further adapted for the 2026/27 school year to align with Luxembourg's new Plan d'Études de l'Enseignement Fondamental, ensuring that it fully reflects the entrepreneurship-related learning objectives of the national curriculum.

JEL also offered a shortened version of the programme, the Startklar! Cookie Factory workshop, at the Schoulfoire. A total of 133 pupils from nine primary schools participated in this hands-on activity, where they worked through four stations to develop, brand, price and pitch their own cookie concept.



**MY FIRST
ENTERPRISE**

2. My First Enterprise

Over 10 weeks, *My First Enterprise* teams created and developed their own businesses with €50 in seed capital. The programme strengthens entrepreneurial skills through teamwork, practical projects and customer interaction, preparing students for future initiatives such as the *Mini-Company* programme. In 2025/26, 330 students from 16 schools were supported by 17 professional volunteers.

On 13 and 14 March 2026, 170 students presented and sold their products at the MFE Sale at Cloche d'Or Shopping Centre. The national competition followed on 17 June 2026 at Deloitte Luxembourg.



Results:

1st **Lëtztreats**
Lycée Michel Rodange

2nd **Honeyglow**
Lycée Michel Rodange

3rd **ReCandle**
Lycée Robert-Schuman

Coup de cœur: **Pura Vita**, *Lycée Michel Rodange*

Lëtztreats impressed the jury with homemade dog and cat treats made from carefully selected ingredients and packaged in reusable glass containers.

More information about the finals [here](#)



'It was an honour to represent the firm on the jury for the "My First Enterprise" programme. Being alongside these young entrepreneurs was a truly inspiring experience - their pitches were dynamic, convincing, and showcased just how much potential lies within this next generation. What particularly impressed me was their professionalism, team spirit, ambition, and genuine determination to turn creative ideas into concrete results. Experiences like these fill me with real confidence and optimism for the future of entrepreneurship in Luxembourg.'

Ken Wagner

Director Corporate Finance, Deloitte

**MY FIRST
PRACTICE
ENTERPRISE**

3. My First Practice Enterprise

Through *My First Practice Enterprise*, groups of three or four students create small businesses with €50 in seed capital. They sell products or services while managing finances, marketing and key business decisions. The programme introduces third-year students from the section “3^{ème} Technicien en administration et commerce” to business management and prepares them for the Practice Enterprise programme.



In 2025/26, 262 students from 13 schools participated, with the support of 11 volunteers.

On 24 and 25 April 2026, 29 teams sold their products at Topaze Shopping Center. The national final took place at Deloitte Luxembourg on 26 June 2026, where 12 teams presented their businesses to a professional jury.



Winners:

- 1st** **Eveerpetal**
École privée Marie Consolatrice
- 2nd** **Scrubby**
Lycée Technique de Lallange
- 3rd** **Twist Floral**
Lycée Technique d'Ettelbruck

Coup de cœur: Botterflam, École privée Sainte-Anne

‘I’m proud to volunteer. Every initiative shows just how much talent, how many ideas and how much ambition young people in Luxembourg have. Jonk Entrepreneuren works with real professionalism and rigour. The programmes are well structured, the goals are clear, and the young participants get genuine support as they build their entrepreneurial skills.’



Corina Tudorica

Financial Controller Project Manager, Deloitte



4. Mini-Company



The *Mini-Company* programme gives students aged 16 to 19 the opportunity to turn a business idea into reality. Supported by teachers and professional mentors, participants run their own company for one school year, discovering their talents, interests, and passions along the way.

During the 2025/26 school year, 546 students from 25 schools across Luxembourg were involved in the programme, working in 115 teams. This success was made possible thanks to the strong commitment of 72 teachers and 90 volunteers from the professional world.



New features of the 2025/26 programme included a partnership with JPMorgan Chase, which provided 45 new volunteers. This meant that every mini-company received detailed feedback on their initial business plans from experienced professionals. Another new addition was the 'Business English' workshop, designed to enhance students' language proficiency and better prepare them for the demands of the business world.



National Competition 2026 winners:

1st **SoilStallion**
Lycée Aline Mayrisch

2nd **FAVA**
Lycée Aline Mayrisch,

3rd **Gëlle Match**
Lycée/International School Michel Lucius





SoilStallion has developed a premium organic fertilizer made from horse manure pasteurized at 70°C. It is a natural and more environmentally friendly solution that helps improve soil quality and structure over the long term.

More information about the finals [here](#) 



'For us, the Mini-Enterprise programme is a brilliant opportunity to gain a practical insight into the world of work. We really learn by doing, not just through theory. We make mistakes, but we learn to bounce back quickly and find solutions together.'

During this experience, we've developed important skills such as communication, organisation and teamwork. We also learnt to listen to one another, share our ideas and make decisions together, even when it wasn't always easy. This project helped us to build our self-confidence, become more independent and gain a better understanding of what it really means to launch a project.'

Mini-Company FunFusion

École de Commerce et de Gestion



5. Practice Enterprise

ENTREPRISES D'ENTRAÎNEMENT

Practice Enterprise is a vocational training programme in which students manage a simulated company operating within an international network. By carrying out business activities such as purchasing, sales, human resources and accounting, students gain practical experience while developing teamwork, communication and entrepreneurial skills.

During the 2025/26 school year, the programme involved approximately 300 students across 20 Practice Enterprises from 13 schools.

At the *Practice Enterprise* Trade Fair in December 2025, VisionEra from Lycée Technique de Lallange was named Best Practice Enterprise of the Fair.

More information about the finals [here](#) 



National Competition Winners 2026:

- 1st** **VisionEra**
Lycée Technique de Lallange
- 2nd** **Mapa Sàrl**
Lycée Technique du Centre
- 3rd** **We Are One**
Lycée Technique d'Ettelbruck



'Being part of this Practice Enterprise programme over the past several years has been an incredibly rewarding experience. For the second year in a row, I've had the opportunity to lead workshops on corporate waste management and serve as a jury member, following the students from their very first ideas through to the final awards ceremony. Watching their creativity, teamwork, and confidence grow along the way is truly inspiring. The JEL team creates a motivating environment that encourages innovation and continuous learning. What I remember most is the excitement on their faces when their hard work is recognized. I'm already looking forward to the next edition.'

