



RWEGROUP



Press report

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How to teach about socially responsible entrepreneurship

The first training project for students of secondary schools on responsible entrepreneurship

Junior Achievement Slovensko a non-profit organization with support of Východoslovenská energetika a.s. is launching an unique training project for students of secondary schools – it brings a handbook for courageous teachers under the name of How to teach about socially responsible entrepreneurship into schools.

Junior Achievement Slovensko, n.o. has prepared a handbook within the partnership with Východoslovenská energetika a.s. which should introduce the topic of responsible entrepreneurship and the social responsibility in schools, to young people.

It is the only project that brings this topic to teachers and students of secondary schools. The everyday experience has proved that young people don't know enough about the problem of socially responsible entrepreneurship. That's why the organisation decided for this target group. The content of responsible entrepreneurship has been considered important because it helps to build responsible citizenship, supports the development of volunteering and it contributes to the improvement of a living standard in a community.

"VSE welcomes this initiative with pleasure and it has not become only its financial partner but we also offer our own case studies," explains Ms Danihelová, spokeswoman of the company. "It is an opportunity to present how we perceive the importance of social responsibility in VSE and what we do in favor of the community, employees and our customers," adds Ms A. Danihelová.

Benefit of this project has also been also assessed by the teacher of Gymnasium of sv. T. Akvinského in Košice Ms Kvetoslava Danková, who is experienced in the field of preparing students for responsible entrepreneurship. She considers the handbook very helpful because it introduces an innovative creative approach to the teacher's work.

"I wish that students and teachers who come across the issue of socially responsible entrepreneurship would enhance of this philosophy with help our programs in order to set an example all their colleagues become excited for it. Let's make the world of business better," Ms Marcela Havrilová

Information about the organizations:

Junior Achievement Slovensko, n.o. is a non-profit educational organization that has been active for 17 years in Slovakia in the field of economic education programs for young people. The programs promote business and economic thinking, teach of ethical decision making, educate students about the market economy before entering the job market and offer preventive solutions for youth employment. In the academic year 2009/2010 about 15,000 students are involved in programs of the JASR and in June 2009 the number of graduates from all over Slovakia reached almost 175,000 students.

Východoslovenská energetika a.s. (VSE) is a power utility which provides complex services connected with electricity consumption. Since 2003 it has been part of the German concern RWE, one of the leading power utilities in Europe. VSE supplies electricity to more than 500,000 customers – homes, firms and organizations. The mission of the company

is providing reliable and complex services which meet the demands of the customers The company perceives sponsoring and donor activities as an opportunity for giving a helping hand to the people in need and for contributing to the life of the region. VSE supports several projects from the social sphere, sport, culture, education and ecology.

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