



NEWS RELEASE

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JUNIOR ACHIEVEMENT BRAZIL TEAM “RECICLAGEM” WINS HP’S RESPONSIBLE BUSINESS IDEAS AWARD

Innovative young entrepreneurs excel at business and social responsibility.

Colorado Springs, Colo. — Junior Achievement today announced that “Reciclagem,” a student-run company from Rio de Janeiro, Brazil, is the winner of the Americas HP Responsible Business Online Ideas Contest. The objective of the contest is to encourage and recognize the development of commercial ideas that best combine successful entrepreneurial skills with social and environmental responsibility. The award will be formally presented at Junior Achievement's 2010 Americas Region Student Company of the Year Competition event held in Rio de Janeiro, Brazil, on December 9-12, 2010.

Earlier this year, more than **180 HP volunteers** presented a one-day module on responsible business practices to approximately **3000 students involved** in *JA Company Program*® in the Americas Region. JA student companies submitted **92 entries to the online ideas competition**. Competitors had to persuade judges that their ideas demonstrated strong market potential, innovation, social responsibility and environmental excellence. In *JA Company Program*, high school students start and run a real business, supported by a volunteer.

Reciclagem, created by high school students from **Colégio Pedro II – Unidade Escolar Centro High School**, won the award with their innovative approach e-waste, a real problem for the technology industry. The contest judges were impressed with their comprehensive business model based on green technology. Team members also demonstrated their social responsibility by planning to address issues in the community with very challenging goals: **“Create a recycling cooperative in needy communities – Cooperatives that would recycle all the materials related to computers, and train on how to assemble and fix old computers. It is**

a win-win situation, the community's residents could get new computers in the end and less computers would be thrown away unnecessarily”.

The idea of a **Solar Ovens from the school L.C. María Guadalupe Espinoza Parra in Mexico**, received an Honor mention for their device that saves energy, it can replace the grill or stove and avoids the use of highly polluting oil that causes the greenhouse effect, among other pollutants.

"The HP Responsible Business Ideas Contest targets the development of business and work-readiness skills while teaching the value of corporate social responsibility in the 21st-century global marketplace," said Sean C. Rush, president and chief executive officer of JA Worldwide[®]. "We are grateful to HP for its commitment to educating youth about entrepreneurship and global citizenship, and to supporting Junior Achievement's as it empowers young people to own their future economic success by enhancing the relevancy of education."

"Reciclagem exemplifies HP's vision of a strong commitment to global citizenship and social and environmental investment. Creating a sense of responsibility while developing entrepreneurial and micro-business skills is of paramount importance," said Agustin Urtubey, managing director of HP Enterprise Services, Latin America Multi-Country Area and member of JA Americas Board of Directors. "Through our partnership with JA, we can help educate tomorrow's business leaders to safeguard our world and our shared economy."

The Responsible Business Ideas Contest is part of the Responsible Business Competition, a flagship program of HP and JA-YE Europe, JA Latin America and Junior Achievement USA[™]. The competition encourages students in JA-YE and JA entrepreneurship education programs to consider social and environmental responsibility.

This year, for the first time, the competition took a global dimension with the launch of a Facebook Responsible Business Challenge. Students were asked to consider the world in 2020 and submit business ideas that could have a positive effect on the general public and the world around them. Nearly 1,900 young people took up the challenge. The winners came from Romania, Canada and India.

About Junior Achievement[®] (JA)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 126 individual area operations reach more than four million students in the United States, with an additional 5.7 million students served by operations in 122 other countries worldwide. For more information, visit www.ja.org.