Gioia De Cillia
SDK Akademie, SuperdrecksKëscht

6. Startup Programme



The *Startup Programme* is a pre-creation business experience for students aged 19 to 30, open to Luxembourg residents and Luxembourgish students studying abroad. Over two semesters, teams develop an innovative, feasible, and economically viable product or service, turning their idea into a structured business model. Guided by experienced mentors, participants take part in professional workshops such as design thinking, business modelling, pitch training, and coaching sessions.

The programme strengthens entrepreneurial, teamwork, and project management skills, while linking academic learning with real-world experience.



Each year, the winning team from the Luxembourg *Startup Programme* qualifies to represent Luxembourg at Gen-E, Junior Achievement Europe's largest annual entrepreneurship festival. In 2026, the Luxembourgish team Smart4Leak achieved outstanding success at the Gen-E competition, winning two European awards in recognition of the innovative solution developed by their student company.

This *Startup Programme* edition involved 86 students in 23 teams from 8 schools, with five teams reaching the final.



National Competition Winners 2026:

- 1st** **Smart4Leak**
Lycée Guillaume Kroll
- 2nd** **Fundsevents**
ETHL École d'Hôtellerie et de Tourisme du Luxembourg
- 3rd** **Medfast**
Lycée Nic-Biever Dudelange

Smart4Leak has developed a wireless sensor system that helps municipalities detect and locate water leaks quickly and affordably. Installed directly on water networks, the sensors continuously monitor for leaks, send instant alerts, and help maintenance teams pinpoint the affected section.

More information about the finals [here](#) 🚀

« Ce programme a été une expérience aussi enrichissante que profondément formatrice. Au-delà des connaissances et des compétences acquises, il m'a permis de sortir de ma zone de confort, de me dépasser et de porter un regard nouveau sur mes capacités et mes ambitions.

J'y ai également fait de très belles rencontres, avec des personnes inspirantes, passionnées et généreuses dans leurs échanges. Chaque étape a été une occasion d'apprendre, de grandir et de gagner en confiance. Je ressors de cette aventure avec de précieux enseignements, de beaux souvenirs et une réelle motivation pour la suite ! C'est une expérience humaine et professionnelle que je recommande sincèrement. »

Pauline Sudre

MEDFAST



7. JEL Launchpad



In recent years, JEL observed that, for many participants, the entrepreneurial journey often came to an end after completing the *Mini-Company* or *Startup Programme*. While these programmes provide young entrepreneurs with a strong foundation and valuable first experiences, many motivated alumni lacked the continued support needed to further develop, test, and validate their ideas, as well as to assess their potential as viable businesses.



To address this gap, JEL established the *JEL Launchpad* pilot in 2025/26, supporting alumni through structured mentoring, business validation, skills development, and networking opportunities. The programme helps young entrepreneurs turn promising ideas into sustainable ventures, with guidance from experienced mentors, entrepreneurs, investors, customers, and ecosystem partners.

The first edition of the *JEL Launchpad* brought together five teams: Feel It, Zilly, Ecoffee, Leftovers, and Onsko. Each team followed a structured learning journey covering essential entrepreneurial topics, including:

- Customer Discovery and Target Market Analysis
- Competitive Landscape Analysis
- Marketing
- Sales Strategy
- Financial Modelling
- Pitch Training
- Setting up a Company in Luxembourg



A key highlight of the programme was the opportunity for teams to pitch their projects in front of experienced investors and business professionals. Thanks to the support of Luxembourg Business Angel Network (LBAN), teams were able to present their ventures to business angels and receive valuable feedback. They also participated in Luxembourg Venture Days and were offered the opportunity to pitch at Nexus Luxembourg, further increasing their exposure within the entrepreneurial ecosystem.

The success of the first *JEL Launchpad* edition was made possible thanks to the commitment of numerous volunteers and mentors who shared their expertise, challenged the teams, and helped them to acquire the knowledge and confidence needed to develop their businesses further.

'It was a great pleasure to accompany the Launchpad programme as a mentor. We fully stand behind JEL's mission of inspiring young people in Luxembourg to explore entrepreneurship at an early stage. I was particularly impressed by the commitment of the young founders, the quality of their projects and their drive to keep developing. The positive energy was absolutely contagious. As a VC rooted in Luxembourg, supporting the next generation of founders is close to our hearts, and I am glad to contribute my experience. Who knows, perhaps we will meet again at a startup pitch in a few years.'

Dr.-Ing. Christian Goergen

Founding & Managing Partner, Catalpa Ventures

NETWORK ACTIVITIES FACILITATED BY JEL



1. You(th) Start Challenges

The *You(th) Start Challenges* are ready-to-use, evidence-based educational activities designed to foster the cognitive, personal, economic, ethical, and social development of primary and secondary students. The Ministry of Education, Children and Youth has mandated JEL to support the implementation of the programme in Luxembourgish schools, including by training teachers to use the challenges. In 2025/26, two IFEN training sessions were organised for this purpose. Throughout the school year, approximately 2,000 students took part in at least one of the 49 available challenges.

As part of the programme, the annual *You(th) Start European* Entrepreneurship Award brings together student teams from across Europe. In October 2026, the Luxembourgish team Pawzz will present its anti-food waste project to a European jury in Skopje, North Macedonia.





2. Diplom+

Diplom+ is a training programme by the Ministry of Education, Children and Youth designed to equip students with the skills required for working life while seeking employment or preparing to enroll in further education. A key component of the programme is a four-week internship with a Luxembourg-based company or organisation, facilitated by JEL.

