

JA Worldwide and BASF announce Young Voices for a Sustainable Future Innovation Challenge for a Just Transition

With climate change being one of the most urgent challenges facing society, BASF has launched a partnership with JA Worldwide and eight JA member nations to encourage young people to contribute to a just transition and a sustainable future. Today, young people make up over 40% of the world's population. With a profound shift toward a greater emphasis on building sustainability in all facets of life: the economy, the environment, and in society, we are obligated to actively engage young people in this dynamic transformation. Through this collaboration, BASF joins JA in its abiding belief that youth must play a central role now as we build a just and sustainable future.

Thanks to this new global partnership, JA Worldwide and BASF aim to raise awareness among young people about climate change induced consequences for their communities and the need for climate adaptation and a just transition. Through their participation in Young Voices for a Sustainable Future, and thanks to the support of more than 40 BASF volunteers from around the world, 800 students from Brazil, Greece, Hungary, Indonesia, Mexico, Nigeria, Uganda, and Vietnam will ideate and innovate creative solutions to ensure a more just and sustainable future for the planet.

Dr. Christoph Jaekel, Vice President Corporate Sustainability of BASF said that *"it is a great honour to team up with a Nobel Peace Prize nominee, to help amplify the voice and power of the youth and the role they play in sustainable development. We are convinced that by offering such opportunities to young people, we will help contributing to building better communities throughout the world"*.

Asheesh Advani, CEO of JA Worldwide, praised the partnership and said, *"Young people want to be part of tomorrow's solutions, especially when it comes to global challenges such as sustainability. We are delighted that BASF wants to hear their voice, involve them in finding solutions to shared issues, and give them an opportunity to contribute to sustainable development."*

ABOUT JA WORLDWIDE

As one of the world's largest youth-serving NGOs, [JA Worldwide](#) prepares young people for employment and entrepreneurship. As one of the world's largest and most-impactful youth-serving NGOs, JA delivers hands on, immersive learning in work readiness, financial health, entrepreneurship, sustainability, STEM, economics, citizenship, ethics, and more.

Reaching more than 12 million young people each year through nearly half a million teachers and business volunteers, JA Worldwide is one of few organizations with the scale, experience, and passion to build a brighter future for the next generation of innovators, entrepreneurs, and leaders.

The impact of JA's learning experiences goes beyond the lives of individual students. For over 100 years, JA has operated all over the world, even in areas of political instability, violence, and war, ready to help students through the unemployment, poverty, and hopelessness that stem from such conditions.

By helping youth develop the employment and entrepreneurial tools to find meaningful work and start sustainable companies, JA serves as conduit for peace and prosperity. Through JA, young people are equipped with the skillset and mindset to build thriving communities.

Our network of 500,000 business mentors and teachers deliver economic empowerment to youth at scale: Every year through JA, millions of young people, ages 5 to 25, are equipped with the mindset and skillset to build thriving communities.

ABOUT JA ASIA PACIFIC

JA Asia Pacific is a member of JA Worldwide, one of the world's largest youth-serving NGOs dedicated to preparing young people for employment and entrepreneurship. With the Asia Pacific region being home to 60% of the world's youth, JA Asia Pacific aims to empower young people to benefit from and contribute to the region's economic development and to create a positive impact in their lives and communities.

With operations across 17 countries and territories, the JA Asia Pacific network equips young people with the employment and entrepreneurship skillsets and mindsets they

need to succeed. By building abilities and nurturing self-belief, JA prepares youth for the future of work, ensures they have the tools to be financially capable adults, and teaches them to think entrepreneurially. Supported by nearly 50,000 volunteers, and reaching more than 1.7 million students last year, JA Asia Pacific is one of few organizations with the scale, experience, and passion to build a brighter future for the next generation of global innovators, entrepreneurs, makers, and managers.

For more than 100 years, JA has delivered hands-on, experiential learning in work readiness, financial literacy, and entrepreneurship. We create pathways for employability, job creation and financial success.