

FOR IMMEDIATE RELEASE

Meira from Iceland wins the Citi Client Focus Award 2017



- Meira a students' startup from Iceland won the 'Citi Client Focus Award', supported by the Citi Foundation's Pathways to Progress initiative, at JA Europe 28th [Company of the Year Competition](#).
- JA Europe's 'Company of the Year Competition' celebrates the best 200+ young entrepreneurs across 36 countries in Europe.
- The 'Citi Client Focus Award' recognizes student enterprises that are client-led, and excel at creating value by listening to their clients to understand, anticipate and serve their evolving needs and circumstance.

Brussels, Belgium, 13 July 2017 – Meira impressed the Citi Signature Award jury with their strong attention to the customer experience. Meira is a mobile application that provides a cost-saving service for young individuals through a simple but effective app revolving around users setting cost-saving goals for themselves. It helps users achieve these goals. Their mission is to change the way young people save money.

Over 200 students gathered in Brussels between 11-12 July to celebrate the top mini-companies from across Europe. 37 student-teams competed as part of JA Europe's flagship JA Company Programme, which gives them an opportunity to set up and run a real business.

Learning to run a company from top to bottom, JA Company Programme students create and market real products and services. The success of the programme is largely due to the wide support from business volunteers, who act as mentors, offering expert advice to the students. Partnerships between education and business are essential to closing the gap between classroom theory and real-world challenges. In the 2015-16 school year, more than 300,000 students across 40 countries in Europe participated in the JA Company Programme.

Partnering for three decades, the Citi Foundation and JA Europe collaborated in 18 European countries, involving 45,000 students and 225 Citi business volunteers in 2015-2016, to develop young people's entrepreneurial skills and work readiness. Citi is committed to supporting young people to become career ready, and in February 2017 expanded their Pathways to Progress initiative globally to help 500,000 young people with \$100 million over



the next three years. In addition, Citi announced their first public volunteering commitment to encourage 10,000 employees to support young people through Pathways to Progress. Their partnership with JA Europe has greatly contributed to inspire the next generation of entrepreneurs and entrepreneurial employees.

“We are delighted that Meira won this year’s Citi Client Focus Awards. As a company they demonstrated real client-led innovation, entrepreneurial skill and embodied the spirit of the JA Company of the Year programme. Meira stood out during the judging and are great examples of the importance of entrepreneurship education, and why as a global bank we support young people to develop entrepreneurial mind-sets through Pathways to Progress. Congratulations Meira! -” Fabrice Novel, Director France Securities Country Manager, Citi

Caroline Jenner, CEO for JA Europe, added: *“Together with Citi Foundation, we aim to prepare and inspire the next generation of client-conscious entrepreneurs. Being able to adapt your skills, competences and business strategy to the needs of society is crucial in today’s fast-changing markets. Citi has a long history of volunteering and this is one of the most powerful ways to make this message resonate with young people.”*

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About [JA Europe](#)

JA Europe is Europe’s largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.5 million students in 40 countries in 2016.

JA Europe 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.

JA Europe is the European Regional Operating Centre for JA Worldwide®.

About [Citi](#)

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

About [Citi Foundation](#)

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. They invest in efforts that increase financial inclusion, catalyse job opportunities for youth, and reimagine approaches to building economically vibrant cities. The Citi Foundation’s “More than Philanthropy” approach leverages the enormous expertise of Citi and its people to fulfil their mission and drive thought leadership and innovation.

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