The internship offers hands-on experience in a sector students may wish to pursue. Each student is supported by a professional mentor, while workshops before, during, and after the placement maximise learning. A dedicated booklet helps students reflect on their strengths, motivations, and goals, fostering self-awareness and continuous development.

In 2026, two internship sessions took place from 23 February to 27 March and from 15 June to 10 July.

49 students completed internships at organisations including

ADEM | APEMH | Arendt Digital Services | Caritas Jeunes & Familles | Crèche Nascht Echternach | Centre pour enfants et jeunes présentant un trouble du spectre de l'autisme | CFL | Croix-Rouge | Danielle Weidert | Demir's Hair | Dogsitter Sàrl | DSK | Dysphasie Apelux | École d'Art Contemporain | Eldo-radio | Félix Giorgetti | Fnac | Forward | Foyer de Jour Nascht Echternach | Foyer Scolaire Hollerich | Haff a Mëchels | Happy Kids AI | Hype Sàrl | J-Reiff | Jugendhaus Käerjeng-SABA | KEOS Luxembourg | Ligue Santé Mentale | Maison Relais / Crèche Am Kuebebongert | Maison Relais A Schmatts | Maison Relais Garnich | Maison Relais Heffingen | Maison Relais Munneref | Maison Relais Strassen | Maître Thomas Feider | Médecin-Dentiste Jean-Paul Schmit | MobiGym | Musée Binsfeld | natur&ëmwelt | Noto Hotels | ODAArchitects | Opportunity Financial Services | Primärschoul Garnich | Pulse | SEA Maison Relais Rumelange Roude Fiels | Ste Elisabeth am Park | Thielen Architects | Younea



'As a company committed to the impact on teenagers' wellbeing and personal growth, Happy Kids is really glad of being part of the Diplom+ programme. It is a great way to engage teens in protecting other teens through our programmes and give insider insights into the current market needs and co-create with us value. The internship periods we did this year were really valuable to us. Thank you for the initiative.'

Luanna Eroles

Founder, Happy Kids Academy SIS

'I only have good things to say! I was looking for an internship and spent days trying to find one but kept getting rejected... When I talked to Laure from JEL about my issue she quickly gave me a date for us to meet online so I could explain my situation better and she immediately helped me by giving me the contact of some companies that were looking for interns! Thank you very much!'

Diana Marinho

Diplom+ Student

3. Sustainable Entrepreneurial Schools

The *Sustainable Entrepreneurial Schools* (SES) project is an initiative of SCRIPT, in collaboration with the Ministry of Economy and JEL. Its goal is to support and encourage secondary schools that promote entrepreneurship, career guidance, financial education, and sustainable development. Schools can earn a three-level excellence label by meeting specific criteria throughout the school year, such as workshops, mini-internships, conferences, competitions, visits, and challenges.

On 23 October 2025, the fifth National SES Day took place, bringing together project partners and 18 participating schools. The event highlighted student involvement through a rally where 12 teams completed challenges such as spontaneous pitches, entrepreneurship quizzes, and skill games. Labels were awarded by Claude Meisch, Minister of Education, Children and Youth, and Gilles Scholtus, Senior Government Advisor at the Ministry of the Economy.





04

Our Success Stories

ECOFFEE



Ecoffee became the real-world classroom where theory met practice: collaborating with farmers, refining roasted lupin profiles, and pitching in front of distinguished audiences, all challenged me to grow decisively. The programmes provided mentorship, practical tools, and a network that amplified our impact – helping Ecoffee move from a school project to a market-ready brand focused on health and sustainability.

Today, Ecoffee is ready to scale. We are actively incorporating new product segments and raising funds from business angels to expand sales channels and accelerate development. If you believe in healthy alternatives and want to support an ambitious, impact-driven venture, now is the moment to join us.



I'm Alessio Calisti Thill and joining the journey with Ecoffee through the *Mini-Company* and *JEL Launchpad* programmes transformed me both personally and professionally. Starting with a first brainstorming idea, the *Mini-Company* programme taught me how to move from concept to a tangible product, instilling discipline in product testing and customer feedback. Launchpad sharpened my business thinking – teaching me to craft a clear value proposition, build partnerships, and structure scalable operations. By this time, the JEL programmes have not only strengthened my leadership skills but also the resilience to navigate setbacks and the confidence to lead forward.



WECONNECT

WeConnect began during our first year at university as a student project built around a challenge we could not ignore: too many students were struggling to find affordable housing, while many people had a spare room and the desire to share more than just a roof.

During the 2021 and 2022 academic year, we participated in the Startup Competition. This experience gave us the confidence to transform our idea into something real. Since 2023, WeConnect has officially been an Sàrl SIS, a social impact company with a clear mission: connecting students looking for affordable accommodation with hosts ready to welcome them and create meaningful human connections.

59

active cohabitations

The journey has not always been easy. In the beginning, finding hosts was one of our greatest challenges. We had to build trust, listen carefully and demonstrate that intergenerational living could be safe, valuable and rewarding for everyone.

In 2025, WeConnect supported 59 active cohabitations. Today, more than 1,000 students contact us every year in search of a welcoming and affordable place to live. Our goal is to reach 150 active cohabitations by September 2026.



This is an important turning point for WeConnect, and achieving it depends on finding more people who believe in the value of sharing their homes.

Be part of our next chapter. Turn a room into a home, welcome a student and enjoy an unforgettable human experience that can make a real difference in both of your lives.

