



**PRESS RELEASE**  
**For Immediate Release:**

## **MALTESE STUDENT COMPANY WINS 2010 HP RESPONSIBLE BUSINESS AWARD**

### **JA-YE Europe Company of the Year Competition**

**Brussels, 23 July 2010– HP has presented the 2010 HP Responsible Business Award to the Maltese team, ‘Rewined’, for the homeware product they had designed and created from recycled wine bottles, during the 21<sup>st</sup> Junior Achievement Young Enterprise (JA-YE) Europe Company of the Year Competition, hosted by JA Italy in Cagliari.**

The HP Responsible Business Award, which was launched five years ago, is designed to encourage students to take social and environmental responsibility into consideration as they build their own enterprises. It is given to the student company which does the best job at integrating a strong financial performance, social responsibility, environmental excellence and innovation into their business plan and operations.

The winning student company, ‘Rewined’, created serving platters by heating and flattening recycled wine bottles. Andrew Borg Wirth, Managing Director of Rewined explains; *“We realized we wanted to create a product that was responsible and that we wanted to give something back to society as a business. We believe it’s really important that companies are responsible in their business and give back to their local communities.”*

The teams participating in the event were judged by a panel of expert volunteers from HP, and the winners received HP notebooks which will support their endeavors to further grow their business.

*“HP has teamed up with JA-YE to contribute to entrepreneurial education and social and environmental thinking in schools across Europe. A strong social and environmental strategy is a key success factor for all companies and is increasingly expected by customers,”* said Gabi Zedlmayer, Vice President, HP Office of Global Social Innovation. *“We would like to help future*



*entrepreneurs and support start-up companies find new ways to balance the economic, social and environmental aspects of running a business most successfully, and to do well by doing good.”*

The HP Responsible Business Award is a result of the ongoing cooperation between JA-YE and HP. For over a decade, HP and JA-YE's joint activities in Europe have included support for enterprise education programmes and special events through cash and equipment donations, as well as the participation of HP employees as volunteers in local JA-YE programmes.

*“We are grateful to HP and its 128 volunteers for their support given to JA-YE across 10 European countries this year. The dynamic interaction between students and volunteers promotes hands-on, experiential learning and brings classroom concepts to life, resulting in meaningful experiences for both student and volunteer.”* said Caroline Jenner, CEO of JA-YE Europe.

The Award is part of the HP Responsible Business Competition, a flagship programme of JA-YE Europe, JA Latin America and JA USA. More than 200,000 students have benefited from the HP Responsible Business Competition since its inception in 2006.

**ENDS**

## **Notes to Editors**

### **JA-YE Europe Company of the Year Competition**

July 20-23, Cagliari, Italy

Event hosted JA Italy

Student companies from 34 European countries, winners of their national competitions, will be involved in the 21<sup>st</sup> JA-YE Europe Company of the Year Competition.

Over 175 students will take part in the event and in total over 231,000 secondary school students have set up JA-YE student companies this academic year in Europe, offering everything from clothing and accessories for construction workers, a solution to secure private car parks, an interactive manual for education, re-useable multi-purpose bag to a mini-hole punch. These



projects are being promoted by JA-YE Europe to help develop the entrepreneurial spirit in the EU, thereby boosting the creation of jobs.

**JA-YE Europe** ([www.ja-ye.org](http://www.ja-ye.org)) is Europe's largest provider of entrepreneurship education programmes, reaching 3.1 million students in 38 countries in 2009. Funded by businesses, institutions, foundations and individuals, JA-YE brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. The JA-YE Company Programme is recognised by the European Commission Enterprise Directorate General as a 'Best Practice in Entrepreneurship Education'. JA-YE Europe is the European headquarters for JA Worldwide.

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