TEXTIL-DROCK

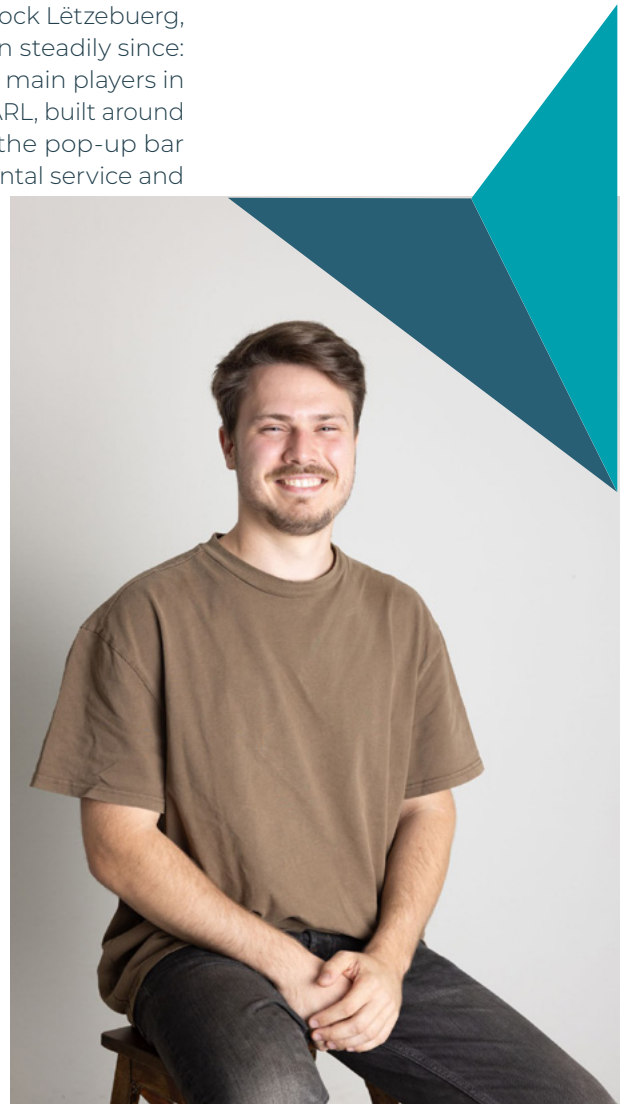
My entrepreneurial journey began during my school years at ECG, where JEL programs first sparked my interest in business. That spark grew into something bigger over the years that followed.

My first venture, Pure Import, launched in 2019: an alcohol import and distribution business in Luxembourg. It was a steep learning curve, and one that ended sooner than planned – the company had to be sold in 2021 due to the impact of Corona.

That same year, I founded two new companies. Textildrock Lëtzebuerg, a textile printing and embroidery company, has grown steadily since: today, in 2026, it employs four people and is one of the main players in its field in Luxembourg. Alongside it, I founded Intakt SARL, built around creating experiences. From 2022 to 2024, Intakt ran the pop-up bar Medusa in Remich, and now operates a delivery van rental service and an event and bar material rental business, with two more interesting projects already planned for 2027.

Looking back, a clear thread connects these ventures: the willingness to try, adapt when things don't work out, and keep building. That mindset traces back to the hands-on experiences JEL gave me in school – the chance to test ideas before taking them into the real world.

Running two companies today, I'm grateful for that early foundation, and excited for what's ahead.





05

Our Highlights 2025/26

JA EUROPE PACKX INNOVATION CAMP



On 26 March 2026, JEL invited 22 students to participate in the PackX 'Unpack Your Career' interactive workshop for students from across the Benelux region. The one-day workshop, held in Brussels, was organised by JA Europe and Europen in collaboration with the local JA organisations in Belgium, the Netherlands, and Luxembourg.

The workshop aimed to engage university and vocational education students in exploring the future of the packaging industry and to highlight the sector as an innovative field where sustainability, technology, design, and entrepreneurship come together. Through interactive activities and industry insights, participants gained a better understanding of the career opportunities and emerging trends shaping the packaging sector.



JEL DAY 2026

On 21 May 2026, JEL organised the first edition of its new flagship event dedicated to youth entrepreneurship: JEL Day. The event brought together the finalists from two of the organisation's flagship programmes, the *Mini-Company* and the *Startup Programme*, in a dynamic format combining competition, innovation, networking and celebration.

JEL Day 2026 marked the culmination of several months of hard work, creativity and dedication on the part of the participants. From developing a business idea through real-world sales and final presentations to the judging panel, the students demonstrated their skills in innovation, teamwork, financial management and resilience.





The event also brought together the entire JEL ecosystem – partners, teachers, mentors and alumni – providing a unique platform for discussion and networking around youth entrepreneurship.

Several representatives from the Luxembourg government also attended the event. Lex Delles, Minister of the Economy, SME, Energy and Tourism, attended the *Mini-Company* presentations, whilst Martine Hansen, Minister for Consumer Protection, and Claude Meisch, Minister of Education, Children and Youth, took part in the awards ceremony.



YOUNG ENTREPRENEURS IN ACTION

FROM SPARK TO STARTUP @LUXEMBOURG VENTURE DAYS



On 22 October 2025, JEL and JEL Alumni brought Luxembourg Venture Days to life with 'From Spark to Startup'. Alumni President Marie Mbaye moderated as JEL Director Sven Baltes opened with a candid assessment: Luxembourg's economy is short on talent, short on young people ready to act on entrepreneurial thinking, and he laid out how JEL's programmes in entrepreneurship, financial literacy, and work readiness aim to close that gap.

Sovi Solutions co-founder and JEL alumnus Gianluca Marinelli picked up the thread, tracing his path from JEL's Young Enterprise Project to shaping his own company, with candid lessons on grit, feedback, and entrepreneurial mindset. A round table with Dr. Christian Goergen (Catalpa Ventures) and Ben Rieth (CalorAI) went further behind the curtain of venture building, unpacking what it really takes to raise capital and build a startup in Luxembourg.

The session closed with live pitches from JEL ventures Feel It, Onsko, and Ecoffee, each bringing a distinct vision to the stage – inclusive play, accessible art, and sustainable coffee – proof that Luxembourg's next generation of founders is already in motion.



LBAN REVERSE PITCH

On 17 November 2025, JEL and LBAN co-organised a Reverse Pitching Session, offering young entrepreneurs the opportunity to present their ventures directly to experienced business angels and investors. Unlike a traditional pitching event, the primary objective was not to secure funding, but to connect young talent to experienced serial founders and investors, enabling them to receive constructive feedback, valuable input, as well as gain fresh perspectives on their ventures.

The session encouraged open discussion and meaningful exchanges, helping young founders challenge their assumptions, refine their business concepts, and expand their professional network. Four ventures from JEL took part in the session and represented the organisation with high-quality pitches and remarkable enthusiasm. Their presentations generated valuable feedback, opened discussions with investors and business angels, and led to several promising follow-up conversations, including opportunities for future collaboration, mentorship, and potential investment.





FUELING THE FUTURE

GEN Z INSIGHTS & BOLD VENTURES

@NEXUS 2026

At NEXUS 2026, JEL didn't just bring a pitch. It brought a story. The team turned *The Little Prince* into a mirror for entrepreneurship: the businessman obsessed with counting stars he never really sees, the lamplighter stuck on repeat. The message landed hard: AI will swallow the routine tasks, but it will never replace curiosity, empathy, or meaningful connections. That's the edge Gen Z founders have, and they proved it live.



Two ventures brought that idea to the stage. Alessio, founder of Ecoffee, opened up about the real 'why' driving his venture. Smart4Leak took a different question as its starting point: 'who is this for?' Their answer was aimed squarely at the next generation, tackling water sustainability with a technical solution built to matter. Both founders left the stage with something more valuable than applause: real connections with the people in the room.

JEL Director Sven Baltes closed the session by naming the three questions that follow every entrepreneur: capital, customers, talent. Looking back at the story and the founders who'd just spoken, one thread ran through all three: none of it works without the right people around you. That's why building the right skills and opening doors to relevant connections remains at the heart of JEL's mission.

JEL @GRAND DUKE GARDEN PARTY



As part of the 2026 National Day celebrations, six students from the JEL network had the honour of attending the Garden Party hosted by His Royal Highness the Grand Duke and Her Royal Highness the Grand Duchess on 29 June 2026 at Château de Berg. The students were selected as recipients of the JEL Alumni Leadership Award, which recognises outstanding leadership, initiative, and commitment demonstrated throughout their entrepreneurial journey. Their invitation to this prestigious event was a meaningful recognition of their achievements and the values of leadership and active citizenship that JEL seeks to foster in young people. Congratulations to Carlotta D'Alimonte, Pauline Sudre, Samuel Bost, Christian Chondrogiorgakis, Julie Delcominette and Yannis Dumortier.



GEN-E 2026

JEL sent two outstanding teams to represent the country at Gen-E 2026, Europe's largest entrepreneurship festival for young people, held in Riga, Latvia, from 7 to 9 July.

SoilStallion, a *Mini-Company* from the Lycée Aline Mayrisch, comprising Pierre Clemes, Ilias Derchoul, Amin Licina, and Samuel Petri developed organic fertiliser from horse manure and competed in the JA Europe Company of the Year category at upper-secondary level. Smart4Leak, a university-level startup team from Lycée Guillaume Kroll comprising Anton Savitchi, Diogo José Bento Soares, Alexandre Greven and Daniel Francisco Silva, developed smart leak detection technology for infrastructure, and competed in the JA Europe Startup of the Year category.

Both ventures were among more than 400,000 young people who took part in Junior Achievement programmes across Europe this academic year, a mark of the calibre of youth entrepreneurship Luxembourg brought to the festival.



Over three days, students rehearsed and refined their pitches, presented their ventures at the Gen-E Expo, and took part in company visits, networking events and cultural activities alongside peers from over 40 countries. The festival brought together students, educators, business leaders and policymakers, culminating in the Gen-E Gala Awards Ceremony.

Luxembourg's participation proved a resounding success. Smart4Leak was awarded second place in the JA Europe Innovation of the Year Award at university level. Daniel Francisco Silva additionally received the JA Europe Alumni Leadership Award, recognising his leadership throughout the competition.

These achievements reflect the strength of Luxembourg's entrepreneurial education and the dedication of the young people, teachers and mentors who supported these ventures throughout the year. Gen-E 2026 once again showed that Luxembourg's young entrepreneurs can compete, and excel, on the European stage.





SMART4LEAK SUCCESS

Gen-E 2026: Celebrating Smart4Leak's Success

JEL is incredibly proud of the success achieved by Smart4Leak at this year's event. As mentioned above, the team was awarded 2nd place in the JA Europe Innovation of the Year Award (University Level) and team leader Daniel Francisco Silva also received the JA Europe Alumni Leadership Award in recognition of his leadership skills, commitment to his team and contribution to the JA community.

Smart4Leak's outstanding results were undoubtedly due to the innovative nature of their solution and its significant growth potential. In fact, the solution addresses a significant issue in Luxembourg, where approximately 10,800 m³ of pumped water (around 9% of the total) is lost daily through underground leaks, resulting in estimated annual costs of 7.9–21 million euros. With all 100 municipalities required to assess their water networks by 2029, Smart4Leak's wireless sensor system offers an efficient way to reduce water loss and the time spent searching for leaks.

In the following testimonial, the team shares their experience at Gen-E 2026, the impact of this important milestone and their vision for the future of their company.



'In July 2026, we had the pleasure of taking part in Gen-E 2026 in Riga, where we won 2nd place in the University Innovation Track. We pitched our solution to a European jury and competed against some of the best student teams from across the continent. It was an amazing experience.'

Now that the competition is over, our focus is on turning Smart4Leak into a company. We are preparing to incorporate in Luxembourg and secure our first pilot municipality. Luxembourg is the starting point, but the opportunity goes much further. Belgium, France, and Germany all face similar requirements to assess water networks for leaks, giving Smart4Leak a clear path to expand beyond our home market.'

Smart4Leak



06

Our Alumni Network



JEL ALUMNI

Founded in 2015, JEL Alumni is a volunteer-driven community dedicated to supporting young entrepreneurs in Luxembourg. We act as a bridge between many programmes such as the *Mini-Company* programme and the professional world, fostering skill development and long-lasting connections.

JEL Alumni is the alumni section of Jonk Entrepreneuren Luxembourg, bringing together current and former students who have participated in any of the programmes offered by JEL. Every former participant of JEL's programmes is eligible to become part of the alumni community.

As a proud member of the JA Alumni Europe network, we provide our members with unique access to a vast international ecosystem of like-minded innovators and cross-border opportunities. Our mission is to empower the



next generation of leaders through mentorship, networking, and a shared passion for entrepreneurship. Whether locally or on the European stage, we remain committed to sparking new ideas and accelerating the growth of our vibrant alumni community.

HIGHLIGHTS



The 2025/26 school year was a year of growth and collaboration for JEL Alumni. We organised several successful events, both independently, including our annual BIL networking event, a Christmas Get-Together, as well as in partnership with JEL such as our participation in the Luxembourg Venture Days.

Beyond our own activities, we continued to support Mini-Companies by presenting awards and encouraging young entrepreneurs throughout the year. Internally, we focused on strengthening our organisation by defining clearer board roles and improving our structure. Looking ahead, our main goal is to recruit new motivated members who will help us grow JEL Alumni into an even stronger and more impactful community, that will be of great help and influence for the next Gen-E taking place in Luxembourg.



Echologics	Gutermann	Fido AI
X	X	X
X	✓	X
✓	✓	X
	✓	✓
		X
		✓
		X

JA Europe
Ministry of Entrepreneurship
JA Latvia
A Member of JA Worldwide

**EUROPE'S
LARGEST
ENTREPRENEURSHIP
FESTIVAL**

07

GEN-E 2027



JEL has been selected to host Gen-E 2027, Europe's largest youth entrepreneurship festival organised by JA Europe. The successful bid was prepared with the support of the Luxembourg Convention Bureau. Taking place in Luxembourg from 6 to 9 July 2027, this represents a major achievement for JEL and the Luxembourg entrepreneurial ecosystem.

Gen-E will bring together up to 1,000 young entrepreneurs, educators, business leaders, and policymakers from over 40 countries. The festival will include the European finals of the JA Company and Startup Programmes, as well as dynamic workshops, inspiring talks, networking opportunities, and showcases of student-led enterprises.



Preparing an event of this scale requires creativity, collaboration, and innovative ideas. On 28 March 2026, JEL organised the Gen-E 2027 Hackathon, bringing together students, ecosystem partners, stakeholders, the JEL team and board members to contribute to the preparation of the upcoming festival.

JEL HACKATHON

Based on JEL's proven Innovation Camp format, participants worked in mixed multidisciplinary groups, combining different perspectives and experiences to exchange ideas, challenge each other, and collaboratively explore opportunities for Gen-E 2027.

The groups worked on four key topics:

- Content and Experience Design
- Networking and Community Building
- Event Identity, Communication and Narrative
- Legacy and Post-Event Impact





Each topic was explored by two different groups, allowing participants to approach the challenges from different angles and generate a wide range of creative ideas. Throughout the morning and afternoon, teams worked together to imagine ways to create an exceptional experience for young entrepreneurs coming from Luxembourg and across Europe.

The Hackathon was a successful day of collaboration, creativity, and networking, generating valuable ideas and inspiration that will be further explored and potentially integrated into the organisation of Gen-E 2027.



LAUNCH

Gen-E rotates to a different host country each year. Following the conclusion of Gen-E 2026 in Riga, the relay passed to Luxembourg: JEL now holds the official Gen-E host recognition and takes on the organisation of Gen-E 2027, succeeding JA Latvia.

With preparations now underway, JEL is proud to announce that key moments of the festival, including the European finals pitches, will take place at the Philharmonie Luxembourg, one of the country's most prestigious cultural venues, offering an inspiring and memorable setting for participants from across Europe.

Beyond the Philharmonie, additional locations across Luxembourg are being explored to showcase and highlight the country's rich diversity, culture, and entrepreneurial spirit.

The theme of Gen-E 2027 is 'Resilience', reflecting the entrepreneurial mindset of adapting, learning, and innovating in response to change. It celebrates the creativity, perseverance, and ability of young entrepreneurs to transform challenges into opportunities. Together with the tagline 'Rooted. Reinvented. Ready.', Gen-E 2027 highlights the importance of building on strong foundations, embracing innovation, and preparing the next generation of entrepreneurs to shape the future.



The first official Gen-E 2027 teaser is now available, giving a first glimpse into the vision, atmosphere, and spirit of the event.

Teaser video: [here](#)

JEL is looking forward to welcoming participants from across Europe and creating an unforgettable Gen-E experience in Luxembourg in July 2027.

BECOME A GEN-E VOLUNTEER

Organising an event of this scale requires the support of a strong community. JEL is therefore looking for motivated volunteers who want to be part of this European adventure.

Volunteers will have the opportunity to contribute to a unique event, connect with inspiring people, and support the development of youth entrepreneurship in Luxembourg and across Europe.



**Join the Gen-E 2027
volunteer team:**

Register [here](#)



08

Our Partners & Ambassadors

TESTIMONIALS FROM PARTNERS

PwC Foundation

'Jonk Entrepreneuren Luxembourg stands out for the energy, ambition and dedication of its team. Their continuous drive to enhance programmes and create new opportunities for young people is truly inspiring. Through the JEL Entrepreneurial Journey, supported by PwC Foundation Luxembourg, students develop the confidence, skills and entrepreneurial mindset they need to thrive in the future. We are also pleased to complement our financial support with the time and expertise of PwC Luxembourg volunteers, helping bring real-world perspectives into the learning experience. We are proud to support this forward-looking organisation and its lasting impact on Luxembourg's next generation.'

ICG

'JEL has played an important role in launching our Summer Internship Programme in Luxembourg. Throughout the process, they have been exceptionally proactive, approachable, and adaptable, always willing to respond to the needs of the programme as they arose.'

The calibre of students sourced has been extremely strong, and the feedback received to date has been overwhelmingly positive and encouraging. I look forward to continuing our partnership with JEL on future Summer Internship Programmes and building on this success together.'

Bernice Radley

Vice President Global Recruitment & Early Careers

Chambre de Commerce

'Supporting Jonk Entrepreneuren Luxembourg means investing in the talents of tomorrow. Its programmes give students the opportunity to discover entrepreneurship first-hand, engage with the business community and transform ideas into concrete projects. Beyond economic awareness, participants develop key transversal skills that will serve them throughout their academic and professional journeys. As a longstanding partner, the Chamber of Commerce values the role Jonk Entrepreneuren plays in bringing education and business closer together and remains committed to helping young people unlock their potential, embrace innovation and develop the skills needed to contribute to Luxembourg's future economy.'



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Muriel Morbé

Director Talents & Skills

Deloitte Foundation Luxembourg

'Our continued partnership with Jonk Entrepreneuren Luxembourg reflects our belief in learning through doing. The Deloitte Foundation supports different JEL programmes focused on strengthening the links between education and the world of work. Such projects provide young people a real, hands on introduction to entrepreneurship, allowing them to acquire practical business skills and experience the realities of running an organisation. For us, enabling the people who will drive the long term success and resilience of our business community is a powerful and meaningful way to contribute to wider society.'

The BoD of the Deloitte Foundation Luxembourg

Wellington Management

‘Our partnership with Jonk Entrepreneuren has been a rewarding experience and strongly reflects Wellington’s commitment to supporting local communities and improving educational opportunities. Through initiatives such as the Job Shadow Day, we opened our doors to young students and witnessed first hand how exposure, dialogue, and mentorship can spark confidence and career ambition. The enthusiasm, curiosity, and feedback from participants reinforced the real impact of this collaboration and highlighted the value of sustained partnerships between businesses and the community.’



Elisabete Amorim

Conducting Officer Compliance & AML/CTF

Ministry of Labour

‘Over the years, I have been impressed by the many innovative ideas put forward by young people determined to address social and environmental challenges. We have witnessed how a simple concept can evolve into a successful social business, creating affordable housing alternatives and generating tangible social impact. Further strengthening the partnership established with Jonk Entrepreneuren Luxembourg remains a strategic priority for the Ministry of Labour and the Social Business Incubator. By combining our expertise and resources, we can empower young people with the skills, mindset, and support they need to become the change-makers, entrepreneurs, and leaders of tomorrow, turning their ambitions into meaningful action and sustainable solutions that benefit society as a whole.’



Marc Spautz

Ministry of Labour



Banque Internationale à Luxembourg SA

« Notre soutien à Jonk Entrepreneuren Luxembourg allait de soi, car la mission de l'ASBL, promouvoir l'esprit d'entreprise auprès des jeunes, est au coeur de notre métier et des valeurs auxquelles nous croyons. En effet, nous accompagnons les entrepreneurs et finançons le développement de leur projet. Par ailleurs, nous soutenons la cause de l'Education, un des piliers de notre politique Responsabilité Sociétale d'Entreprise (RSE), car elle est essentielle dans le développement économique. Jonk Entrepreneuren coordonne de nombreux projets, mais celui auquel nous participons le plus activement est le projet Mini-Entreprises qui touche un public d'étudiants de l'enseignement supérieur, proches de la vie active. Plusieurs collaborateurs de la BIL sont impliqués, soit en tant que coach d'équipe de jeunes, soit en tant que membre du jury. Ils peuvent partager leur expérience et transmettre leur savoir-faire à des jeunes qui ont envie d'apprendre et défendre leur projet. La qualité des présentations est d'ailleurs impressionnante ! Quand on voit que quelques-uns se sont découvert une nouvelle passion pour l'entrepreneuriat et sont prêts à se lancer, on se dit "mission accomplie" ! »

Philippe Weisen

Senior Business Developer

Chambre des Métiers

'Jonk Entrepreneuren Luxembourg through its diverse programmes, helps participants develop creativity, entrepreneurial skills, and the confidence needed to become future business leaders. The association plays thus a vital role in encouraging entrepreneurship and innovation among young people in Luxembourg.'

Having personally taken part in several of these initiatives, I have witnessed their positive impact and strongly encourage professionals to get involved. By sharing their experience, insights, and practical knowledge, they inspire young people, help them better understand the realities of the business world, and support them in building valuable professional networks. Together, these efforts contribute to Luxembourg's future economic growth and competitiveness.'



Blanche Lamesch

Head of Department

Promotion et Sensibilisation aux Métiers, Chambre des Métiers

UBS Europe SE, Luxembourg Branch

'Supporting the Jonk Entrepreneuren Luxembourg Fit for Life programme is a meaningful way to contribute to the financial education of Luxembourgish students. As part of UBS's volunteering initiatives, the programme helps young people build practical life skills, gain confidence in financial decision-making, and prepare for their future. Seeing students actively engage with real-life topics and gain practical knowledge for their future makes the experience especially meaningful. Programmes like these demonstrate the positive impact that community engagement can have on the next generation.'



Cactus

'For Cactus, supporting Jonk Entrepreneuren Luxembourg means much more than encouraging entrepreneurship: it means investing in young people and giving them the opportunity to shape their own future.'

As a family-owned company deeply rooted in Luxembourg, we believe our responsibility goes beyond our economic activity. It also means contributing to a society where every young person can find their place, develop their talents, build confidence and have the courage to take their future into their own hands.

This is the spirit behind our long-standing commitment to Jonk Entrepreneuren Luxembourg. By bringing young people closer to the professional world and creating connections between generations, the organisation gives them the opportunity to experiment, take initiative, stand up for their ideas and learn from both their successes and their mistakes.

We strongly believe in the value of these encounters and in the power of sharing knowledge and experience. They help nurture a new generation of curious, responsible and engaged citizens, employees and entrepreneurs.

Trusting young people also means giving them the freedom to imagine tomorrow's solutions and to play an active role in building a more sustainable economic, social and environmental future.'

Véronique Schmitt

Marketing et Communication Director

FJD

'As a community of young business leaders, FJD has a natural affinity with Jonk Entrepreneuren Luxembourg's mission. Participating in Mini-Entreprise juries is always an energising experience — and a reminder of why entrepreneurial education matters. Some of our own members trace their entrepreneurial journey back to JEL programmes. Supporting and encouraging the next generation of innovators and initiative-takers is not just a commitment we make — it is one we genuinely enjoy.'

Philippe Beck

**Fondation Norbert Friob & Fils**

« En 1984, dans le cadre d'une action de la FJD avec le soutien du Rotary, j'ai lancé l'action Boule et Bill créent une entreprise dans le cadre de l'enseignement fondamental. En 2000, j'ai initié le lancement des mini entreprises. La JEL a été créée pour pérenniser les actions encadrées jusque-là par des bénévoles. L'engagement de permanents dynamiques a été à la base du développement et du succès de nombreux programmes dépassant largement mes objectifs les plus optimistes. C'est donc avec plaisir que je contribue au financement de la JEL via ma fondation. Cette dernière soutient aussi l'action Espoir en Tête. Par ailleurs je soutiens également la Fondation Heleff fir d'natur. Je suis heureux que la JEL avec comme objectif « Apprendre à entreprendre » contribue à ce que de nombreux jeunes aient au moins une fois dans leur vie compris que les emplois se créent par des entrepreneurs et peut-être en inspire quelques-uns. »

Norbert Friob



Spuerkeess Foundation, under the aegis of the Fondation de Luxembourg

'Spuerkeess Foundation, under the aegis of the Fondation de Luxembourg, is proud to support Jonk Entrepreneuren Luxembourg and its Fit for Life programme, building on a long-standing partnership between Spuerkeess and JEL. As financial education is one of our key priorities, supporting Fit for Life is a natural choice. As a flagship initiative in Luxembourg, the programme helps young people build financial resilience through financial knowledge. In a rapidly changing world, financial education is essential to equip the next generation to navigate uncertainty and make informed decisions. The Foundation provides financial support, while Spuerkeess contributes through skills-based volunteering.'

ArcelorMittal

«ArcelorMittal est un partenaire fidèle de Jonk Entrepreneuren depuis de longues années, via son soutien au concours des mini-entreprises. Nous remettons le prix du meilleur business model qui récompense la vision stratégique la plus pertinente. Pour nous, c'est une façon de contribuer à la formation de futurs managers capables de développer de vrais projets, une aptitude essentielle dans de grandes entreprises comme la nôtre.

Nos valeurs rejoignent celles de l'association : permettre l'éclosion de compétences managériales chez les jeunes. C'est crucial pour l'avenir du pays et aussi pour notre industrie en quête de jeunes talents ! Donnons à ceux qui vont construire le monde de demain les savoir-faire et savoir-être pour se lancer dans une vie professionnelle enrichissante. Jonk Entrepreneuren est une référence en la matière au Luxembourg.»

Valérie Massin

Country Head ArcelorMittal in Luxembourg



Luxembourg Community Investment Group, Linklaters

‘Supporting Jonk Entrepreneuren has been a natural extension of our commitment to the Luxembourg community. Through our Community Investment programme, our colleagues have volunteered as coaches in the Mini-Company and Startup programmes, guiding student teams through the realities of entrepreneurship and financial literacy. Witnessing the creativity and ambition of young people as they build their first ventures is genuinely inspiring. Jonk Entrepreneuren provides a remarkable platform for the next generation of entrepreneurs, and we are proud to stand alongside them as a long-term partner.’

Melinda Perera

Partner and Head of the Luxembourg Community Investment Group, Linklaters

Louis Eudes Giroux & Anna Christina Goergen

Members of the Luxembourg Community Investment Group, Linklaters

Goodyear

'At Goodyear Luxembourg, we believe the future is built by talented people. As one of Luxembourg's leading employers, we are committed to helping young talent develop the skills, confidence, and mind-set needed to succeed. Opportunities to engage with students and share real-world experience are an important part of that commitment. We are proud of our associates who volunteer their time and expertise, bringing to life our values of integrity, innovation, and One Team. By investing in people and staying connected to our local communities, we foster a culture where individuals can learn, grow, and make a meaningful impact.'

Eric Henrotin

Vice President Product Development



PLATINUM PARTNERS



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DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Éducation nationale,
de l'Enfance et de la Jeunesse



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SPUERKEESS
Foundation under the aegis of Fondation de Luxembourg



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BECAUSE OF JEL...



... I'm part of a wider international network of people that continue to inspire me.

AMÉLIE HEIDT

... and the Mini-company programme, I learned how to sell a product and grew my passion in communications. After that year, I had lived through a great experience and also got to know myself even better!

TIMOTHY O'BRIEN

... I built lasting friendships, gained valuable skills, and laid the foundation for my career.

SABANOVIC ADIS

... I learned to think like an entrepreneur and not like a student.

RICARDO MACIEL DIAS

... I have learned to work in a Mini-Entreprise and put into action what we learn in school

INSTAGRAM USER



... I found my voice,
my purpose and my
path.

AVA BLACHE



... I understand
how my commu-
nity works and how
everyone can help
make it a better
place.

**OUR COMMUNITY PRO-
GRAMME PARTICIPANT**

... I gained the entre-
preneurial knowledge,
confidence, and pas-
sion that led me to
found Ecoffee, which
today is Luxembourg's
lupine-based coffee
alternative.

ALESSIO CALISTI THILL



... entrepreneurship
became a journey I
share with others.

EMMA LUTGEN

... I made valuable connections
with like-minded individuals
across Europe.

JULES TERRENS



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